We’ve covered a lot in this booklet, but you may still have questions.

**Check out** Always® and Tampax® on [YouTube](https://www.youtube.com/AlwaysBrand) and [Tampax](https://www.youtube.com/Tampax)

**Where you can:**

- Find out what to expect when it comes to getting your period with the “Period Diaries” video series from BeingGirl presented by Always and Tampax.
- Learn more about tampons, whether you’re a beginner or you still have some questions after trying tampons, with the “Everything You Need to Know About Tampons” video series.
- Get inspired to increase your confidence and be unstoppable #LikeAGirl.

**Brought to you by:**

[TAMPAX®](https://www.tampax.com)

always®

Venus®

Growing

#LIKEAGIRL

WHAT YOU NEED TO KNOW ABOUT PUBERTY

FOR GIRLS

always | TAMPAX

Puberty Education Program
CONTENTS

Growing from a girl to a woman...1

GROWING A HEALTHY BODY

- Questions About Puberty...2
- Body Changes to Expect...3
- Breast and Body Growth...4
- Skin Care...5
- Smile Care...6
- Hair Care...7
- Sweat...7
- Body Hair...8

YOUR PERIOD

- You Period...What is it?...9
- Understanding Your Cycle...11
- Period Calendar...12
- Period Protection...15
- Pads and Pantiliners...16
- What is a Tampon?...19

STAYING HEALTHY

- Active Lifestyle...26
- Your Brain in Changing Too...27
- Powerful Words to Help You Out...29
- Nutrition...31
- Regular Preventive Care...32
- How to Share...33

FROM A GIRL TO A WOMAN

- What a trip!

YOU'RE A GROWING GIRL. Growing independent, growing strong, and growing into a woman.

Puberty isn't just the time when you get your period; it's when you learn to be a better leader, a better friend, and a better you.

Did you know that...

56%

#1

of girls we surveyed had a drop in confidence at puberty.

reason for the drop? Lack of information about what's happening to them.

OUR GOAL: To increase your confidence during puberty by providing you with a lot of the info you need to help get you off to a great start!

You'll find helpful tips, expert information, and activities used by girls around the world.

Simply read on to find helpful information to answer many of your questions.

Yours,

The Always & Tampax Expert Team

There's ALWAYS room to grow
Period questions are so normal – you’re not alone! Here are answers to some of the most frequently asked questions.

1. **What is a period and why do we have them?**
   Simply put: A period is when a woman’s body releases tissue it no longer needs. Her body is just getting rid of a small amount of blood and some unneeded tissue. The monthly process is called menstruation. It is a natural, normal process for all females as they become women and mature physically.

2. **Does having your period hurt?**
   Having your period (menstruation) itself doesn’t hurt and it happens over multiple days. You may feel wetness on your liner or pad. Some girls and women get cramps or other symptoms during their periods that may be uncomfortable.

3. **How often will I have my period?**
   Once you are regularly having your period, you will have it about once a month for 3-7 days. Most girls lose about 1/4 cup of menstrual fluid during their periods, but not all at once. Also, most women usually have a period until their late 40s or early 50s. Everyone is on their own schedule.

4. **Who should I talk to when I get my first period?**
   No one will know you got your first period unless you tell them. It’s a good idea to talk to your mom, because she has been through this herself. You can talk to her before you get your first period so she can help answer your questions and help you prepare for your first period with some of her own products. You can use some of these products to put together a period emergency kit. If you’d like, you can talk to another trusted adult like your dad, aunt, teacher or school nurse. Know that they will be understanding and helpful.

5. **Is there anything I won’t be able to do when I have my period?**
   Your period doesn’t have to stop you from doing things you usually do. You can still go to school, help at home, see your friends, play sports and do all the things you’d normally do. If you are planning to swim, though, you will need to use a tampon. Talk to your mom about your period protection options.

---

Over the next few years, you’re going to experience some major physical changes as you grow 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.

---

As a rough guide, your period will probably start:
- About two years after your breasts begin to develop.
- Within a year or so after you’ve developed pubic and underarm hair.
- After you start to notice some vaginal discharge in your underwear.

