

MANUFACTURER COUPON EXPIRES 06-30-12

\$1.00 OFF

any ONE Always® Pantliners

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MANUFACTURER COUPON EXPIRES 06-30-12

FREE

Get ONE FREE Always® 18-count or less product.

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VOID



MANUFACTURER COUPON EXPIRES 06-30-12

\$2.00 OFF

any ONE Tampax Pearl® or Compak Pearl®

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Which *always*® product was made for your daughter?

When it comes to feminine protection, finding the products that are right for your daughter is important. To help her find the perfect size pantliener or pad, follow the guide below or go online to always.com/products.

always® pantliners

Light flow, everyday freshness or tampon backup

Always® Thin Pantliners

Perfect for feeling clean on your light days and in between.

- Invisible-feel protection
- Perfect for when you want to be comfortable and discreet
- Stay-in-place adhesive helps keep liners secure
- So thin and flexible it's your little everyday secret

always® pads

A range of panty protection for any period needs

Always® pads come in different lengths and absorbencies. Use this product selector to find what's right for your daughter.

| | Slender | Regular | Long/Heavy | Overnight |
|---|---|---|---|---|
| Infinity™ super thin, absorbent & comfortable |  |  |  |  |
| Ultra Thin thin & absorbent |  |  |  |  |
| Maxi thick & absorbent |  |  |  |  |

← shorter pad & daytime protection longer pad & overnight protection →

For when she's ready...

Tampax Pearl® Plastic


- Smooth plastic applicator for comfort and easy insertion.
- LeakGuard™ Core* and Braid help stop leaks before they happen.

*LeakGuard™ Core pulls moisture deep into the middle of the tampon.

Check it out! Resources for puberty.

- For you:*
- **What I Wish You Knew: Letters from Our Daughters' Lives and Expert Advice on Staying Connected** – from the editors of *American Girl*.
 - aap.org – American Academy of Pediatrics website.
 - always.com/mom
 - **My Little Red Book** – a collection of short stories about first periods from girls and women of all ages around the world, by Rachel Kauder Nalebuff.
 - **healthychats.com** – a site for parents to help teach their children about health and puberty. From pediatrician, mother, and health educator Dr. Chrystal de Freitas, MD, FAAP, founder of Healthy Chats LLC, a family health education resource.
 - **myfirstperiodkit.com** – the *Healthy Chats for Girls DVD* lets you easily review puberty and period essentials with your daughter, right at home. Use code PG15 for 15% off the helpful kit.

- For your daughter:*
- beinggirl.com – contains articles and information about her changing body and includes our "Ask Iris" expert panel who answer common puberty questions.
 - **The Care and Keeping of You: The Body Book for Girls** – by the editors of *American Girl*.
 - **Growing Up: It's a Girl Thing** – by Mavis Jukes.
 - **The Period Book: Everything You Don't Want to Ask (But Need to Know)** – by Karen Gravelle and Debbie Palen.

 These materials have been reviewed by the American Association for Health Education and accepted as educationally appropriate.

All educational content in this booklet is reviewed by a panel of experts, including doctors specializing in adolescent health, school nurses, and health teachers.

BEINGGIRL.COM


always®

talking with your daughter about puberty

always changing® parents guide

valuable coupons inside

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Shine a positive light on the changes ahead.

The physical and emotional changes your daughter will go through during puberty will shape her self-image. So it's important to talk openly and positively with her about puberty – before it begins and during the several months or years that it lasts. Help her embrace the upcoming changes by preparing her for them. This guide will help you do that with:

- ways to recognize puberty changes.
- signs that her period is about to start.
- expert answers to girls' puberty questions.
- ways to prepare her for her first period.
- the truth about puberty/period myths.
- tips on choosing her feminine protection.
- a list of additional resources.

Growing into a happy, healthy mind.

During puberty, the way your daughter thinks, feels and acts will change.

- She'll start to think more abstractly, like an adult does.
- She'll begin to make more sense of her feelings – both positive and negative ones – and express them better.
- She may get angry a lot easier and go through mood swings. Plus, she may cry more – over little and big things.
- She may become more self-conscious.
- She may compare herself to her peers and feel like something is wrong with her.
- She may feel and act more feminine.

You said, she said.

81% of moms say they prepared their daughters for the emotional symptoms associated with their period.

Only 10% of daughters say they knew exactly what to expect.



91% of moms say they prepared their daughters for the physical symptoms associated with their period.

Only 67% of daughters say they knew exactly what to expect.

From the 2006 Have a Happy Period Survey

always®

Growing into a happy, healthy body.

Your daughter's physical changes won't happen all at once. Some will take months or years. Some may be taking place right now. Here's a quick rundown of the main ones she'll experience.

