

ALWAYS CHANGING[®] AND GROWING UP



always



GIRL'S GUIDE

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All the words in **teal bold type** in this booklet are defined in the glossary.

Puberty

YOU'RE A GROWING GIRL

Puberty is a series of changes that your body—and all your friends' bodies—will go through as you grow up. It is a time when you learn to be a better leader, a better friend and a better you: growing independent, growing strong, and growing into a woman. A great way to help build your confidence is to learn more about it with this guide:

- Learn what changes to expect and help to understand them.
- Help to prepare for what's ahead so you can feel more confident.
- Give you helpful tips and answers to questions many girls may have.



It also helps to talk about puberty. It may seem embarrassing—that's normal—but it will help you feel more relaxed and confident. Ask your mom or a trusted adult for their advice and to help answer your questions. They've experienced it, too, so they can help.

To help with the conversation, share the materials you received in class with your parent and ask them to sign below. You can start the conversation with these tips:

- **Keep it Casual.** Find a time when you typically talk to your mom. Ask her about when she was younger what she experienced during puberty.
- **Write it Down.** Sometimes it helps to write down your questions so you can make sure you get all the answers.
- **Be Direct.** Just tell her how you're feeling. Take a deep breath and let her know you might be embarrassed.

I, _____ have reviewed the Always Changing and Growing Up materials with my daughter. I understand that she may have additional questions and I agree to be a resource to help her answer her questions.

Parent Signature: _____

Student Signature: _____

5 Common Period Questions

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 you for your first period with some of your 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.

It's not summer vacation, but it is a great journey

During puberty, you'll experience changes to your body, skin, hair and even your emotions. It may seem like a wild ride sometimes, but chances are you'll be happy with the outcome—the same “you”, just a more grown-up version.

WHERE IT ALL BEGINS

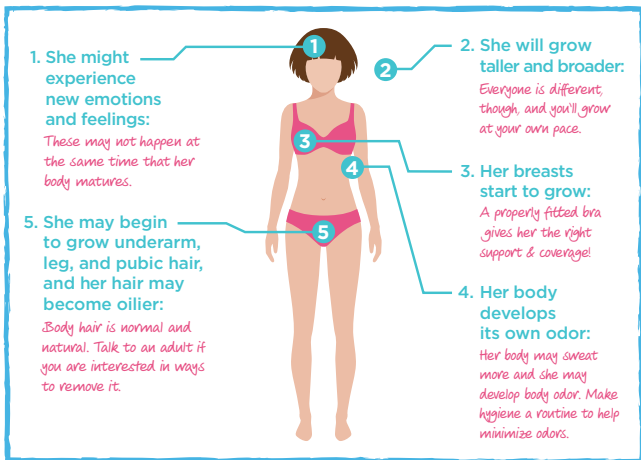
Your **pituitary gland**, located beneath the front of your brain, starts puberty. Your pituitary gland sends a signal to two other glands—your **ovaries**—telling them to make a special chemical, or **hormone**, called estrogen. **Estrogen** is the main female hormone that triggers most of the changes you'll see and feel. Boys have a different hormone, **testosterone**, that causes most of their changes.



Your changes - check 'em out

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 known as puberty.

Keep in mind, the time puberty kicks in is different for each girl. For some it happens early, which for other girls it can take longer.



Along with these changes, you'll start to have vaginal discharge and your period will start; 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 period. Celebrate it with an exclamation point!

Getting your period is probably the biggest change you'll experience during puberty. It's a very normal, healthy and positive part of growing up! It's part of a natural cycle (the **menstrual cycle**) that prepares the body to have children.

A QUICK DEFINITION

Your period is when you shed tissue, fluid and blood (also called menstrual discharge) from your uterine lining. It leaves your body through your vagina. For most girls and women, it usually happens each month and lasts between 3 and 7 days. It may come as a surprise when you get your first one—that's okay. A lot of girls aren't quite prepared.

WHEN WILL YOUR PERIOD START?

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 9 and 16**, but every girl is different. Your period will start when your body is ready. If you haven't started by the time you're 16, it's a good idea to talk to your doctor.



HOW CAN I BE READY AT SCHOOL?

