

Growing #LIKEAGIRL

HELP TO GIVE HER
CONFIDENCE DURING PUBERTY



always | TAMPAX

Puberty Education Program

Dear Mom & Dad,

You and your daughter are approaching a huge milestone. The difference you can make at this point in her life is huge, too. You can support her journey into adolescence by talking about it openly — especially when it comes to body changes, getting her period and increasing her confidence.

If your daughter just went through a Puberty Education session at her school, you have a unique opportunity to continue the conversation and go over the booklet prepared for her in this kit. If not, you can start the conversation today. By doing so, you'll also kick off her journey toward becoming a strong, healthy, and confident young woman.

Yours,
The Always Expert Team

Check out **Always.com** and **Tampax.com** for additional educational materials

~ You can change the stats ~

8 in 10 girls have a negative reaction to reaching puberty!

The GOAL of this book?
To give you the tools to fix that.

COUNTDOWN

to the big day

A girl's first period usually happens when she is between 10 and 16 years old. **However, every girl's body is different and has its own schedule.** You can expect her first period about two to three years after the first signs of puberty. Whenever it happens, a girl's first period doesn't have to be upsetting. **You can help her stay confident during puberty by giving her the information she needs.**

During puberty, you'll see a sea of change.

Physical Changes:

- She will develop breasts & oilier hair and/or skin
- She will get her period
- She will experience body odor & growing hair in her under arms, legs, & pubic area

Emotional Changes:

- She may express her feelings more easily (good and bad).
- She may get angry more easily and go through mood swings.
- She may become more self-conscious.
- She may compare herself to other girls.

HELP HER BE READY AT SCHOOL.

- Stock a variety of pads in her locker box.
- Keep a pad in her backpack, especially around the days she expects her period to start.
- Have her wear a pantiliner daily to help feel protected against discharge and for light flow around her period to help her feel confident and fresh.

WHO'S THAT GIRL?

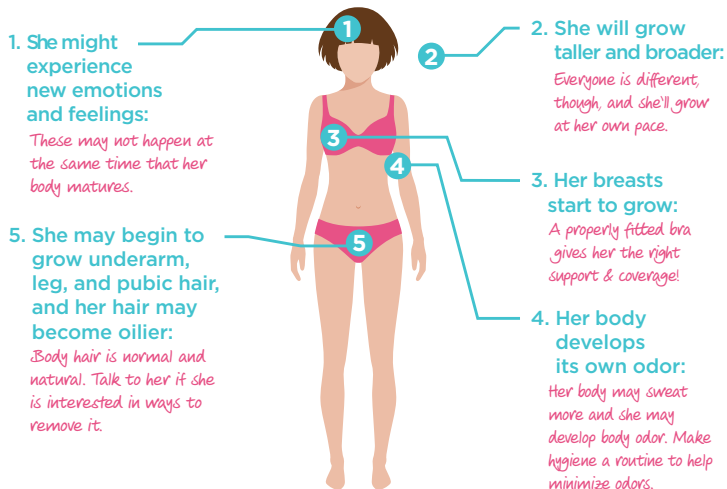
body changes TO EXPECT

Over the next few years, she's going to experience some major physical changes as she grows into a woman—but don't worry, they don't all happen at once! These changes, which usually start between the ages of 8 and 13, last a few years and are known as puberty.

Keep in mind, the time puberty kicks in is different for each girl.

For some it happens early, while for other girls it can take longer.

HER CHANGES - CHECK 'EM OUT



As a rough guide, her period will probably start:

- About two years after her breasts begin to develop.
- Within a year or so after she's developed pubic and underarm hair.
- After she starts to notice some vaginal discharge in her underwear.

HER PERIOD —

what is it?

Ok, she **feels more confident now about dealing with puberty**, but what is a period? After all, getting her period is probably the biggest change that takes place for a girl during puberty.



When she reaches puberty, every month her body goes through a complete cycle — **known as the menstrual cycle** — designed to make it possible for her to have a baby one day, if she wants. Her period is just one part of the menstrual cycle. It's the days of the month when the lining of the uterus is shed, leaving her body through her vagina as a reddish fluid containing blood and tissue. Her period can last anywhere from 3 to 7 days, but an average period is about 5 days long.

