

The BodyLife IQ Test Results: COUNTRY SCORE CARDS

Only 3% of the young women surveyed managed to get full-marks in the **Kotex BodyLife IQ Test** despite the ages of the respondents and the very basic nature of the questions asked. As a result, it is fair to say that only a small minority of young women across all of the countries surveyed have a complete understanding of the basic fundamentals of their feminine selves. No matter how sophisticated they appear or how contemporary their lifestyles, or what country or city they live in, there are shocking gaps in the basic knowledge of their own bodies in 97% of all young women surveyed.

[Refer to the appendices for a detailed breakdown of the ten questions and how the young women in all six countries fared.]

PHILIPPINES [average score 4 out of 10]

Young Filipina women are the least body-smart in the region, and came bottom of the regional survey.

Of all nationalities surveyed, Filipinas were the most misinformed with the biggest body-knowledge gap. Eighty-three percent of young women surveyed believe **Myths** around the body to be true. Some of them include:

- 54% of Filipino young women think drinking beer increases menstrual flow
- 42% believe that women are more likely to get breast cancer because they wear bras more often
- 38% percent believe that applying the blood from your first period to your face prevents pimples

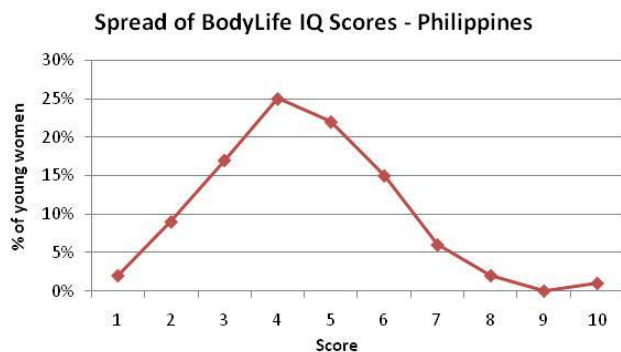
Ninety-eight percent of young women got the **Biology** section questions wrong.

- Only 12% know they have three holes down there
- 26% believe that only men have hymens, which is why they are named such
- 24% mistakenly believe that a hymen can be broken through oral sex

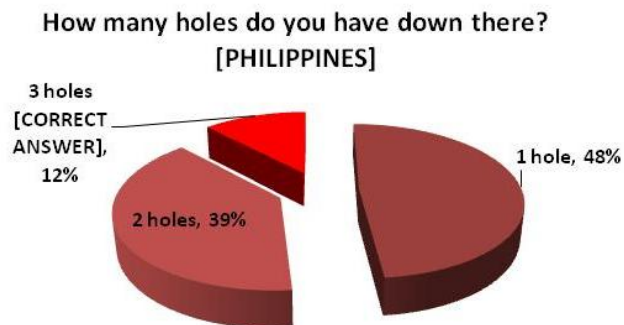
To young Filipino women, the subject of **Virginit**y is a mass of confusion with a majority of the young women surveyed revealing one or more misconception.

- 18% believe that they can lose their virginity by riding a bike
- 23% are unaware that having penetrative sex will result in a loss of virginity
- 11% believe that you can tell if a woman is a virgin by the size of her vagina

However, young Filipina women did score high in the **Health** section, with 95% answering the question correctly.



One in two young women thinks that drinking beer will increase your flow



Young women from Philippines say...

"I was shocked to see blood on my underwear and I ran to my mum and told her about it,"

12 - 19 year-old young woman from Philippines

"I skipped three steps on our stairs because they said it will make your menses last for only three days instead of one week,"

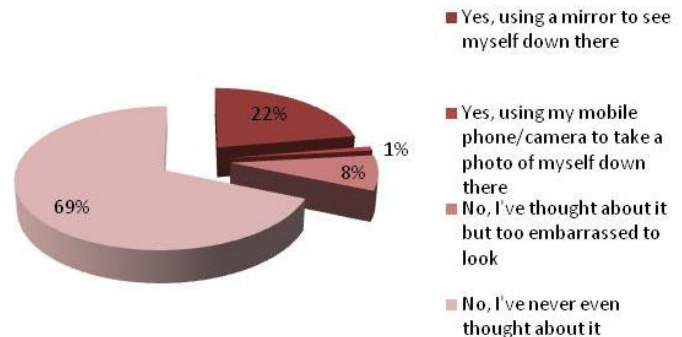
12 - 19 year-old young woman from Philippines

Young Indian women are the most body shy: more than three-quarters of young women surveyed have never examined their own genitals.

Young Indian women are also among the most misinformed about their bodies, with the second lowest body-knowledge in the region.