---

**YOUR CHANGES – CHECK ’EM OUT**

1. **You might experience new emotions and feelings:**
   These may not happen at the same time that her body matures.

2. **You will grow taller and broader:**
   Everyone is different, though, and you’ll grow at your own pace.

3. **Your breasts start to grow:**
   A properly fitted bra gives her the right support & coverage!

4. **Your body develops its own odor:**
   Your body may sweat more and she may develop body odor. Make hygiene a routine to help minimize odors.

5. **You may begin to grow underarm, leg, and pubic hair,** and her hair may become oilier:
   Body hair is normal and natural. Talk to an adult if you are interested in ways to remove it.
BREAST AND BODY GROWTH

Developing breasts is exciting because it means you’re becoming a young woman! Like everything else, it seems, breasts come in all different shapes and sizes, and develop at different rates. Don’t worry if your breasts still seem really small right now or if one of them is bigger than the other. They’ll be about the same size once puberty is finished; however, many women have slightly different-sized breasts all their lives.

BRA BASICS

Wearing a supportive bra is important for your back and makes being active more comfortable. There are many styles and fabrics, and selecting bras can be kind of fun. Get a variety to fit your personal needs. Talk to your parent or a trusted adult to help find a bra that fits you.

Visit Always and Tampax’s BeingGirl YouTube channel and watch videos about common questions girls have about growing up.

SKIN CARE

The first step to keeping clean is to wash! A daily bath or shower gets rid of the dirt and oil on your skin and reduces the bacteria that can lead to odor.

When it comes to cleaning your face, you can use specific products that are made for your skin type. For example, you may have skin issues like acne. Acne, usually called pimples, is a natural occurrence; it starts when a pore becomes blocked with dead skin cells and dirt, which slows down the flow of sebum to the skin’s surface. Bacteria can then develop in the clogged pore, causing a pimple. The good news is that developing a regular skin care routine can help prevent acne. Talk to an adult about finding the right product for you.

3 STEPS TO BETTER SKIN

1. Clean—To help get rid of everyday dirt and oil on your face, wash twice daily with a gentle soap or cleanser. It can be medicated or non-medicated.
2. Prevent—To help prevent pores from becoming clogged, use a salicylic acid product all over the face to help prevent pimples.
3. Treat—To help eliminate pimples quickly, use a benzoyl peroxide product to unclog pores.
ACNE DO’S AND DON’TS

• Don’t squeeze any pimples—this can cause scars and may even cause more acne!

• Do use hair and other beauty products with care. Look for the word “non-comedogenic” on the label. These products don’t clog pores.

• Don’t get too much sun. Over time, this can make your acne worse.

• Do follow the three steps to better skin (on the previous page).

• Don’t scrub skin hard. This may actually spread acne or make it worse.

• Do eat a healthy diet, be physically active and get plenty of rest.

HAIR CARE

Develop a routine for taking care of your hair and scalp, just as you do for your skin. It’s simple: just use a good shampoo, followed by a conditioner, every time you wash your hair.

• A good shampoo not only cleans your hair, but it can also help protect your hair from damage and can nourish it, too.

• Shampooing is good for your hair because it helps remove deposits, such as dirt, sebum and styling products.

• A conditioner untangles your hair and makes it easier to manage. It can also help keep it moisturized and protect it from damage.

SMILE CARE

Don’t forget your teeth

Part of having a healthy body is making sure you keep your teeth clean. To keep them strong and healthy, make sure you brush them properly every morning and every night with a good toothpaste.

Toothpaste helps fight cavities, strengthen teeth enamel and freshen breath.

For best results, brush from gum to teeth and don’t forget your tongue. You should also floss daily in between your teeth. A rinse also helps reach places that brushing may have missed.

SWEAT (AKA PERSPIRATION)

So sweating may not be anyone’s favorite topic, but it’s actually pretty cool how the body works. Just as some glands start producing more oil during puberty, your sweat glands produce more sweat (perspiration). Perspiration is important—it helps your body regulate its temperature. But it can smell unpleasant when it comes in contact with bacteria on the skin. This smell is known as body odor (BO).

Deodorants? Antiperspirants? What’s the diff?