Until your cycle becomes regular, your period may take you by surprise—especially your first one. So it helps to be prepared, particularly at school.

- Wear a pantiliner daily to protect your underwear from discharge and light period flow while helping you feel protected, confident and fresh.
- Put together a locker or backpack “emergency kit.” Find a fun, small bag that you can keep a pantiliner, a pad and a clean pair of underwear. This way to have what you need on hand, especially around the days you expect your period to start.
- Keep some pads and pantliners in your purse, bag or locker.
- If needed, ask a friend, parent, school nurse or teacher for help. They are prepared for times like these!



Your brain is changing, too



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.**

BUILD YOUR BRAIN POWER

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.

Keep Going #LikeAGirl. It's working! 🍷

Grow your mind with the growth mindset

The growth mindset is simply the belief that your mind can grow and change with practice.¹ 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.

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	

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 the problems. It boosts 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 or 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!



Take some time to shine up your self-image

A healthy body image depends on a healthy attitude – and that’s something you control. As your appearance changes, you may have questions about how you look. Remember that we’re all unique and healthy bodies come in various shapes and sizes. Enjoy being you!

SOME WAYS TO BOOST YOUR SELF-ESTEEM:

1. Find something you do well—like a sport, an art or a school subject—and focus on succeeding at it.
2. Find time each day to focus on you and write down three things about yourself that you wouldn’t change.
3. Set realistic expectations. Aim for accomplishment, not perfection.
4. Concentrate on your abilities and accomplishments instead of your faults.
5. Do a good deed. Making a difference will help you feel like a better person.
6. Move your body with physical activities. You’ll unload stress and feel stronger and happier.



Remember: great decision-making skills are learned—no one is born with them!

Things will begin to shape up for you

You know puberty has kicked in when you start growing taller and begin to take on a more feminine shape. Your hips will widen, your breasts will begin to grow and, naturally, you may gain weight and your body fat will increase. With so many changes, you may feel awkward. It's important that you take care of yourself with good nutrition and physical activity.



EAT WELL AND FEEL WELL—INSIDE AND OUT

Eat a range of foods to get all the vitamins and nutrients you need. Try to eat lots of protein (like fish, meat, cheese, milk, eggs and beans). You also need complex carbohydrates (like whole wheat breads, pasta and cereals) and fresh fruits and vegetables.

MAKE GOOD DECISIONS

In addition to the physical changes happening to your body, you'll experience other changes. You're probably starting to earn more freedom at school and at home - and probably more responsibilities, too! As a result, you'll be making more decisions on your own. You'll need to evaluate and make sense of all the influencing factors such as parents, friends, teachers, and things you see in the media. At times, it can be difficult to know what to think and how to act. Learning to make the right decisions for YOU is an important part of growing up. Take the time to think about your decisions and learn from your results.

Powerful words help you out

9 OUT OF 10 girls believe words can harm.² The good news is that changing your choice of words can change your world.

Try these words:



YET! Yet is a very powerful word. You can use it to remind yourself that though you haven't accomplished it yet, you will. *"I haven't figured out this math problem, yet!"*

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,³ 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! 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!**

You only truly fail when you don't try

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.

Starting from the top...

During early puberty, the first stage of breast development happens, called “budding”. From there, your breasts grow gradually; you probably won’t notice it most of the time. One breast may grow larger than the other—that’s okay. Just like your legs and arms, your breasts will never be exactly alike—no one’s are.

BREASTS AND BRAS—BOTH COME IN LOTS OF SHAPES AND SIZES

Once your breasts develop, wearing a bra provides support and coverage that can help you feel more comfortable. Plus, bras come in tons of fun colors and designs, so you can find ones that match your personal style. Talk to a parent or trusted adult to help find a bra that fits you.

Feeling good in your skin

Of the many things your body goes through during puberty, changes in your skin are among the most noticeable. **Acne** is a natural occurrence during puberty. It starts when bacteria develops in blocked pores and turns into pimples.

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. Deep cleanse with a cleanser containing salicylic acid. (Look for “salicylic acid” to be listed in the active ingredients on the back of the bottle.)
- 2. Prevent**—To help prevent pores from becoming clogged, use a salicylic acid product all over your face. Make sure to moisturize after each wash so your skin stays hydrated.
- 3. Treat**—To help eliminate pimples quickly, use a benzoyl peroxide product to unclog pores.

