



**THE 28ISH GUIDE  
TO CYCLICAL  
ALIGNMENT**

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YOUR CYCLE

01

Cycles are ubiquitous in our lives, from weekly and yearly schedules to weather seasons and holidays. However, the Monday to Friday workweek cycle does not align with a person who menstruates.

Despite the significant monthly, approximately 28-ish-day cycle present from menarche to menopause, we are not taught about it in school or by our healthcare providers.

It is critical to our overall well-being to recover and reclaim our cyclical nature.

At 28ish, our mission is to help you understand and align with the phases of your menstrual cycle using our app, which increases your awareness of its impact and helps you uncover your unique strengths, which we call "superpowers," in each phase of your cycle.

Feeling guilt and shame for experiencing life differently throughout the month is a common experience.

Productivity and positive habit tools often do not consider the variability of our menstrual cycle.

Embracing our cyclical nature and discovering its depths is a key aspect of the work we do at 28ish, including how it affects our work, relationships, creativity, and self-care.

Our hormonal cycles influence how we show up in the world, which is often linked to painful periods and extreme mood swings, commonly referred to as "PMS."

At 28ish, the uncovering of this cyclical nature holds the purpose of helping you to align with the super powers contained in every part of your cycle.

It is so that you may stop fighting yourself and begin to align with your changing nature.

02



H O R M O N A L  
P H A S E S

02

28ish products and practices refer to the inner seasons often and believe that you can discover your superpowers and run your life, relationships, and business from this perspective.

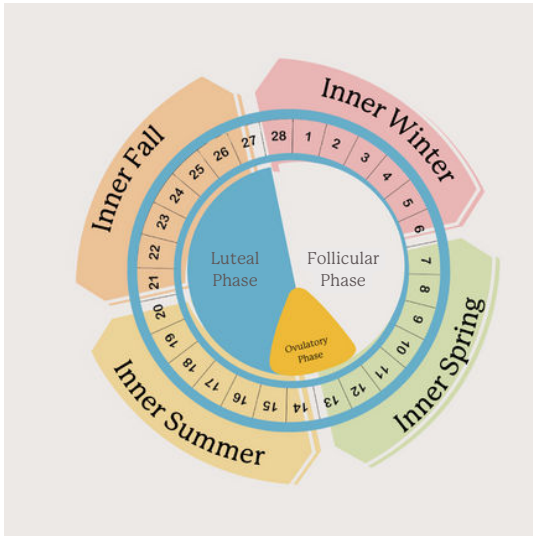
The medical phases of the menstrual cycle, described in this chapter, do not align in an exact manner with the concept of "inner seasons".

Inner seasons refer to the four distinct phases of the menstrual cycle, which reflect the cyclical changes within a person's body and psyche. Each phase is associated with unique physical, emotional, and psychological characteristics, much like the changing seasons in nature.

By recognizing and honoring these inner seasons, you will begin to gain a deeper understanding of your body and emotions. You can also adjust your self-care practices and activities accordingly. This can help promote greater well-being, creativity, and productivity, facilitating a more harmonious and fulfilling relationship with oneself and others.

Let's dive in.

The following diagram shows how your hormonal phases map onto your inner seasons. We are going to come back to this.



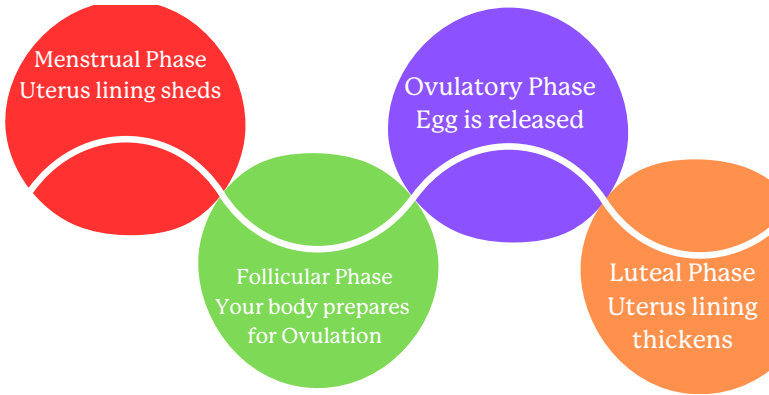
The 28ish app, for the sake of simplicity, assigns a preset duration of 7 days for each inner season.