Deodorants are basically perfumes that help mask or cover up BO. Antiperspirants help stop BO from developing by reducing underarm wetness. Only an antiperspirant will actually stop your sweat. Both antiperspirants and deodorants come in many different shapes and fragrances—talk to your parent about choosing the right product for you.
YOUR PERIOD — What is it?

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

When you reach puberty, every month your body goes through a complete cycle—known as the menstrual cycle—designed to make it possible for you to have a baby one day, if you want. Your 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 your body through your vagina as a reddish fluid containing blood and tissue. Your period can last anywhere from 3 to 7 days, but an average period is about 5 days long.

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

BODY HAIR

During puberty, thicker and darker hair begins to appear in many new places such as legs, underarms and in the pubic area. Having body hair is normal. Some people may decide to remove it and some people may decide to not shave at all. When you feel like you’re ready to start shaving, talk to your parents first and learn how to do it safely with your own razor.

Consider choosing a razor designed for women, with rounded, pivoting heads and a handle with a soft grip, such as Venus® razors. Many razors have replaceable heads or you can find disposables, too. For good hygiene, be sure to have your own razor (vs. sharing) and replace your razor at the first sign of dullness or discomfort (usually after 5-10 shaves).

When you’re first starting out, be sure to soak your legs in water in either the shower or bath for 2-3 minutes to soften the hair. Then, lather up with a protective shave gel, or use a razor with built-in shave gel bars, such as a Venus Comfort Glide razor. As you shave, be sure to rinse the blades often to clean them.

Once you’re all finished, wash off any remaining shave gel and dry off with a towel. Moisturize and then be sure to rinse and air-dry your razor to help prevent it from becoming clogged.

Shave as often as you need to—some girls shave every day and some only twice a week. It’s about what feels right for you and makes you feel confident.

For more tips on shaving, visit: www.YouTube.com/GilletteVenus
Relax...There is no “right” time for your first period to come. You're most likely to get your first period between the ages of 8 and 15, but every girl is different. Your period will start when your body is ready. As a rough guide, your periods will probably start:

- About 2 years after your breasts begin to develop.
- Soon after you grow pubic hair.
- A year or so after you start to notice some vaginal discharge.

It might be reassuring to talk to your doctor if you haven’t experienced any of the changes of puberty by the age of 14, or if your periods haven’t started by the age of 16.

Here are some of the most common questions girls may ask each other about their periods. Remember that every girl is different, and it’s OK to keep your answers to yourself!

- How old were you when you started your first period?
- Where were you when you found out?
- Who was the first person you told?
- How long is your period?
- 5 days
- 14 yo
- At school
- My mom

**Your 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.

**1. PRE-OVULATION:**

A woman’s body has two ovaries that contain thousands of eggs (ova). Estrogen, the female hormone, tells the ovary to release an egg every month. At the same time, the soft lining (endometrium) of the uterus - 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 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.

**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 you start to experience symptoms known as PMS.

**4. MENSTRUATION:**

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

Always
20__ PERIOD calendar

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Using X’s, mark the days on which you have your period each month. Use 1, 2 or 3 X’s to show the level of flow for each day.

- X light
- XX medium
- XXX heavy

Want to know when you can expect your period? Go to Always.com and use our Period Calculator!

Everyone’s menstrual cycle is unique. Use this calendar to keep track of your unique cycle and help you prepare for your next period.
Like many girls, your period will most likely be irregular at first. You 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 totally normal and natural. It can take a while before your body settles into a regular cycle. In fact, it may take up to two years. If your period remains irregular longer than this, talk to your doctor.

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

The only thing you should watch out for, though, is if your discharge is thick, yellowish or darker, smells unpleasant, or causes itching or burning. That may mean you have a vaginal infection. If you experience any of these things, don’t ignore it. Talk to your parents/guardian and go see your family doctor.

PERIOD PROTECTION

OK, so now that you have the facts on the what and why of menstrual cycles, what do you do when you have your period? There are lots of options. As you learn about them and try different things, you’ll be able to decide what works best for you.

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

• **Pads** are worn outside your body in your underwear. They have a peel-off sticky strip on the back that keeps them firmly in place in your underwear.

• **Pantiliners** are the smallest and thinnest pads. While they can be used on the light days of your period, they are also good to use in between periods to help you feel fresh and clean every day.

