

Growing #LIKEAGIRL

by *always* | TAMPAX

WHAT YOU NEED TO
KNOW ABOUT PUBERTY



always® | TAMPAX® | Puberty Education Program



KEEP PLAYING #LIKEAGIRL

Sports keep girls confident.
So let's keep girls playing #LikeAGirl

CONTENT

From a Girl to a Woman – What a Trip!2

GROWING A HEALTHY BODY AND MIND

Grow Your Mind with the Growth Mindset3

Powerful Words to Help You Out4

You Can't Win Unless You Risk5

You Only Truly Fail When You Don't Try6

Keep Going #LikeAGirl7

YOUR PERIOD

Get the Hang of Your Cycle8

Your Time is the Right Time9

Being Irregular is Totally Regular10

Hygiene Products – Pads11-14

Hygiene Products – Tampons15

Hygiene Products – Liners16

Determine Shaving Facts From Fiction17

Physical Activity – Get Active18-19

Period Calendar20-21



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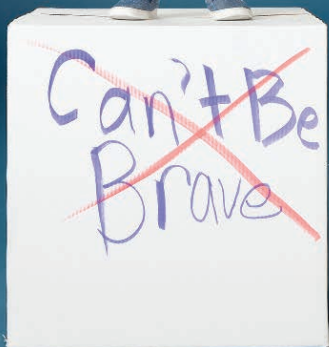
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Ophea
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[*There's ALWAYS room to grow*]

FROM A GIRL TO A WOMAN

-what a trip!



YOU'RE GROWING. 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 a lot about yourself and your place in the world.**

Did you know that...

56%

of girls we surveyed had a drop in confidence at puberty.¹

one

reason for the drop? Lack of information about what's happening to them.²

OUR GOAL: To provide you with the information on what to expect as you go through puberty in order to support your confidence and inner strength.

Simply read on to find everything you've always wanted to know but never dared to ask.

Yours,
The Always & Tampax Expert Team

1 Mackey, Allyson P., Alison T. Miller Singley, and Silvia A. Bunge. "Intensive reasoning training alters patterns of brain connectivity at rest." *The Journal of Neuroscience* 33.11 (2013): 4796-4803.

2 Master, Allison. "Growth Mindset." Telephone interview. 16 Apr. 2015.

GROW YOUR MIND WITH THE *growth mindset*

The growth mindset is simply the belief that your mind can grow and change with practice.² 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 keep a growth mindset and avoid a fixed mindset.

GROWTH MINDSET			FIXED MINDSET	
<i>Challenging yourself</i>	Embraces the chance			Avoids opportunities
<i>Facing criticism</i>	Learns from feedback			Ignores useful feedback
<i>Making an effort</i>	Sees effort as key to success			Sees effort as useless
<i>Overcoming obstacles</i>	A misstep is a step forward			A misstep is a reason to give up
<i>When others succeed</i>	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 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!



² Master, Allison. "Growth Mindset." Telephone interview. 16 Apr. 2015.

³ Dweck, Carol S. *Mindset: The New Psychology of Success*. New York: Random House, 2006. Print.

POWERFUL WORDS

TO help you out

9 OUT OF 10 girls believe words can harm.⁴ The good news is that changing your choice of words can change your world.

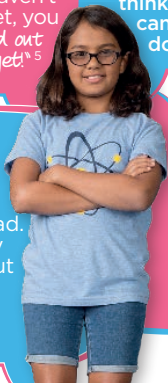
Try these words:



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!"⁵

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."⁶



LIKE A GIRL. Only 19% of girls have positive feelings about the phrase "Like a girl."⁴ We can change that. Let's make #LikeAGirl mean amazing things! **What do you do #LikeAGirl?**

≡ Stop the Drop ≡

Many girls drop out of sports at puberty.⁴ Girls who participate in sports or physical activity excel in the workplace later on.⁷ So stay on the team, and you'll have a lot of fun shooting hoops, spinning, climbing, and throwing #LikeAGirl.

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

5 Hill, Jess, Kathryn Bowers, Armistead Lemon, Elizabeth Baker, and Jennifer Jervis. "Growth Mindset and Confidence." Telephone interview. 20 Apr. 2015

6 Simmons, Rachel, and Simone Marean. "Growth Mindset." Telephone interview. 9 Apr. 2015.

7 Survey by Ernst and Young and ESPNw network. Results found at <http://www.ey.com/BR/pt/About-us/Our-sponsorships-and-programs/Women-Athletes-Global-Leadership-Network---Infographic-women-sport-and-leadership>

YOU CAN'T WIN

unless you risk



#LIKEAGIRL

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 (e.g., a school fundraiser, a petition to your school council to advocate for change).



† Hill, Jess, Kathryn Bowers, Armistead Lemon, Elizabeth Baker, and Jennifer Jervis.
“Growth Mindset and Confidence.” Telephone interview. 20 Apr. 2015

YOU ONLY TRULY FAIL

when you don't try

TURN MISSTEPS INTO STEPS FORWARD

Growing up is a journey with missteps along the way.