ACNE DOs AND DON'Ts

- Don't squeeze any pimples—this can cause scars and may even cause more acne!
- Don't scrub skin hard. This may actually spread acne or make it worse.
- Do eat a healthy diet and make sure to get regular exercise and proper rest.

Heads up!

YOUR HAIR MAY NEED MORE ATTENTION

Puberty may cause your hair to become oilier, thicker, coarser—even curlier or straighter. The important thing is to develop a routine for taking care of your hair and scalp.



GOOD HABITS FOR HEALTHY-LOOKING HAIR

- Shampoo regularly to help remove deposits such as dirt, skin oils, and styling products.
- If you're African-American, your hair may be dry and delicate. So you only need to wash your hair 1 to 2 times a week.
- After shampooing, use a light conditioner to add moisture, control and strength.

Smile!

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. For best results, brush from gum to teeth and don't forget your tongue.

Getting active!

Daily physical activity and exercise are great ways of keeping your body healthy—they help to make you strong and agile, and they make your heart and lungs work better, too. There are lots of things you can do, either with friends or by yourself—the secret is to find something you enjoy and keep at it.

Sweating is good for you. So why the big stink about it?

Sponsored by



Everybody sweats, or perspires. It's a normal and important function—it helps regulate your body temperature. But once you hit puberty, sweating can also cause body odor.

Your body actually has two different types of sweat glands.

Eccrine glands start working at birth, producing a clear and odorless perspiration. But when you hit puberty, your **apocrine glands** kick in, producing the kind of sweat that can smell bad when it comes into contact with the bacteria on your skin. It's these apocrine glands that activate when you are in stressful situations.

Since a lot of apocrine glands are under your arms, many people use underarm deodorants or antiperspirants.

Deodorants counteract odor to help you smell better.

Antiperspirants reduce sweating and underarm wetness.

Since these are the main causes of body odor, antiperspirants help prevent odor before it starts.



BODY ODOR BUSTERS

- Shower or bathe daily to wash dirt and oil off your skin.
- Make sure to wash your underarms thoroughly.
- Apply deodorant or antiperspirant at least once a day.
- Wear clothes made of material that breathes, like cotton.
- Always shower or bathe after you exercise. If you can't do it right away, at least change out of your sweaty clothes and into clean ones.

WHEN YOU'RE READY FOR DEODORANT

There are many types of antiperspirants and deodorants. What kind you need or want depends on you. How much you sweat (we're all different), whether you like a more noticeable scent (or not), and even how the product feels can all help you figure out which type is best for you. Talk to your parent about choosing the right product for you.



SECRET® ODOR AND WETNESS PROTECTION OPTIONS

Secret offers a range of products in different scents and forms to help prevent wetness and odor. For more information go to www.Secret.com/collections.



Vaginal discharge—a sign that your period is on its way

You might have noticed that you occasionally have some traces of transparent, clear or whitish fluid in your underwear that comes from your **vagina** (an opening between your legs). This called vaginal discharge and is made up of fluids that comes from glands in the walls of the vagina and cervix. It helps maintain moisture in the vagina, helps prevent infection, and is healthy and normal. The amount of vaginal discharge varies during the menstrual cycle as the hormone levels in your body change. This is perfectly normal, natural and a healthy sign that your body is functioning properly. To avoid getting discharge in your underwear between periods, you can wear a pantiliner daily.

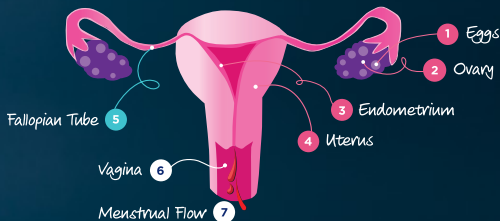
If you have any discharge that is thick, yellowish or darker, smells unpleasant or causes itching or burning, it could be a sign of a vaginal infection. Talk to your parent about seeing a doctor as this can be easily treated.

Good hygiene can help protect you from infections:

- After going to the bathroom, wipe from front to back to avoid spreading bacteria from your anus to your vagina.
- Avoid heavily perfumed soaps or shower gels—these can sometimes irritate the delicate skin around your vagina.
- Remember, if you're taking antibiotics, vaginal infections are more likely to occur.