• **Tampons** are worn inside your body, in the vagina. While pads absorb your flow when it leaves your body, tampons are meant to absorb your flow inside your body.

Realistically it’s up to you. Most girls start with pads, which we recommend, but you can start using tampons whenever you feel ready. Some girls begin using tampons so they can swim and participate fully in all their daily activities. Talk to your mom, school nurse or another trusted adult when you are ready to try tampons.
PADS AND PANTILINERS

Pads are worn in your underwear during your period to absorb your menstrual flow. A pad has a soft, cotton-like layer on the top and a sticky tape on the back to keep it firmly placed in your underwear.

It's important to choose a pad that will be the best fit for you. That's why pads, like Always®, come in different shapes, lengths and absorbencies (protection levels). There are two important things to consider when choosing the right pad for you: flow and coverage. First, your flow can be light, medium or heavy (sometimes depending on the day). Second, you want to be sure the pad is long enough to cover enough of your underwear so you won't have to worry about leaks.

To find the pad that works best for you, ask someone like your mom or a school nurse for help, or go to Always.com to learn more about the different types of pads.

Pantiliners can be part of your daily hygiene routine, like putting on deodorant, to help keep you feeling clean and confident. Pantiliners are perfect for:

- Vaginal discharge
- Absorbing perspiration
- Light period days
- Extra confidence when you’re getting used to tampons

Pantiliners are available in a variety of sizes and shapes to meet your everyday needs. Always® Thin Dailies are super thin—perfect for when you want to be comfortable and discreet. Always Thin Dailies - Fresh give you those same benefits—but with a light, fresh scent.

HOW OFTEN TO CHANGE A PANTILINER

You can wear one daily and change it as often as you need to feel fresh and clean. To dispose of it, treat it like a pad.

WHAT DO I DO WITH A PAD OR PANTILINER AFTER IT HAS BEEN USED?

Fold it up. Wrap it in toilet paper. Put it in the trash can. (There are often special containers in ladies’ restrooms.) Don’t flush pads or pantiliners down the toilet because they can clog it. Some pads come individually wrapped—just put the used pad in the wrapper of the new one and put it in the trash.

To feel fresh all day, try pantiliners.
Understanding a tampon is fairly easy. A tampon is made of soft, absorbent materials that you insert inside your body. The tampon soaks up menstrual blood BEFORE it leaves the body. So you get protection and comfort to move freely, whether you’re in class, on the field or in the pool!

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 you can find the best pad for your flow and panty size. To find your 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!
Do tampons hurt?

You shouldn’t feel a thing! If it’s uncomfortable, the tampon might not be inserted far enough, which is an easy fix. Use your finger to push it in further, or gently pull it out and try inserting a new one.

Are tampons easy to take out?

Yes! The removal string is sewn on tight, so just give it a little tug and it’ll slip right out! If you feel resistance, your tampon is too dry and not ready to come out yet. Wait a little longer, but never more than 8 hours. If you feel the tampon was dry when taking it out after 4-8 hours, use a lower absorbency next time.

Am I old enough to use tampons?

If you have your period, your body is ready. Just make sure you feel ready and your parents are cool with it, too.

Can I use tampons when I play sports or go swimming?

Yes! Tampons will help keep you protected through all your kicks, jumps and dunks. And yes, you can even go swimming!

Do I need to wear a pad AND a tampon?

No! Tampons are designed to work on their own. But while you’re getting used to tampons, you can use a pantiliner. For example, an Always pantiliner can make you feel extra protected!

Can I use a tampon at night?

Yes! Insert a new tampon before you go to bed and replace it immediately when you wake up. If you sleep for more than 8 hours, use a pad instead.

Am I going to insert it the wrong way?

Info is all around you! Ask an experienced tampon user, like your mom or sister, or read the instructions inside every box of Tampax Pearl tampons.

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
SO HOW DO YOU USE A TAMPON?

1. Wash your hands well. Then unwrap the tampon.

2. Find a comfy position. Most girls either sit on the toilet with their knees apart or stand with their knees slightly bent.