- Only 6% know how many holes they have down there
- 71% do not know that menses and urine do not flow through the same hole

Have you ever looked at your vagina? [INDIA]

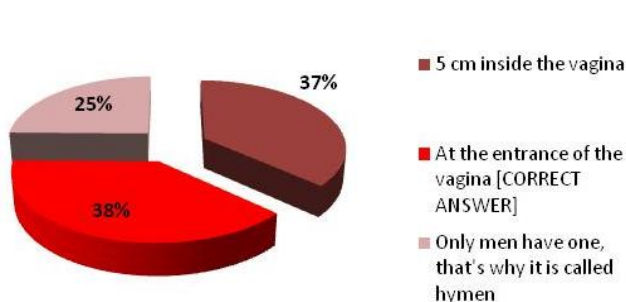


Six out of 10 young women in India cannot tell **Myths** from facts.

- 55% believe that touching your breasts a lot will help them grow bigger
- 41% believe that women are more likely to get breast cancer these days because they wear bras more often
- 33% believe that they will not get pregnant if they have sex during their menses

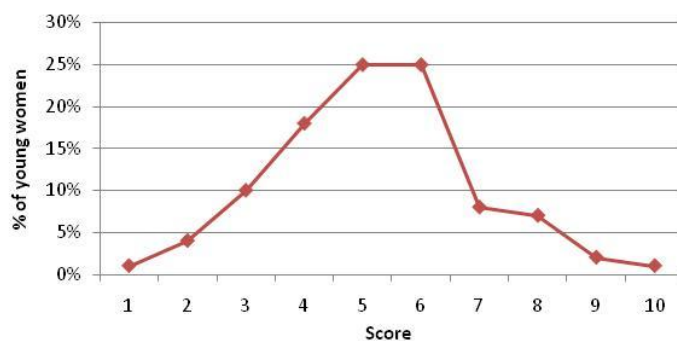
Despite **relatively** good results on the **Health** and **Pregnancy** sections of the BodyLife IQ Test, young Indian women scored poorly, particularly on **Biology** questions (99% **were unable to answer the questions correctly**, the lowest score in the region) and **Virginity** (only 13% were able to answer the questions correctly).

Where is your hymen? [INDIA]



- 25% believe that only men have hymens, which is why they are named such
- 41% percent do not know that penetrative intercourse can break a hymen
- 24% percent believe that you can tell if a woman is a virgin by the smile on her face

Spread of BodyLife IQ Scores - India



Young women from India say...

"They will tell you that you have a vagina but you don't really know where it is... I still don't know"

20-24 year-old young woman from India

"She [mother] doesn't discuss such things with me. Whenever there is such a subject, she changes the subject immediately"

20-24 year-old young woman from India

Myths, mystery and a preference for terms like ‘mystical fold’ instead of vagina widen the body-knowledge gap amongst young Vietnamese women.

The prevalence of myths, low basic **Biology** and female **Health** knowledge contribute to overall low body-knowledge in Vietnam. In addition, Vietnamese young women are very body-shy with 71% of those surveyed saying they have never looked or examined their genitals.

- 55% do not know that menses and urine do not flow through the same hole
- 51% believe that they only have one hole down there
- 62% do not know where their hymen is
- 26% mistakenly believe that penetrative intercourse cannot cause a hymen to break



Almost three in four young women think that women are more likely to get breast cancer because we wear bras more often



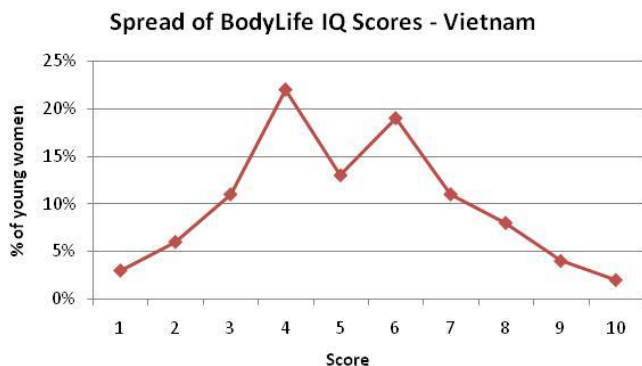
Myths are so prevalent in Vietnam that only 2 in 10 could tell all the body myths from truths.

- 70% believe wearing bras increases the risk of breast cancer
- 49% believe that if you have sex during your period, you will not get pregnant
- 39% believe that touching your breasts will help them grow bigger

Vietnamese young women scored the lowest in the region on the **Health** section of the **Kotex BodyLife IQ Test**, in contrast to other nationalities who scored relatively high on this section.