In reality our hormonal cycles vary greatly from this. There is a feature in the app that allows you to change the duration of each of your seasons.

To understand our inner seasons, it helps to understand our hormonal cycle.



A 28ish day hormonal cycle looks a little like this:



### Menstrual Phase:

This phase marks the beginning of the cycle and is characterized by the shedding of the uterine lining, which results in bleeding. It typically lasts for 3-7 days.

### Follicular Phase:

During this phase, the body prepares for ovulation by developing follicles in the ovaries that contain eggs. Hormones such as estrogen and follicle-stimulating hormone (FSH) rise, which leads to thickening of the uterine lining.

### Ovulatory Phase:

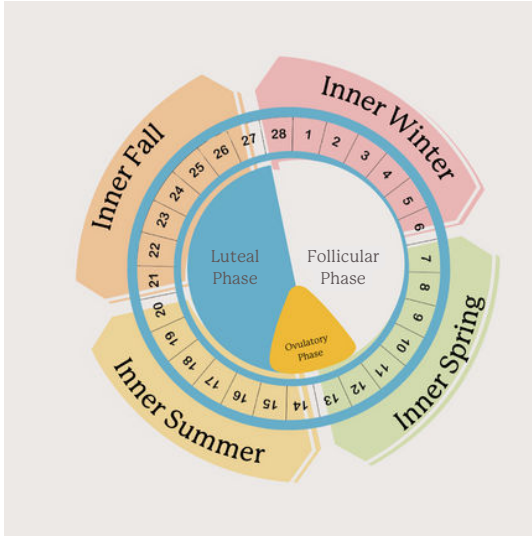
This phase occurs mid-cycle, around day 14 in a 28-day cycle. The dominant follicle releases an egg, which travels down the fallopian tube and is available for fertilization by sperm. This phase lasts for about 24 hours.

### Luteal Phase:

After ovulation, the empty follicle transforms into the corpus luteum, which produces progesterone to prepare the uterus for pregnancy. (continued on following page)

(Luteal Phase Continued) If the egg is not fertilized, the corpus luteum breaks down, progesterone levels drop, and the uterine lining sheds, marking the beginning of a new cycle.

Remember this diagram from a few pages back?



This diagram shows you how the inner seasons map onto the hormonal phases of our cycles.

None of the "phases to days" calculation business is an exact science because OUR BODIES are different. Each and everyone of us are doing the same thing, but doing it on a different timeline.

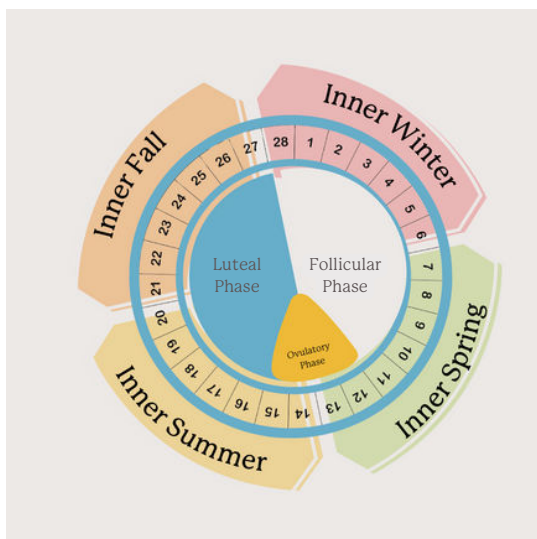
03



I N N E R  
S E A S O N S

03

## Here comes the fun part: Understanding The Inner Seasons



Are you getting sick of that diagram yet? I'm not. It will be there whenever you need it, to guide you through this knowledge. But let's talk about those inner seasons now.