3. Find the little grip marks on the applicator. Hold them with your thumb and middle finger. With the string hanging down, insert the plastic tube into your vagina at a slight upward angle. Gently slide the applicator inside of you until your fingers touch your body.

4. With your pointer finger, push the smaller plastic tube all the way in; this slides the tampon out of the applicator and into the right place inside of you.

5. To remove the applicator, keep your fingers on the grip marks and pull down gently, leaving the tampon inside you and the string hanging outside. If you got it right, you shouldn’t even feel it! If it’s uncomfortable, chances are it’s not inserted far enough. Don’t worry! Either use your finger to push it in further, or gently pull it out and try again with a new tampon.

6. Congrats, you got it! Now get rid of the applicator. Place it back into the wrapper and throw it in the trash, NOT the toilet.

7. After about 4-8 hours (never longer than 8), remove your tampon by gently pulling the string. That’s it! It’ll slide right out and then dispose in an appropriate waste container.

SO WHICH ABSORBENCY IS RIGHT FOR YOU?

Tampons are made in different levels of absorbencies. Why? Because girls have different flows that change during their period. Always use a tampon with the lowest absorbency necessary for how light or heavy your flow is. Start out using the Tampax® Pearl Active Plastic™ lite. If the tampon has absorbed as much as it can and has to be changed within 4 hours, you need more absorbency - try the Tampax Pearl Active regular. Never use a tampon to absorb vaginal discharge. Change your tampon regularly, every 4 to 8 hours, and never wear a tampon more than 8 hours.

Tips to find the right absorbency:

- If your tampon gets full before 4-8 hours try the next higher absorbency.
- If you feel discomfort when you remove it, or see the white of the tampon, use a lower level of absorbency or keep it in longer, but never more than 8 hours.

For more information on using tampons, visit Tampax’s YouTube channel.
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

Although TSS is rare, here are a few ways to reduce your risk of getting TSS:
- Use the lowest absorbency necessary for your flow
- Alternate between tampons and pads during your period
- Look out for the warning signs above
- You can avoid the risk of tampon-associated TSS by not using tampons

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

MENSTRUAL CRAMPS

Period cramps are when you feel some discomfort during your period. Not everyone has cramps, and some girls only have them occasionally. But don’t be surprised if you do get them—after all, there’s lots going on inside you! They’re a normal part of having a period.

Menstrual cramps are usually one or more of the following:
- An ache or cramp in the lower part of your abdomen
- Backache
- An ache along your inner thighs

Ways to ease cramps:
- Do some gentle exercise.
- Soak for a while in a warm bath.
- Hold a heating pad or hot water bottle over your clothes against your lower abdomen.

PREMENSTRUAL SYNDROME

Premenstrual Syndrome, or PMS, is the name given to symptoms that you might experience 1 to 14 days before your period begins. Sometimes girls experience just 1 or 2 symptoms, sometimes a combination. Talk about unique, huh?

Some women have PMS from the time they first start having periods, while others may only notice it more when they reach their late 30s or early 40s. PMS affects most women at some point in their lives, but don’t worry—you’ll bounce back again after your period starts.

PMS symptoms may include:
- Acne or skin rash
- Constipation or diarrhea
- Abdominal cramps
- Feeling sad, tired, irritable or clumsy
- Breast tenderness
- Feeling swollen or bloated
- Changes in appetite
- Headaches
Changes in hormone levels affect what is happening to your body on the outside and on the inside—the way you look and the way you think and feel, too. Everyone else is experiencing a lot of changes and feeling unsure of themselves, too. Some girls feel sad or angry in the days before their period. This is because hormone levels change at this time, affecting your moods. You’re not alone—this happens to lots of girls and women. If you regularly have a lot of discomfort or distress, you should talk to an adult about it or see your doctor for help.

As you grow into adulthood and gain more responsibilities, you will have to learn to take care of yourself. It’s time to start paying attention to how you treat your body in order to stay healthy. You have the opportunity to make your own choices and develop healthy habits in order to take good care of yourself.

Being physically active is a good place to start. Sports and other physical activities are great ways to keep your body feeling healthy while boosting your energy level! They help to make you strong and agile, and they make your heart and lungs work better, too. The key to enjoying it is to pick something you like. For additional motivation, consider making it into a social activity with your friends and family.