- 28% do not know that they can contract an STD by having sex with an infected person

Seventy-seven percent of young women in Vietnam could not answer questions on **Pregnancy** correctly and believe that they cannot get pregnant if they have sex during their menses



Young women from Vietnam say...

“Even if you don’t have sex can you get pregnant?”

16-19 year-old young woman from Vietnam

“Why do I have lots of pain in my abdomen when I have my period?”

20-24 year-old young woman from Vietnam

Despite being the least myth ridden young women in South Asia, Indonesian young women have poor basic biology knowledge.

Indonesian young women’s body-knowledge swings wildly from best in region to worst. When it comes to health they’re the second most clued in with a 97% pass rate and were also best able to tell **Myths** from truths.

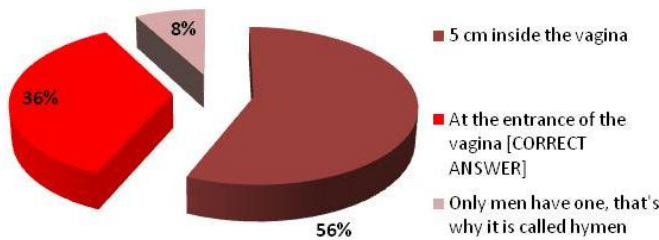
- 53% believe that touching your breasts a lot will help them grow bigger
- 37% believe that if you have sex during your period, you will not get pregnant
- 6% believe that stamping on a towel when you have your period will make it only last for 3 days

One in two young women believe that touching your breasts a lot will help them grow bigger



Yet when it comes to **Pregnancy** and **Biology** their scores were among the lowest in the region.

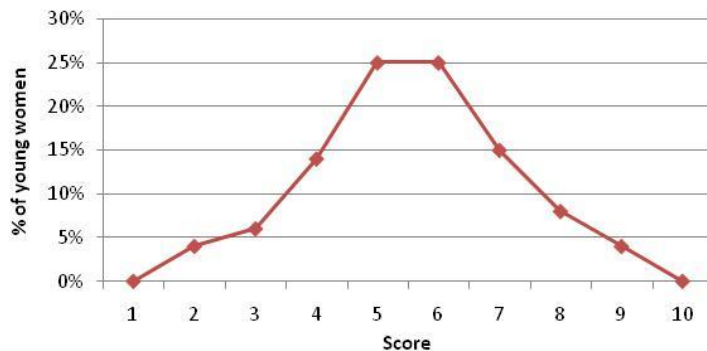
Where is your hymen? [INDONESIA]



- 26% believe that heavy petting can result in pregnancy
- 44% of young Indonesian women do not know that urine and menses do not flow through the same hole
- 53% believe that they only have two holes down there
- 64% do not know where their hymen is

On **Virginity**, only 11% of young women got the answers right; and on **Biology**, only 2% answered correctly. On the **Myths** section, however, 56% were able to tell truths from myths, which was the highest among all the markets surveyed.

Spread of BodyLife IQ Scores - Indonesia



Young women from Indonesia say...

“I was shocked (when I got my period), I was wondering if I was a normal girl or not...didn't dare to ask mum.”

16-19 year-old young woman from Indonesia

“Why do women tend to be emotional during menstruation?”

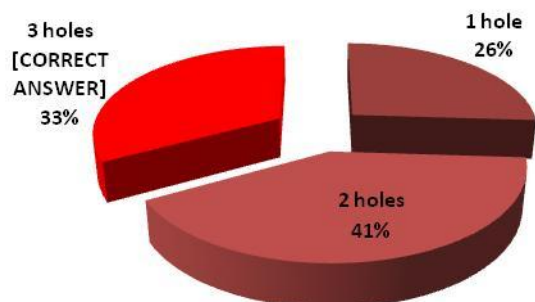
20-24 year-old young woman from Indonesia

Young Malaysian women scored the lowest on pregnancy and virginity issues across all countries surveyed.

Only 3% of Malaysian girls were able to answer the BodyLife IQ test correctly. Malaysian young women are most ignorant about **Pregnancy** issues across the countries surveyed, with 84% of young women in Malaysia failing to answer questions on pregnancy correctly. They also rank among the lowest when it comes to knowledge of **Virginity** issues too (only 7% got the answers correct).

- 24% young Malaysian women believe that you can lose your virginity by riding a bike
- 41% mistakenly believe that you can tell a woman is a virgin by traces of blood after first penetrative intercourse
- More young Malaysian women (56%) subscribe to the myth that sex during menses cannot lead to pregnancy than anywhere else in the region

How many holes do you have down there?
[MALAYSIA]



Only 10% could correctly answer fundamental **Biology** facts about their bodies.