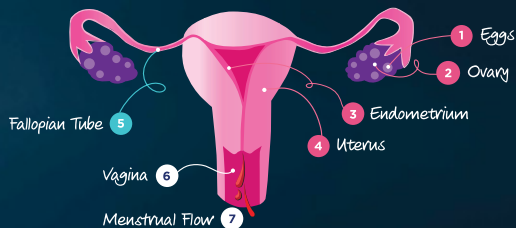


Tip: Periods are a sign that her body is healthy and well.



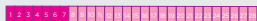
HELP HER GET A HANG of her cycle

A woman's menstrual cycle is the time between the first day of one period and the first day of the next one. **The average time this takes is 28 days**, but anywhere between 21 and 35 days is normal. Then the cycle starts again.



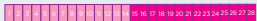
4. MENSTRUATION:

The endometrium leaves the body through the vagina **6** as a reddish fluid containing blood, called menses **7**. This is her period.



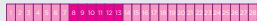
3. PRE-MENSTRUAL:

When the egg isn't fertilized, it breaks down and the endometrium isn't needed. As a result, hormone levels drop, causing the endometrium to shed. This may be when she starts to experience symptoms known as PMS.



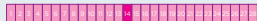
1. PRE-OVULATION:

A woman's body has two ovaries that contain thousands of eggs (ova) **1**. Estrogen, the female hormone, tells the ovary **2** to release an egg every month. At the same time, the soft lining (endometrium) **3** of the uterus **4** - the place where a baby can grow - starts to thicken.



2. OVULATION:

Ovulation occurs when a mature egg is released from the ovary. After the egg is released, it travels along the fallopian tube **5** to the thickening endometrium. If a sperm, which is the male reproductive cell, fertilizes the egg, a baby develops. Around the time of ovulation you might notice that your vaginal discharge changes in volume and texture.



BEING IRREGULAR is totally regular

Like many girls, her period will most likely be irregular at first. She could have one period one month and then two periods the next, or wait as long as six months for the next one.

Don't worry; it's normal and natural. It can take a while before her body settles into a regular cycle.

In fact, it may take up to two years. If her period remains irregular longer than this, talk to her doctor.



DISCHARGE

You may have noticed that her underwear sometimes gets stained with a creamy white/yellowish fluid. This discharge comes from her vagina and is perfectly normal—all women have it. It helps prevent the vagina from drying out and protects it from infections. She may want to try wearing a pantliner every day to help her feel fresh and to keep her panties clean.

The only thing you should watch out for, though, is if her discharge is thick, yellowish or darker, smells unpleasant, or causes itching or burning. That may mean she has a vaginal infection. If she experiences any of these things, don't ignore it. Go with her to see your family doctor.



PERIOD PROTECTION

Now that you have the facts on menstrual cycles, what are her options when it comes to period protection? Learn about them together and have her try different products in order to decide what works best for her.

When it comes to period protection, there are three products she can use: pads, pantliners and tampons.

- **Pads** are worn outside her body in her underwear. They have a peel-off sticky strip on the back that keeps them firmly in place in her underwear.
- **Pantliners** are the smallest and thinnest pads. While they can be used on the light days of her period, they are also good to use in between periods to help her feel fresh and clean every day.
- **Tampons** are worn inside her body, in the vagina. While pads absorb her flow when it leaves her body, tampons are meant to absorb her flow inside her body.

#LIKEAGIRL

PADS OR TAMPONS...WHAT'S BEST?

Really it's up to the both of you. Most girls start with pads, which we recommend, but she can start using tampons whenever she feels ready. Some girls begin using tampons so they can swim and participate fully in all their daily activities. Talk with her to determine her best options.

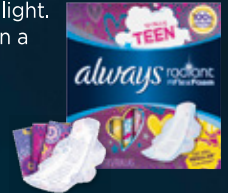
always

TYPES OF

Always® pads:

Always Radiant™ and Always Infinity®

A super-absorbent thin pad made with a super-soft cover and unique material that feels incredibly light. Look for the Always Radiant and Infinity pads in a box.

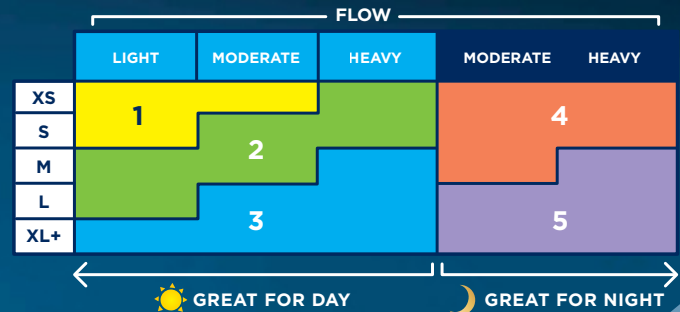


Ultra Thin. A thin pad that provides great protection and comfort without the bulk of a maxi pad. Look for the green Always bag.