There are a lot of activities you can get involved in, either with friends or on your own, but you don’t have to join a team, play a competitive sport or go to a health club. Play catch with your brother or sister, challenge friends to a jump rope or hula hoop competition, dance like crazy to your favorite song or go for a hike with your parents.

Your skin is the largest organ of your body. Be sure to use sunblock to protect it—and to avoid being a wrinkly mess later in life!

“Mood swings, snap at my parents and argue with my friends. Sometimes, I just start crying and I don’t know why.”

While changes to your body are obvious, there’s a lot of change happening to your brain too, affecting your emotions and confidence. That’s normal, but you have control over whether you listen to the bad stuff or focus on the good.

Your brain is like a muscle: When you take on challenges and practice until you overcome them, neurons in your brain create new and stronger connections. And when your brain gets stronger, your skills do, too.

That means you can get better at pretty much anything—from school, sports, and after-school activities to relationships, small talk, and public speaking! It starts with taking a first step, and not stopping when it gets tough.
Many girls your age drop out of sports at puberty,\(^6\) when in fact, **sports are critical in building confidence.** A recent study found that women are twice as likely to be confident if they play sports regularly than those who do not play at all!\(^11\) So try out for a team, stay in our team, enjoy it – don’t worry about being the best. **Just Keep Playing #LikeAGirl and have fun!**

### PRACTICE MAKES YOU POWERFUL

Practice is more than just doing something over and over again. It’s what helps you improve your abilities and discover solutions to problems. It lights up your brain and lifts your confidence.

So what if you try something new and don’t get it right the first time? All that means is that you need more practice, a new strategy. Everything you’ve ever learned took practice. Think about how good it feels to pull it off after hard work and persistence!

### GROW YOUR MIND WITH THE growth mindset

The growth mindset is simply the belief that your mind can grow and change with practice.\(^4\) Research shows that kids who believe they can get smarter do better on tests and challenges. This chart will help you train your brain to go from a fixed mindset to the growth mindset.

<table>
<thead>
<tr>
<th>GROWTH MINDSET</th>
<th>FIXED MINDSET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenging herself</td>
<td>Embraces the chance</td>
</tr>
<tr>
<td>Facing criticism</td>
<td>Learns from feedback</td>
</tr>
<tr>
<td>Making an effort</td>
<td>Sees effort as key to success</td>
</tr>
<tr>
<td>Overcoming obstacles</td>
<td>A misstep is a step forward</td>
</tr>
<tr>
<td>When others succeed</td>
<td>Finds inspiration in their performance</td>
</tr>
</tbody>
</table>

### POWERFUL WORDS TO help you out

9 out of 10 girls believe words can harm.\(^5\) The good news is that changing your choice of words can change your world. **Try these words:**

- **I CAN.** Have you ever said things like, “I’m totally going to fail this test” or “I got so many questions wrong?” Lose the negative talk, and think about how you can study harder and do better next time.

- **AND.** When you praise yourself, it’s easy to add “but” to lessen your success. Try using “and” instead. Instead of, “I’m pretty good at geometry, but I still have a B-,” try saying, “And I’m getting better every week.”

- **LIKE A GIRL.** Only 19% of girls have positive feelings about the phrase “Like a girl.” We can change that. Let’s make #LikeAGirl mean amazing things! What do you do #LikeAGirl?

> **Stop the Drop ↓**

Many girls your age drop out of sports at puberty,\(^6\) when in fact, **sports are critical in building confidence.** A recent study found that women are twice as likely to be confident if they play sports regularly than those who do not play at all!\(^11\) So try out for a team, stay in our team, enjoy it – don’t worry about being the best. **Just Keep Playing #LikeAGirl and have fun!**
Your brain needs to leave its comfort zone in order to grow and thrive. Risk-taking can be scary, hard and, well risky! It can also be exciting, fun, and rewarding. **Everyone has a different “risk zone”**. Afraid to take the first step? Here are some tips to help you overcome that:

**TO PRACTICE TAKING RISKS, TRY THESE SMALL ONES:**
- Speak up in class: ask a question or share your opinion
- Be honest about what you really want
- Volunteer to lead a project

**KEEP TRYING, KEEP LEARNING, KEEP GOING #LIKEAGIRL**

Growing up is a journey full of both failures and successes. **The point is not WHETHER you fail - It’s what you learn from those failures that matters.**

- Don’t be afraid to fail! It is up to you how you are going to use your failure, whether to give up or use it as fuel to keep going!
- Learn from your mistakes, and get even stronger along the way.
- Try again. And again. And again. Know that sometimes you have to keep practicing and trying new ways if you want to grow.
- Keep Playing #LikeAGirl, because playing sports will help build your confidence.