She will:

- ✦ grow taller and broader. Her hips will get wider.
- ✦ develop breasts.
- ✦ possibly develop oily hair and skin; she may get pimples.
- ✦ develop body odor as she begins to sweat more.
- ✦ grow underarm, leg and pubic hair.
- ✦ gain more body fat. Maturing girls and women naturally have more body fat than young girls. But if you're concerned your daughter is at an unhealthy weight, check with your doctor.
- ✦ start to have vaginal discharge.
- ✦ start her period.

When will her period start?

It is normal for girls get their first period between 9 and 16 years. You can expect your daughter to start:

- about two years after her breasts begin to develop.
- soon after her pubic hair begins to grow.
- following the start of vaginal discharge.

But do reassure your daughter that her body will know the exact right time to begin having her period, regardless of when her friends get theirs.

Be prepared with the right answers to her questions.

Here are some of the top questions girls "Ask Iris" at beinggirl.com, along with the reassuring answers from our trusted Ask Iris expert panel. For more information, refer to your daughter's [Girl's Guide](#), so you can be ready.

1. What is the white stuff in my underwear?

It's called vaginal discharge. It's a sign that your first period is going to start in about a year or so. Once you get your period, around the middle of each cycle you may see vaginal discharge that ranges from wet and liquidy to very thick. If you don't like the feel or want to protect your undies, try an Always® pantiliner. [Girl's Guide pg. 14.](#)

2. What if I start my period at school?

Most likely, your period will start with just a little brownish or reddish staining in your undies, so watch for that signal. You can also use Always® pantliners, which will protect you until you get a pad from the bathroom or school nurse. It's a good idea to keep one or two pantliners or pads in your locker or purse, too. [Girl's Guide pg. 27.](#)

Prepare her, so even her first period can be a happy one.

You may not be with your daughter when her period starts, so prepare her with:

- ✦ an Always® Thin pantiliner — Thin and discreet.
- ✦ an emergency school kit for her locker or backpack. In an opaque bag, include an Always pad and a pair of underwear.
- ✦ an Always® Infinity™ pad for her purse.

3. What should I do when I have cramps?

Try taking a warm bath, placing a heating pad on your abdomen, or doing a little light exercise. Also, ask a trusted adult about taking an over-the-counter pain medication. [Girl's Guide pg. 21.](#)

4. Why is my cycle irregular? Will it always be this way?

In the beginning, a lot of girls have an irregular cycle, as well as a changing flow. It may take up to 2 or 3 years for your body to settle into a regular cycle. [Girl's Guide pg. 19.](#)

5. When does my chest stop growing?

Many girls experience breast development into their late teens, up to 2 years after they start menstruating. How your body will grow is based on heredity. Talk to your mom and aunts to get an idea of how they developed. [Girl's Guide pg. 8.](#)

6. How do I stop body odor?

The best way is to shower daily. If you are active in sports, dance or gym class, you may need to shower more than once. You should also wear a deodorant or antiperspirant. Deodorants don't stop sweat, they just partially cover odor. Antiperspirants help stop sweat before it starts and can keep you smelling great. [Girl's Guide pg. 12-13.](#)

7. Which should I use – pads or tampons?

Starting out, most girls use pads, and we recommend that. Many girls begin using tampons when they go swimming. Also, girls who are active in sports or dance during their period often find tampons more comfortable. [Girl's Guide pg. 23-31.](#)

Go ahead. Chat it up.

More than one talk.

Talking with your daughter about puberty involves more than one discussion about the birds and the bees. The best chats happen naturally in bits and pieces, for years to come. The more you make time to talk, the more likely your daughter will come to you when she has questions.

Be proactive.

Don't wait for her to initiate conversation. Ask her regularly if she's confused about anything or if she has questions. Make time for impromptu talks – such as in the car, getting an ice cream, or out at lunch. If you need an icebreaker, share your middle school memories:

ideas for mom

- when you started wearing a bra.
- when you got your first period and what it was like.
- what fears you had about getting your period.

ideas for mom or dad

- who your best friend was.
- what you felt insecure about.

Offer reassurance.

Your daughter needs you more than she realizes. She wants to "fit in," but all the changes she's experiencing probably make her feel "weird." Remind her she's a beautiful work in progress and that her peers are going through the same changes she is.

Every girl remembers her first period, where and when it happened, who, if anyone, she told, and even what she was wearing. But few of them write about it. I wrote *My Little Red Book* to help change that. The book is a collection of first period stories, each one different. There are stories about stains, shark attacks, plumbing accidents, and getting out of math exams. The idea behind the book is to end the awkwardness around periods, and maybe even make them cool! If nothing else, I hope this book helps you get a conversation flowin' with your daughter, and helps her see that she is not alone.

In developing countries, much more than talk about periods is needed. Did you know that many girls miss school because they lack sanitary products? A simple pad can help keep a girl in school. That's why I'm donating all royalties from the book to women's health charities. That way, *My Little Red Book* will benefit girls beyond its readers.

Submit your story at www.mylittleredbook.net.

Rachel Kauder Nalebuff