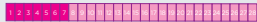
Understand your cycle

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.



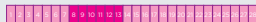
4. MENSTRUATION:

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



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.



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.



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.



Period tracker

Everyone's menstrual cycle is unique. Use this calendar to keep track of your unique cycle and help you prepare for your next period.

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.

Year 20__	1	2	3	4	5	6	7	8	9	10	11	12	13	14
January														
February														
March														
April														
May														
June														
July														
August														
September														
October														
November														
December														

X light XX medium XXX heavy

Count the days from the first X of one period to the first X of the next. This is the length of your menstrual cycle. Try to work out when your next period will start. Check to see if you were right!

Want to know when you can expect your period?

Go to **Always.com** and use our Period Calculator!

[illegible]

Being irregular is totally regular

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.

SOME POPULAR QUESTIONS ABOUT YOUR PERIOD

Is it okay to take a bath or shower when I have my period?

Yes. During your period is an important time to keep yourself fresh and clean.

Is there anything I won't be able to do when I have my period? No. It doesn't have to stop you from doing the things you usually do. You can still go to school, help at home, see your friends, play sports and so on.

Will anyone notice when I have my period?

No. Not unless you tell them!

How much blood will I lose during my period?

The average female loses about 4 to 12 teaspoons of menstrual fluid during her period. But only a small amount of that is blood. Since your body contains more than 5 quarts of blood, it doesn't miss the little bit lost during a period—and your body makes up for it quickly.



SOMETIMES YOUR PERIOD BRINGS UNINVITED GUESTS—CRAMPS

A lot of girls and women experience “period cramps” caused by the contraction of the uterus. If you get cramps, you may feel aches in your abdomen, your lower back or even down your legs.

WAYS TO PUT CRAMPS IN THEIR PLACE

- Take a warm bath, unwind and listen to some tunes.
- Place a heating pad or heat wrap on your abdomen. Then kick back, relax and read a magazine or watch TV.
- Do some mild exercise that you enjoy, like walking your dog or riding your bike with a friend.

If cramps continue to be a problem for you, make sure you check with an adult before taking any kind of medication.

WHAT IS PREMENSTRUAL SYNDROME (PMS)?

PMS refers to the symptoms some girls and women experience 1 to 14 days before their period. These symptoms are caused by changing hormone levels and may include: headaches, backaches, food cravings, depression, moodiness, breast tenderness, pain in the joints, general tiredness, and weight gain or a bloated feeling. Skin blemishes may also flare up.

Here are a few things you can do to help relieve PMS:

- Exercise regularly.
- Limit caffeinated drinks, like colas.
- Avoid salt.
- Ask your doctor for remedies.
- Some symptoms can be treated with over-the-counter medication. Ask a trusted adult if there's a medication you can take to help relieve aches, bloating or other PMS symptoms.



What to use during your period

Period protection refers to the products girls and women use to absorb their menstrual flow or to stay feeling fresh, comfortable and confident every day.

THERE ARE 3 TYPES OF PERIOD PROTECTION

- Pads
- Pantliners
- Tampons

WHERE TO BUY THEM

You can find pads, pantliners and tampons in many places like supermarkets, drug stores and discount stores. Talk to your mom or a trusted adult to help you determine what products you will need.



What is right for you?

Some girls and women prefer pads and pantliners, some prefer tampons, and some like to use pads on some days and tampons with pantliners on others. We recommend you start off with pads and pantliners, and if you want to use tampons, talk to your mom, school nurse or another adult you trust.

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, go to **Always.com** to learn more about the different types of pads.

HOW TO USE A PAD



Take out the pad from its plastic wrapper.



Pull off the wrapper and the paper strip that covers the sticky part of the pad and the wings.



Attach the sticky part securely to the inside center of your panty. Wrap wings around the side of panty.

TYPES OF ALWAYS® PADS

Always Radiant™ and Always Infinity®

An absorbent thin pad made with a soft cover that feels incredibly light. Look for the Always Radiant and Infinity pads in a box.