Maxi. A thicker pad with a close body fit and gentle, panty-hugging shape for comfort. Look for the blue Always bag.

HOW TO CHOOSE A PAD

Always pads are numerically sized 1 through 5 so that she can find the best pad for her flow and panty size. To find her right day and night fit, check out the Always My Fit sizing chart on the top of every Always pack or use the chart below. Here's to better period protection!



always

A GUIDE TO *tampon types*

Tampax® offers reliable protection that is both comfortable and easy to use. Tampax tampons are available with three types of applicators: plastic, compact and cardboard. All of the applicators have a smooth tube for comfortable insertion.

Tampax is the number one tampon, used by over 100 million women and teens. And it's no wonder. Products like Tampax Pearl Active Plastic™ offers reliable protection, no matter what your favorite activity during your period. Plus, the plastic applicator is super easy to use.

TAMPAX PEARL PLASTIC™ AND TAMPAX PEARL ACTIVE PLASTIC TAMPONS

- Tampax MotionFit protection moves with you for up to 100% leak-free workouts on your period
- Its LeakGuard™ Braid helps stop leaks before they happen
- The smooth plastic applicator with rounded tip and anti-slip grip for comfortable insertion
- Also available in a compact size with Tampax Pocket Pearl™



TAMPAX RADIANT™ PLASTIC TAMPONS

- Tampax's ultimate protection experience
- Combines Tampax's best-ever leak protection plus:
 - CleanSeal™ re-sealable wrapper for quick and easy discreet disposal
 - A CleanGrip™ plastic applicator designed for incredible comfort

WHAT'S TSS?

TSS, or Toxic Shock Syndrome, is a rare, but serious disease that can be fatal. About half of the cases are associated with tampon use, but it occurs also in men, children and women who are not on their periods. The incidence of TSS in the U.S. is estimated to be 1 to 17 cases per 100,000 menstruating girls and women per year. The risk of developing TSS is higher for teenage girls and women under 30.

TSS is treatable, but the earlier you catch it the better. Be aware of these warning signs:

- Sudden high fever (102°F/ 38°C or higher)
- Vomiting
- Diarrhea
- Sunburn-like rash
- Dizziness
- Muscle ache
- Fainting/near fainting when standing

TSS can rapidly progress from flu-like symptoms to a serious illness that can be fatal. If she has one or more of the warning signs above, she should immediately remove her tampon and contact a doctor. Tell them her symptoms, that she was using a tampon and thinks she may have TSS. Also, make sure she consults her doctor before she uses tampons again if she has had TSS warning signs in the past or if she has any questions about TSS or tampon use.

Although TSS is rare, here are a few ways she can reduce her risk of getting TSS:

- Use the lowest absorbency necessary for her flow
- Alternate between tampons and pads during her period
- Look out for the warning signs above
- She can avoid the risk of tampon-associated TSS by not using tampons

Even though TSS is rare, you and your daughter should be aware of it.

MIND THE confidence gap

Unstoppable

Physical changes are only one part of puberty — there are several emotional changes as well.

A girl's confidence plummets during puberty.² It can be an unsettling time, but you can help. **Arm your daughter** with the information she needs to combat the confidence gap and show the world that doing things #LikeAGirl is amazing.

≡ Confidence Gap Stats by Always: ≡
always

56% of girls lose confidence at puberty.³

49% of girls who experience a confidence drop become less physically active.⁴

48% of girls turn to their moms for support in being brave.⁵

WHAT'S HOLDING HER BACK?

Perfectionism, sensitivity to criticism, fear of failure, and self-doubt can hold girls back from taking on the challenges they need to grow.⁶ You may know from your own experience that girls are more likely to blame themselves when something goes wrong, apologize when they give their opinion, overthink their decisions, and dwell on their mistakes.⁷ **In this section, we'll tackle all these issues, so your daughter can be unstoppable #LikeAGirl.**

Strong

Healthy

always

WHAT IS THE Growth Mindset?

THE GROWTH MINDSET IS THE BELIEF THAT YOU CAN GROW YOUR ABILITY WITH EFFORT.⁸

This belief has powerful effects — it helps kids do better in school, seek harder challenges, and bounce back from failures.