The point is not WHETHER you make mistakes; it's what you learn that matters.

- It's up to you how to interpret your setbacks, whether to give up or keep going!
- Be kind to yourself, the way you would treat a friend going through the same thing.
- Take time and figure out what went wrong, without blaming yourself or anyone else.
- Try again. And again. And again. Know that sometimes you have to keep practicing and trying new ways if you want to succeed.



KEEP TRYING, KEEP LEARNING

keep going #LikeAGirl



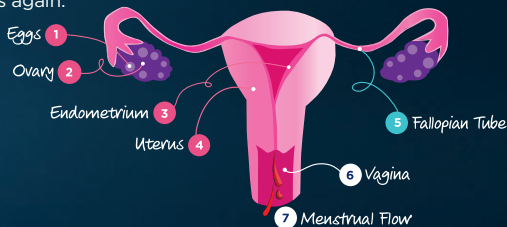
**TRY. FAIL.
LEARN.
KEEP GOING
#LIKEAGIRL**

LEARN FROM YOUR MISTAKES

- **Success takes work!** Don't give up if you encounter challenges. You're one step closer to success.
- **Keep Playing #LikeAGirl**, because being physically active and playing sports will help build your confidence!
- **Don't be afraid to fail!** It is up to you how you are going to use your failure, so don't give up, use it as fuel to keep going!
- **You won't succeed** if you stop trying.

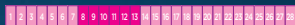
GET THE HANG of your cycle

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.



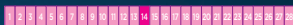
1. PRE-OVULATION:

A woman's body can have two ovaries that contain thousands of eggs (ova). **1** Estrogen, one of the hormones that 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.



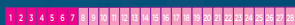
2. OVULATION:

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.



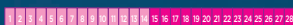
4. MENSTRUATION:

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



3. PREMENSTRUAL:

When an 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.



YOUR TIME IS THE *right time*

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 10 and 16**, but everyone 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.



You are not alone! Here are some of the most common questions girls ask each other about their periods. Your friends might ask you these questions. **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

14yo

15yo

12yo

At school

My mom

3 days

At holidays



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.



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HYGIENE PRODUCTS

Pads

Feminine protection is a long name for the products you use before or during your period to absorb the flow of menstrual fluid. **The three most common types of feminine hygiene products are:** Pads (sometimes called feminine napkins or sanitary napkins), Pantyliners and Tampons - there are other products available such as menstrual cups and period panties.

Pads are an external means of protection

that you wear in your panties. They are very thin and comfortable, which is why many girls choose to wear them.



Pads absorb your menstrual flow when you have your period. They have a soft, absorbent, cotton-like layer on the top and a sticky tape on the back to keep them firmly in place.



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HYGIENE PRODUCTS

Pads

HOW TO USE A PAD - IT'S REALLY EASY!



1



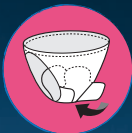
Pull off the paper strip that covers the sticky part on the back.

2



Attach the sticky part securely to the inside centre of your underwear.

3



When you need to change your pad, just pull it off to remove it.



Tip: Most period products like pads come with instructions on the box for reassurance.

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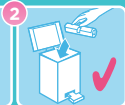
HYGIENE PRODUCTS

Pads

Bin it — DON'T FLUSH IT!



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. Don't forget to wash your hands.

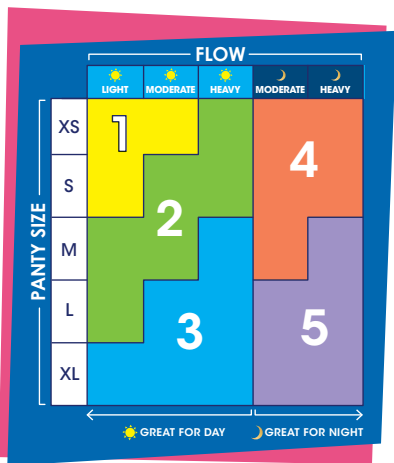


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MAKE SURE YOU WEAR *the right pad!*

Imagine if all shoes only came in one size! Some of your friends would wear shoes that are too small, and others would wear shoes that fall off every time they take a step.

Pads are no different; you have to find the right one for you. Even girls who have already had their period a few times can be wearing the wrong size pad. That's because you not only have to choose a pad that fits your panty size, but also a pad that's right for your menstrual flow. Some packages make it easier to choose the right pad by specifying the pad size. Other packages have charts on them to help you choose the size that will fit you and amount of absorption that's right for you. Ask a trusted adult like your mom, aunt, or older sister to help you find the right product.



It's very simple, the better a pad fits your needs, the better it will feel and do its job!