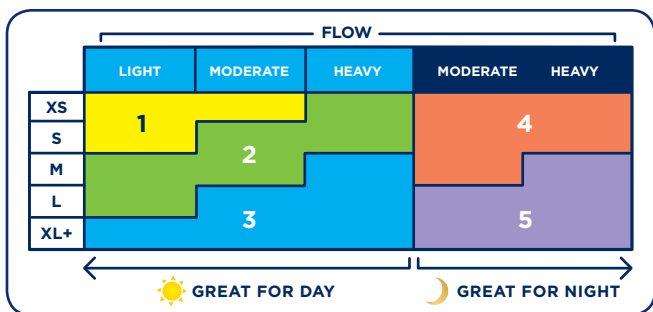


Ultra Thin. A thin pad that provides great protection and comfort without the bulk of a maxi pad. Look for the green Always bag.

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!



ALWAYS® PADS

A range of period protection for your period needs. Always pads are designed to fit different body shapes and sizes and to provide protection for all types of period flows (from a light flow to a heavy flow). Whether you prefer a thick pads, or thin pads, or day or overnight protection, there are several options of pads to choose from to fit your shape and flow.

	Radiant™	Infinity® stylish & absorbent	Ultra Thin thin & absorbent	Maxi thick & absorbent	
Slender, Teen					shorter pad & daytime protection
Size 1, Regular					
Size 2, Heavy Flow					longer pad & overnight protection
Size 3, Extra Heavy Flow					
Size 4, Overnight					
Size 5, Extra Heavy Overnight					

HOW OFTEN TO CHANGE A PAD

Change it every 4 to 6 hours or more often if your flow is heavy. Also, if you're wearing a smaller pad or one with less absorbency, you may need to change it more frequently. Your pad may begin to leak if you wear it too long.

Pantliners can be part of your daily hygiene routine, like brushing your teeth, to help keep you feeling clean and confident.

A pantliner is worn on the inside of your underwear like a pad, but most are smaller and thinner than pads and can feel invisible.

Pantliners are great for:

- Vaginal discharge
- Absorbing perspiration from sports or daily activities
- Light period days
- Extra confidence when you're getting used to tampons

Bin it - DON'T FLUSH IT!

When you are ready to change your pad, be sure to dispose of the pad properly.



1

Fold it up and wrap it in toilet paper or a wrapper from your new pad.



2

Never flush pads or wrappers; it is bad for the environment and could flood the toilet. Put them in the trash when you're done.



**To feel fresh all day,
try pantliners.**



Tampons provide protection that is worn inside your body, in your vagina, during your period. A tampon is made of soft absorbent material compressed into a small oblong shape with a string securely sewn through it for removal. It is held into place by the muscular walls of your vagina and gently expands to absorb your flow before it leaves the body. Many girls first start using tampons when they want to go swimming while on their period. Some girls find them more comfortable to wear when they're active in sports during their period. But the choice is up to you.

FOR WHEN YOU'RE READY...

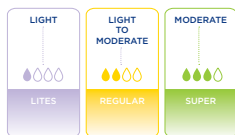
Tampons are a good option to use for protection when you run, swim, jump or dance. Talk to an adult and consider a tampon with the following:

- Plastic applicator for comfort and easy insertion
- A range of absorbencies so you can use the lightest level for the protection you need



SO WHICH ABSORBENCY IS RIGHT FOR YOU?

Tampons are made in different levels of absorbencies. Why? Because girls have different flows that change each day of their period! Generally, your period is heavier at the beginning of your cycle and lighter at the end. We recommend starting with a regular absorbency tampon. Then when you're used to tampons, start varying your absorbencies.



HOW DO I PUT IN A TAMPON?

It's easy with just a little practice. Check out the instructions in the box or visit Tampax's YouTube channel for a helpful video. Try using the lightest absorbency for the protection you need. Tampax offers absorbencies from lite to super plus.

HOW OFTEN SHOULD I CHANGE A TAMPON?

It depends on how heavy your flow is, but a tampon should be changed regularly, about every 4 to 8 hours. Although a tampon can be worn up to 8 hours, never leave a tampon in for longer than that. If you sleep longer than 8 hours, plan to use a pad instead. Use tampons ONLY during your period. If you think you may be starting soon, use a pantiliner to help keep you clean and confident.

