

# Women's Day special

## 5 FEMTECH APPS YOU SHOULD CHECK OUT TODAY

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*I still remember the first time my mother handed me a small notepad to keep track of my cycles. From then on, for the first few months, I kept a proper track. However, after a while, I lost track until the first time I was caught off-guard. A lot of us share similar stories like this. Tracking apps are a lifesaver for so many of us. Starting from tracking your cycles to planning a healthy diet according to your cycle, these apps do it all. They are the best partners for your gynaecologist visits.*

*Many people in our country are still reluctant to openly speak about women's health. But I believe that needs to change. Menstruation, ovulation and contraception are discussion topics integral to women's health. Such matters need to be properly discussed, not shunned. For this upcoming International Women's Day, we have prepared a list of essential femtech apps everyone should keep on their phones.*



### MAYA

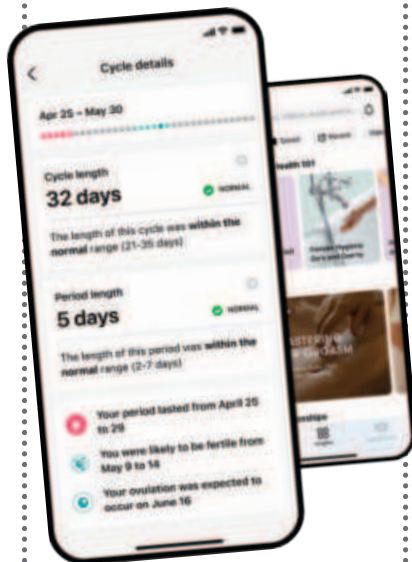
Maya is a one-stop solution for women in Bangladesh with its array of services. Maya's digital assistant will track your period, ovulation and pregnancy cycle while answering health-related queries. If needed, one can consult with Maya's dedicated row of experts. They provide complete anonymity to their clients. The highlight is that its services are affordable and focused on women who can't often access proper healthcare. The app also has a vaccine reminder feature.

Maya also runs a delivery service called Maya Shop which provides feminine and personal products to women. No need for those awkward and creepy interactions at your local drug store.

### FLO

Flo is one of the most popular femtech app games. The app works as a period, ovulation and pregnancy tracker. It provides information on how to manage heavy menstrual bleeding and menstrual pain. It will not only track your cycle but also monitor menstrual flow, symptoms, moods and other related factors. You can sync it with your other fitness apps and it can track symptoms and lifestyle habits to improve cycle predictions. It also works as a pregnancy calculator.

There is a free version and a premium version which costs \$54.99 annually. You can opt for the premium one to access additional features.



### CLUE

Clue was launched in 2012 with its menstrual tracker. Clue can be termed as a pioneer in the femtech app game. Its founder, Ida Tin, first coined the term 'Femtech'. Today, the app stands among the leading ones with over 12 million users worldwide.

Clue has an encyclopaedic feature that covers a wide arena of women's health issues, mental health, and other related issues. They have a Calendar and Analysis section where all your entered data are backed up. You can get an update about your health with other tracking options. You can track sleep patterns, hair growth and many others from its 30 other tracking options. The app will soon launch its contraceptive medical device - Clue Birth Control, with which women can monitor their fertility to prevent pregnancy. The premium version Clue Plus costs US\$30 annually.



### OKY

Oky is a period tracker app designed for adolescent girls starting their menstruation journey. Menstruation is still taboo, and most girls don't know how to deal with their questions and curiosity about this, especially in stereotypical countries like ours. They are already new to this, and they are scared. Oky caters to their questions in a fun and body-positive way. It is available on phones, tabs, online and offline. They don't need high-speed internet; they can connect with low connectivity.

Girls can have personalised avatars. The app provides individual trackers and insights and tips for a healthy cycle rotation. There is a calendar feature, and they have a separate part dedicated to answering various menstrual-related questions along with quizzes. The best thing about this app is it is culturally and age-appropriate. It is available in local languages and is free to use. All you need is a decent internet connection and a phone, and you are set.

### FITBIT FEMALE HEALTH TRACKING

We all know about the Fitbit activity trackers. In 2018, Fitbit added a new health feature that allows women to track their menstrual cycle and ovulation cycle. You can use the Fitbit tracker on your smartphone or sync it with your Fitbit wearables. The recent Fitbit wearables support the tracking system. You can log your symptoms and get predictions for your next cycle.

The current state of the Fitbit female tracker is limited in its options compared to other femtech apps. However, they are working on adding more horizons. Till then, it works great as a tracker and alarm for your next cycle because there is nothing more annoying than getting caught off guard.