**NUTRITION**

Making a conscious effort to care for yourself helps you feel your confident best. That not only means personal grooming and physical activity, but also supplying your body with the energy it needs. You grow more during puberty than at any other time in your life (except for when you were a baby). To grow like this you need lots of energy, and most of your energy comes from the food you eat. This is why it’s very important to make sure you eat a healthy, well-balanced diet.

**OK, so those are the basics, but now let’s make it real with some tips:**

**MAKE IT FUN**

There’s no reason good nutrition needs to be a chore. Try one new vegetable a week. Find out something interesting about a common food. If you don’t normally go to the grocery store, ask to go along. You may enjoy the food more if you help pick it out.

**TEEN CHEF?**

Ever tried your hand at cooking? If you’re a beginner, get a cookbook especially for teens. Start small. Maybe offer to make dinner once a week. If you’re feeling artsy, you could even design a menu.

**EAT REGULAR MEALS**

Eat at regular mealtimes, including breakfast. Your body needs good nutrition, and it will keep you from having energy dips that can lead to crankiness.

**DON’T FORGET THE IRON**

The blood you lose during your period can cause you to lose iron, which can make you feel really tired. Try eating red meat and dark leafy vegetables (like spinach or anything high in iron) along with a glass of orange juice (or anything high in vitamin C as this helps the iron absorb into your body more efficiently).
You’ve probably been going to the doctor for checkups all your life, so it should come as no surprise that you’ll need to keep doing that. Regular healthcare is important, so be sure to visit your doctor and dentist on a regular basis. As you get older, there is another aspect of routine healthcare you should know about.

**PAP TEST**

The Pap test is used to check your cervix (the lower part of your uterus) to see if all the cells are normal. Getting a Pap test every year is very important. That way, you can be sure any potential problems are caught early.

OK, you’re on your way to taking on this new you. Enjoy the journey!

**REFERENCES**

1, 2, 5, 6 Always 2014 Puberty & Confidence Survey. 2014. Procter & Gamble, Cincinnati. Online survey with 1,300 US females.


There is a lot happening while you go through puberty, and it can be helpful to talk to a trusted adult. Sometimes, this is your mom or dad, and for some it’s a stepparent, aunt, grandparent, teacher or nurse. It’s important to be able to share with an adult you trust. Why? Someone your own age may not have the right experience, answers or resources to help.

It does take some courage, because you may feel awkward or embarrassed about speaking up. That’s perfectly normal. Most likely, you’ll find the conversation a big relief and a comfort. Prepare by writing down your questions. This way you won’t forget what you want to talk about. Pick your moment to approach her or him. Then, take a deep breath, smile and start the conversation. For example, you can approach the person and say, “There’s something I’d like to talk to you about when you have time.” You can also drop that person a note or email saying you’d like to have a chat. You can do it!
We’ve covered a lot in this booklet, but you may still have questions.

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

www.YouTube.com/AlwaysBrand

www.YouTube.com/Tampax

**Where you can:**

- Find out what to expect when it comes to getting your period with the “Period Diaries” video series from BeingGirl presented by Always and Tampax.

- Learn more about tampons, whether you’re a beginner or you still have some questions after trying tampons, with the “Everything You Need to Know About Tampons” video series.

- Get inspired to increase your confidence and be unstoppable #LikeAGirl.

**Brought to you by:**

**TAMPAX**

**always**

**Gillette Venus**

**Growing**

#LIKEAGIRL

**WHAT YOU NEED TO KNOW ABOUT PUBERTY**

**FOR GIRLS**

always | TAMPAX

Puberty Education Program