- 67% do not know that they have three holes down there
- 38% do not know that menses and urine do not flow through the same hole
- 57% do not know where their hymen is

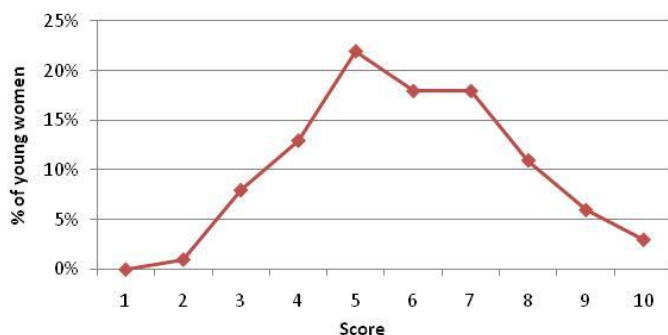
Myth belief is also strong, with 87% of young women surveyed being unable to tell myths from facts.

- 60% believe that touching your breasts will help them grow bigger
- 55% believe that women are more likely to get breast cancer because they wear bras more often
- 56% wrongfully believe that if you have sex during your period, you will not get pregnant
- 21% believe that eating lots of food will induce your period to come faster

Three in five young women think that touching your breasts a lot will help them grow bigger



Spread of BodyLife IQ Scores - Malaysia



Young women from Malaysia say...

"How can others know you've lost your virginity?"
16-19 year-old young woman from Malaysia

"If your menstruation cycle isn't normal, is that serious?"
16-19 year-old young woman from Malaysia

Young Singaporean women’s higher-than-average score masks poor knowledge when it comes to virginity and feminine biology.

Being the most body-smart in South Asia doesn’t mean that young Singaporean women have good body-knowledge (most young women in Singapore had borderline scores of between 5 -7 points on the test). They just know a little more than their neighbours especially when it comes to female **Health**.

- 100% pass rate when it came to question on contracting STDs

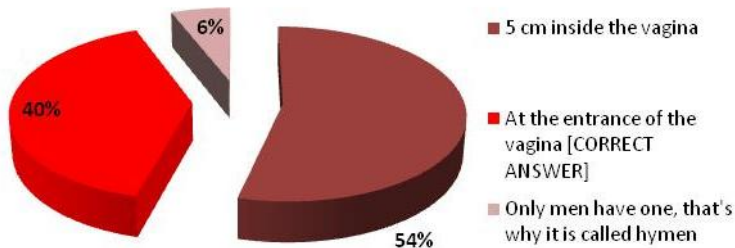
On knowledge relating to **Virginity** and **Pregnancy**, however, their scores were lower than or at par with the regional average.

- 72% mistakenly believe that you can tell if a woman is a virgin through internal physical examination
- 42% believe that they cannot get pregnant during their menses
- 31% believe that sperm travelling through underwear can result in pregnancy

Almost three in four young women think that you can tell if a woman is a virgin through internal physical examination



Where is your hymen? [SINGAPORE]

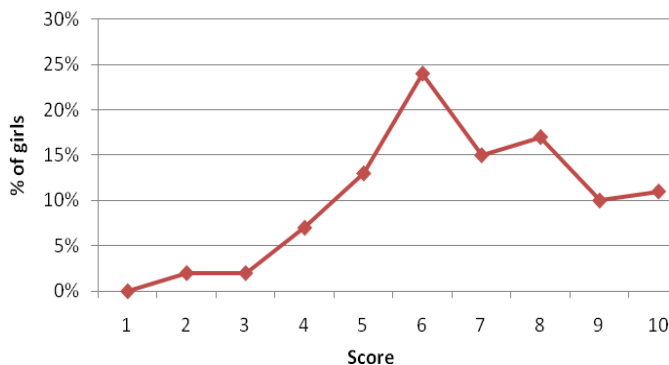


They also fared badly on **Biology** with only 37% of young women knowing how many holes they have down there. Despite their relatively high overall scores, only 39% of young Singaporean women were able to tell truths from untruths in the questions on myths. Some of the more prevalent myths include:

- 38% believe that eating papaya will help grow your breasts
- 35% believe that women are more likely to get breast cancer these days because they wear bras more often

The Singapore body-knowledge gap exists despite the fact that the majority of young women surveyed had sex education in schools (78% said they had received instruction), and widespread access to the internet. Almost 70% said they have used the internet to find out more about their bodies.

Spread of BodyLife IQ Scores - Singapore



Young women from Singapore say...

“Can you really lose your virginity by wearing a tampon?”

16-19 year-old young woman from Singapore

“Does the penis enter the same place where our body fluids come out?”

20-24 year-old young woman from Singapore