SHOULD I USE TAMPONS IF I'M INVOLVED IN SPORTS OR DANCE ACTIVITIES?

Tampons are a great choice for athletic activities because they allow you to move fully and comfortably. Of course, tampons are the only suitable form of period protection for swimming, since they are worn inside your body.

WHAT IS TOXIC SHOCK SYNDROME (TSS)?

TSS is a very rare but serious disease associated with using tampons. Be sure to read and keep the leaflet that comes with every box of tampons and talk to an adult if you have questions. The most important thing to know is that if you get a fever and feel sick while you are using a tampon, take it out right away. Tell an adult you are worried about TSS and contact your doctor. Tell the doctor you've been using a tampon so you can get the best treatment quickly.

Don't hold back

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
- Get inspired to increase all girls' confidence to be unstoppable #LikeAGirl
- Learn more about tampons and how to help her insert them for the first time

References

- 1 Master, Allison. "Growth Mindset". Telephone interview. 16 Apr. 2015.
- 2, 3 Always 2014 Puberty & Confidence Survey. 2014. Procter & Gamble, Cincinnati. Online survey with 1,300 US females.

Glossary

Acne An inflammatory disease of the sebaceous glands that causes pimples to break out, especially on the face.

Antiperspirant A substance used to reduce perspiration under the arms in order to prevent body odor.

Apocrine glands Sweat glands (mostly under the arms and in the genital area) that produce perspiration that can mix with bacteria to cause body odor. Apocrine glands become active during puberty.

Deodorant A substance used under the arms to counteract or mask odors caused by perspiration.

Eccrine glands Sweat glands (all over the body) that produce clear, odorless perspiration. Eccrine glands are active at all ages.

Endometrium The soft, spongy lining of blood and tissue that thickens inside the uterus. It nourishes a developing baby during early pregnancy, or else it is shed during menstruation.

Estrogen The female hormone produced in the ovaries that is responsible for many of the changes that take place in females during puberty.

Fallopian tubes Two tubes through which eggs travel from the ovaries to the uterus.

Fertilize When a male sperm joins a female egg to form an embryo (the beginning of a baby).

Hormones The special chemicals that regulate the growth and activity of body tissues and organs.

Menstrual cycle The time measured from the beginning of one period to the beginning of the next.

Menstruation The monthly process of shedding the lining of the uterus that passes out of the body through the vagina.

Ova The eggs found inside the ovaries. They are the female reproductive cells.

Ovaries Two glands, one on either side of the uterus, that contain a woman's eggs and produce the hormones estrogen and progesterone.

Ovulation The periodic release of a mature egg from one of the ovaries.

Period protection The products girls and women use to absorb their period flow and to stay fresh, comfortable and confident.

Pituitary gland A small gland beneath the front of the brain that is responsible for triggering the production of hormones that start puberty.

Premenstrual syndrome (PMS) A combination of emotional and physical symptoms such as tension, worrying, breast tenderness and bloating. These may occur and last 1 to 14 days before a period starts.

Progesterone A female hormone that causes a soft, spongy lining of blood and tissue (endometrium) to thicken inside the uterus. It also prepares the body for pregnancy.

Puberty The stage of life when human males and females develop physical and emotional changes and become capable of reproduction.

Pubic area The V-shaped area between your legs where your legs meet your torso.

Sperm The male reproductive cell.

Testosterone A male hormone that is responsible for many of the changes that take place in males during puberty.

Uterus The female organ lined with soft, nourishing tissue that carries a baby until it is born.

Vagina A flexible passageway leading from the uterus to the outside of the body through which menstrual fluid flows.

Vaginal discharge A clear or whitish fluid that comes from your vagina. It's the way the vagina cleanses itself and helps prevent infection.

GOT GIRL QUESTIONS?

Check out **BeingGirl's YouTube Channel**
presented by Always® and Tampax®

WWW.YOUTUBE.COM/BEINGGIRL

Your destination for puberty and period advice!

- Find out what to expect when it comes to getting your period with the "Period Diaries" videos.
- Feel empowered to be confident and unstoppable with Always #LikeAGirl and Tampax videos.

Brought to you by:

always **TAMPAX**



These materials have been reviewed by the
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