Inner Winter: Day 28 - Day 6

Inner Spring: Day 7-14

Inner Summer: Day 15- 21

Inner Fall: Day 22 - 28

# Inner Winter

Inner Winter: Days 28 - 6

This is the bleeding phase. It starts just before the blood appears. At a certain point, after you have experienced the fullness of your entire cycle, you become... done, ready to rest, called inward.

We have been deeply programmed to feel that we still need to show up as usual, that we need to work and do and give as usual during this time. It is a falsity!

Our programming against allowing ourselves rest is deep. For many of us, we are taught that our strength and identity as a woman is being able to do everything a man can and do it while bleeding. One of the first steps in menstrual cycle awareness is allowing your bleed to matter. Taking space for it and resting!

## Inner Winter

Most of us cannot completely stop for our bleed. We still have to tend to professional and personal obligations. We are not, after all, living in a society that honors our cyclical nature and allows for that kind of stopping.

Life happens and we show up, bleeding and all, however, the foundation of cyclical living and alignment is to make space when and where we can for our cyclical nature and this includes our bleed.

Suggestions:

- Rest on your bleed, if you cannot rest on the first 1-2 days of your bleed, take a day as soon as you can after that.
- When moving about in the world, wear a color or a trinket that signifies to yourself that you are bleeding.
- Set new intentions for the cycle ahead.
- Use the 28ish to map your upcoming cycle onto your calendar. Try not to over plan for yourself during your upcoming inner winter.

# Inner Spring

Inner Spring: Days 7-14

Inner Spring is a time of joy for many. It's a time when the bleed has stopped and you are ready to go about your life, as usual, again.

It is also the time when most people just...forget about their cycle. Inner Spring is still an important part of your cycle to remain mindful of your changing nature.

Speaking of nature, Inner Spring, similar to our earth season Spring, is a rebirth and renewal. Think of the budding plants, flowers, and trees with new growth.

Although Inner Spring may not represent the same potency as the outward nature of your bleed and the wild ride of your premenstrual phase, it is still an important time to practice menstrual cycle awareness.

# Inner Spring

## Suggestions for Inner Spring:

- Don't go too quickly back into "the grind" of your life.
- Allow yourself to ease back into your regular routines.
- Notice the ways in which you want to work, show up in your relationships, and take care of yourself.
- What kind of work are you inclined toward in this phase?
- If you do X, is it a good decision or a bad one? X can be, hiring a new employee, making big business decisions, going to an interview or sales meeting.
- Notice your newborn nature and have fun with the curiosity of exploring yourself.
- Use the 28ish App to note down the way you work, feel, and the tasks you are naturally called to during this time.



# Inner Summer

Inner Summer: Days 15- 21

Oh the glory of inner summer. The first thing to know about this season is that it has a hormonal change in it.

We experience ovulation and find ourselves thrust into, what many consider, the most outwardly facing time of our cycle.

For many, introverts and extroverts alike, Inner Summer is a time of spontaneity and connection. We are often highly rewarded for showing up in the world this way. Flexible, fun, sexy, up for anything, social.

Be careful not to allow this Inner Summer version of yourself fill your calendar for the upcoming seasons! Tell her/them to stay in their lane!

## Inner Summer

If you are making plans for hosting or attending parties or events, be sure you are looking at your coming season and scheduling these inner summer things for your next inner summer.

Suggestions for Inner Summer:

- Go with the flow, have fun, do things
- Schedule your socializing events for this week, you will probably enjoy them the most at this time.
- Cultivate presence during this time. it is helpful to meditate to ground us during such an outwardly facing time in the cycle.
- Don't forget to track! It's easy to get caught up in the moment and stop tracking our cycle.
- Don't over schedule yourself in your coming seasons. What sounds like a good idea in Inner Summer can cause dread for you in upcoming seasons.

# Inner Fall

Inner Fall: Days 22 - 28

This season is also referred to as Inner Autumn, use the term that you normally use for this earth season. Inner Fall has the absolute worst reputation in the history of all reputations. I don't even like to use the term PMS because of all the negative connotations that go along with this season.