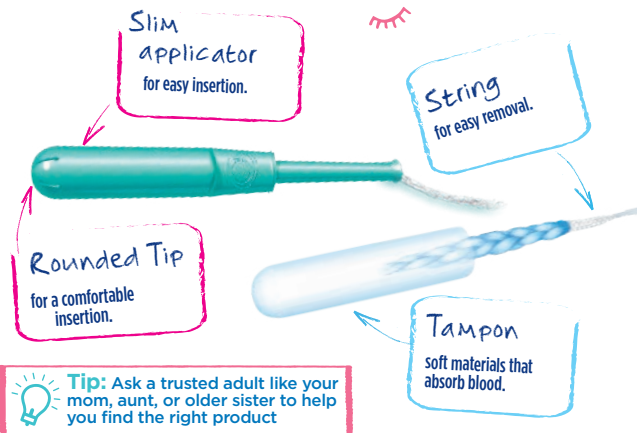
HYGIENE PRODUCTS

Tampons

WHAT IS A TAMPON?

Let's make this easy. Because it is!

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! Similar to pads, tampons come in different sizes and different absorbency levels.



Bin it — DON'T FLUSH IT!



Flushing tampons, wrappers or applicators is bad for the environment and could flood the toilet. Just wrap them in toilet paper and put them in the trash instead.

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HYGIENE PRODUCTS

Liners

≡Using pantyliners≡

You might consider using a pantyliner two to three days before or towards the end of your period. It will help protect you by absorbing light flow around your period and help you feel confident and fresh. Be reassured, pantyliners are designed to be thin and soft to help you not feel them while wearing.



WHAT ABOUT SHAVING?

During puberty, hair begins to appear in many new places such as legs, underarms and in the pubic area. All women have it. If you choose to remove hair from unwanted areas, shaving is a commonly used method. If you feel like you're ready to start shaving with a razor, talk to a parent or guardian first. They can show you how to shave safely. Make sure you're using a razor that's designed for you. Features such as a rounded pivoting head, and a handle with a soft grip, can help make your shaving experience easier.



TRUE OR FALSE?

Determine Shaving Facts From Fiction!

Shaving makes hair grow back thicker

FALSE!

Shaving does not cause hair to grow back thicker, darker or faster. Hair growth is only determined by DNA, so hair that looks like it's getting thicker at one end actually isn't.



*More Blades Don't
Equal More Nicks or Cuts*

TRUE!

More blades cut more hairs in fewer strokes which also equals a smoother and longer-lasting shave.



*Shaving cream isn't necessary;
soap and water works just as well.*

FALSE!

Shave gels tend to be less drying than ordinary soap. Shave gels lubricate to help provide a layer of protection against nicks and cuts. Shave gel also helps you keep track of where you've shaved to help you avoid missing any spots.



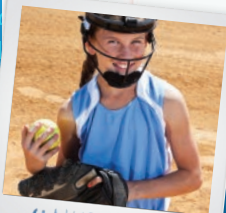
PHYSICAL ACTIVITY

get active

As you grow into adulthood and gain more responsibilities, you are going to 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.

Being physically active is a good place to start. Sport and physical activity are great ways of keeping your body feeling healthy while boosting your energy level! They help to make you strong and agile, and they make your heart, lungs and brain work better too.

There are a lot of activities you can get involved in, either with friends or family, or on your own, but you don't have to join a team, play a competitive sport or go to a health club - the secret is to find something you enjoy and keep at it. To get you going, here are some ideas for getting active.



#LIKEAGIRL

- Go rollerblading, skating, cycling, hiking or swimming with friends.
- Walk, longboard, skateboard, rollerblade or cycle to school instead of taking the bus.
- Walk up the stairs instead of using the elevator.
- Take a brother or sister to the park or playground and play some games.
- If you go to the beach, walk or jog barefoot on the sand.
- Grab a football or a baseball and gloves and play catch in the park.



Be active in the winter too. Go tobogganing, skiing/snowboarding or build a snow fort!

Get active outdoors! Head out with your family to explore a local park or nature area.

Dancing is a great way to get fit and have some fun - so turn up the music and get moving!

There are many things that stand in the way of people being physically active. These barriers (conditions that make it difficult to make progress or to achieve an objective) can be real, feel real or be created by an individual.

Did you know that

Walking, jogging, cycling and swimming are great aerobic activities.

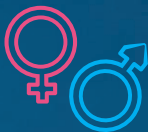
Other physical activities that build strength and flexibility are also important to maintaining your overall health.

Aerobic exercise is the best way to strengthen your heart (the most important muscle in your body).



If you have a really hard time talking while you're participating in aerobic physical activity, you're participating in a moderate to vigorous physical activity which works on your anaerobic system - and that's great too!

When developing your aerobic capacity begin slowly and gradually increase the time spent participating.



2019 period calendar

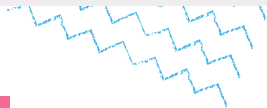
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You can find period calculators
online at websites like **Always.com**



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Your Emoticons
 LIGHT FLOW
 HEAVY FLOW
 DISCHARGE
 PMS



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