If a child feels like her intelligence was set at birth and her abilities can't improve, she often won't even try, avoiding challenges when failure is possible.⁹ In psychology, it's called the Fixed Mindset. And girls are more at risk than boys.¹⁰

GROWTH MINDSET			FIXED MINDSET		
Challenging herself	Embraces the chance		Avoids opportunities		
Facing criticism	Learns from feedback		Ignores useful feedback		
Making an effort	Sees effort as key to success		Sees effort as useless		
Overcoming obstacles	A misstep is a step forward		A misstep is a reason to give up		
When others succeed	Finds inspiration in their performance		Feels threatened and upset		

Dweck, Carol S. *Mindset: The New Psychology of Success*. New York: Random House, 2006. Print.

To introduce the Growth Mindset to your daughter, explain to her that the brain is like a muscle that gets stronger with exercise, practice, and challenges.¹¹ Tell her:

Keep Going #LikeAGirl

≡ It's Working! ≡

TAMPAX

SHE ONLY TRULY FAILS when she doesn't try



Girls grow every time they take a risk, try something new, speak up, or fail. However around puberty girls tend to develop a fear of failure, holding themselves back and not trying new things. It's up to parents to encourage girls in their passions, to embrace positive risk-taking and help them shake off their setbacks – and model this resilience and perseverance themselves.

Remind her that every misstep is a step in the right direction.

TEACH HER TO BOUNCE RIGHT BACK

Girls can learn the importance of self-kindness and perseverance from you. How?



ENCOURAGE HER TO OWN HER NEXT STEP.

After a misstep, help her to regroup and plan her next move by asking her to write down some next steps. Focus on small goals. If she makes a bad grade in chemistry, encourage her to aim for a grade letter higher.

POINT OUT HER ACCOMPLISHMENTS.

Girls are more likely to blame and doubt themselves when things go wrong. When your daughter judges herself harshly, remind her of all she's accomplished already.

EMPATHIZE.

Being tough in the face of failure doesn't mean not having feelings. Instead of "It's not that big of a deal," you might say, "I know this is hard, and I'm sorry."

PERFECTIONISM makes a perfect storm

When we model how to move on, they learn how to do it, too. Do you know that feeling when you make a mistake — even a tiny one — and you beat yourself up about it for hours, as though it's a sign of an inherent flaw in your character? Not only is it unproductive, but it sends a message to your daughter about how to handle mistakes.

Rather than blow a setback out of proportion, think about how to do things differently next time, and move on. Teaching your daughter that behavior will help her reach her true potential. When we model how to move on, they learn how to do it, too.

Remember: our girls are always watching.



Teach her that the only way to fail is to stop trying.

THE RIGHT COMPLIMENTS

can raise her confidence

9 in 10 women believe words can cause harm.¹² Believe it or not, research shows that the wrong praise can have a negative effect on kids, too.¹³

WHAT TO PRAISE

When your girl accomplishes something, do you praise her for being smart or for working hard? Telling her how smart she is can make her feel pressured to prove her smarts over and over again, become nervous about failure, or even stop trying.¹⁴

But if you compliment her strategies and determination — what's called "process praise" — she'll feel celebrated for her persistence.

Not sure what to give praise for? Check out these suggestions to see how you can encourage your daughter:¹⁵

• **Trying different strategies.** Ex: "I was impressed that you thought of several different ways to solve that problem with your friend."

• **Seeking challenges.** Ex: "I'm proud of you for choosing a challenge."

• **Persistence.** Ex: "You stuck with it until you figured it out! That's great!"

• **Making mistakes.** Ex: "That was a great mistake. What's one thing we can learn from it?"



PEERING INTO

peer relationships

A lack of confidence can put a strain on relationships. And as a girl grows through puberty, peer relationships become paramount.¹⁶ She's worried about what her friends think, and that starts to affect how she thinks about herself.¹⁷

Your daughter might start questioning how she looks and dresses, wondering whether her friends are talking behind her back, and squelching feelings to keep peace. All of that can be a powerful drain on her confidence. The good news is that even just one close, healthy friendship can benefit her immensely.¹⁸

Remind her that the best way to make a good friend is to be one.

How Can You Help Her Build Better Friendships?

- Ask about her friends and how she's feeling about them.
- Encourage her to expand her friend group and meet new people.
- Let her know it's normal to feel anxious about fitting in. Also let her know it's important to be proud of standing out.
- Help her learn how to navigate normal relationship conflict. (Read on!)