It is true that our hormones are rapidly declining throughout this season and that causes upset to many things in our lives. It is also true that we hear the inner critic, that internal voice telling us that we are total crap at everything, loudest during this phase of the cycle.

It is also true that Inner Fall can be one of the most productive and enlightening times of your entire cycle.

## Inner Fall

Why is it that when all of our systems are screaming at us about something, we decide it's just hormones and doesn't fundamentally need addressing. Sure, it may be, well it is harder to communicate in a constrained and "polite" way during this time. And there may be things that really annoy you during Inner Fall that you are very used to doing or putting up with in other parts of your cycle, to the point where you question if your annoyance is real or "just hormones". It's not "just your hormones". It's usually an issue that needs to be addressed in a real way in your life.

Our Inner Fall calls on us to step into our authority, sharpen our boundaries, and address what isn't working for us. You may feel like a balloon of rage ready to burst at any time, sure, but that doesn't mean it's not real and valid and begging you to take a look at it.

## Inner Fall

Our Inner Fall is the season where we simply won't put up with the same crap we put up with in the rest of our cycle. That's a beautiful thing.

It can also be a season of productivity. If you have a to-do list that feels impossible to execute on in Inner Spring, it won't survive your Inner Fall. I call this the "Get Shit Done" phase of my cycle. It feels like I'm prepping for a vacation.

Suggestions for Inner Fall:

- Plan for it, don't over schedule yourself during this time.
- Uncover what type of tasks you are best at during this time.
- Protect this time in your schedule, try to build in more rest or down-time.
- Treat your feelings with respect. Something upsetting you? Listen to that, don't dismiss it as unimportant.

04

CROSSOVER  
DAYS

04

## Cross Over Days

As we move along our cycle and our hormonal levels shift and drop us off into different seasons, we will inevitably experience days that don't hold the same characteristic of the season we are in. These are called Crossover Days and they refer to the shift from one season to the next.

You might be humming along, fully embracing the energy of any given season and then all of a sudden, you are having a day where nothing is going right. Crossover days will be characterized by a change in pace. Sometimes we might have switched into a new inner season and still be gripping tightly to the way we were working and experiencing life in the previous season.

The crossover day shows up to remind us to slow down, take stock of where we are in our cycle, and readjust as necessary.

## Cross Over Days

Try to anticipate these days in your calendar as well, they belong in-between each hormonal phase.

Suggestions for Crossover Days:

- When you are having one of those days where nothing is going right for you, look at your calendar and ask yourself, "is this a crossover day?"
- If it looks like it's about that time, throw up your hands, let out a little laugh, and thank yourself for noticing. Then, go rest.
- Remember that you are a human with a cyclical nature and this is you both cycling and being human.
- Reflect on the season you are leaving, thank yourself for the work you've done there
- Prepare for the season that you will now be entering.
- Mark this day on your calendar as a cross over day.



In conclusion, your cyclical nature and menstrual cycle are powerful and profound aspects of not only your reproductive health but, more importantly, your overall well-being.

By understanding the medical phases of your menstrual cycle in conjunction with the properties you possess in each inner season, you will begin to align with your unique natural rhythms and tap into your innate strength, resilience, and creativity. All of this is in pursuit of a more fulfilling and authentic life.

Through this guide, we have explored the various ways in which individuals can connect more deeply with their bodies and honor the cyclical nature of their menstrual cycles. We have discussed the physical, emotional, and psychological changes that occur during each phase of the cycle, as well as the cultural and societal attitudes that shape our perceptions of menstruation and menstrual cycles.

We hope that this book has provided valuable insights, tools, and resources for anyone seeking to cultivate greater awareness, self-care, and alignment with their cyclical nature.

May you go on to embody the knowledge that our menstrual cycles are not something to be ashamed of or hidden, but rather a source of power, wisdom, and connection to the natural world around us.

\*My teachers, Alexandra Pope and Sjanie Hugo Wurlitzer, in their book 'Wild Power', introduce the world to the notion of inner seasons. I am deeply grateful to them for the work they continue to release into the world.