HOW TO NAVIGATE and resolve conflict

Dealing with conflict is tricky. It takes skills, practice, and some good advice to learn how to reduce and resolve relationship issues.¹⁹ Here's what to do when she has a disagreement:

EMPATHIZE.

Take a moment to acknowledge that conflict is painful. When girls feel that adults respect their feelings, they are more open to talking and brainstorming the next step.

MAKE SURE SHE HAS A POINT.

Can she state the problem in a clear and concise way? What is her goal in this situation? Help her identify and face the current conflict — not a grudge from two months ago.

TEACH HER "I" STATEMENTS.

Teach your daughter to explain her feelings without accusing others. Turn "You always cancel on me!" into "I feel upset when you cancel on me."

GET HER TO DROP THE INSULTS.

It's okay to be upset, but encourage your girl to focus on the actions that upset her, not on insults. Encourage her to write down her feelings or talk with a trusted adult instead of with peers or on social media, so gossip doesn't spread.

HELP HER UNDERSTAND THE OTHER SIDE.

To resolve a conflict, your daughter needs to understand where the other person is coming from. Ask her how her friend might be feeling and why, and what they both might have done differently.

RAISE HER voice

When girls hit puberty, the pressure to be popular and do everything perfectly increases. Bombarded by media messages that tell them they're not enough as they are, girls can become overwhelmed.²⁰



Many begin to question themselves and stop speaking with self-assurance. But parents can make a difference! Here are some ways to help her raise her voice.²¹

•**Speak up!** Tell her that her voice deserves to be heard and her opinion is valid.

•**Drop the apology.** Many girls start apologizing before they even give their opinion. Instead of "I'm probably wrong, but..." suggest starting with "This is what I think."

•**Don't let her insult her opinion.** Tell her it's not necessary to put herself down right after she gives her thoughts. Ex: "Of course, it's probably all my fault." "But it's not a huge deal; I know I'm being dumb."

KEEP HER PLAYING



Lots of girls become less physically active at puberty,²² but sports are one way to raise your girl's voice by building strength and confidence. Sports create important relationships with team members and teach girls how to deal with a loss and practice and plan for a win. So keep her playing #LikeAGirl!

HOW TO HELP GIRLS

Stay in the Game

Tips by **Dr. Jen Welter,**
MS Sport Psychology & PhD

Sports make girls feel better about themselves! The sense of accomplishment, feeling of belonging, ability to see their body as an asset, friendships and fun are some of the many benefits of sports participation that help increase girls confidence on and off the field.

As parents, we all have a vital role to play in ensuring our girls get in, and stay in, the game. Here are the **5 top tips for helping girls to keep playing #LikeAGirl:**

1 MAKE IT FUN

Focus on the atmosphere first. Lead by example and get in and play too! When you set the right atmosphere, girls want to be part of the team.



2 PRAISE THEIR PROCESS

Praise the steps they take - like working hard, never giving up, and trying different techniques - rather than the outcome.

3 HELP THEM BECOME FRIENDS

For girls, the social aspects of sports are an essential aspect of participation. Encourage the friendships among the girls on your team.



4 GIVE THEM OWNERSHIP OF THE TEAM

The more girls feel like they have a voice on the team, the more they will feel like they belong. Let them make decisions about the team.

5 SHOW UP AND CHEER LOUDLY!

For girls to value sport, try to attend their games as much as possible. Supporting them is one of the most important things you can do as a role model.



TAKEAWAY TIPS

for parents

• **GIVE HER INFORMATION.** Build your daughter's confidence by initiating the 'Period Talk' and providing her all the information she needs, while allowing her the space to explore her own options.

• **REASSURE HER.** Let her know that she could get her period any time soon. Your pre-teen might be alarmed when she faces any of the puberty signs for the first time, such as discharge and whitish fluids in her panties. Give her products that will help her feel prepared. Always pantyliners can help her feel fresh and also ease her worries in case she gets her period suddenly.



Model Confidence

If you're confident and comfortable with talking, she will be, too. Fun activities can help you both break through the nervous energy.

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MORE Resources!

We've covered a lot in this booklet, but you may want more information.

Check out Always® and Tampax® on  **YouTube**

www.YouTube.com/AlwaysBrand

www.YouTube.com/Tampax

Where you can:

- Find out what she's thinking when it comes to preparing for puberty
- Learn more about tampons and how to help her insert them for the first time.
- Get inspired to increase all girls' confidence to be unstoppable #LikeAGirl.

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