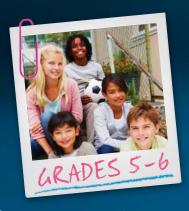
Growing #LIKEAGIRL

by always | TAMPAX

WHAT YOU NEED TO **KNOW ABOUT PUBERTY**







CONTENT

From a Girl to a Woman - What a Trip! \mathcal{L}

GROWING A HEALTHY BODY AND MIND

Body Changes to Expect3

Your Brain is Changing, Too4

Powerful Words to Help You Out5

You Only Truly Fail When You Don't Try6

Keep Going #LikeAGirl7

YOUR PERIOD

Your Period - What is It?8
Get the Hang of Your Cycle9
Your Time is the Right Time10
Hygiene Products - Pads11-14
Hygiene Products - Tampons15
Hygiene Products - Liners16
Determine Shaving Facts From Fiction17
Physical Activity - Get Active18-19

Period Calendar20-21





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

reason for the drop? Lack of information about what's

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.

happening to them.2

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.

WHO'S THAT GIRL? body changes to expect

Over the next few years, you're going to experience some major physical changes as you grow-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 everyone. For some it happens early, while for others it can take longer.





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 abilities improve 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 doing things #LikeAGirl. It's working! -



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.

POWERFUL WORDS TO help you out

9 out of 10 girls believe words can harm.³ 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'

20%

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, "aud I'm getting better every week. 15

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 drop out of sports at puberty.³ Girls who participate in sports or physical activity excel in the workplace later on.⁶ So stay on the team, and you'll have a lot of fun shooting hoops, spinning, climbing, and throwing #LikeAGirl.

- 3 Always 2014 Puberty & Confidence Survey. 2014. Procter & Gamble, Cincinnati. Online survey with 1.300 US females.
- 4 Hill, Jess, Kathryn Bowers, Armistead Lemon, Elizabeth Baker, and Jennifer Jervis. "Growth Mindset and Confidence." Telephone interview. 20 Apr. 2015
- Simmons, Rachel, and Simone Marean. "Growth Mindset." Telephone interview. 9 Apr. 2015.
 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-sportand-leadership women-sport-and-leadership

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





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

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 along the way that matters.

- Don't be afraid to fail! It's up to you how you overcome adversity

 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 being physically active and playing sports will help build your confidence!
- Success takes work! Don't give up if you encounter challenges.
 You're one step closer to success.

YOUR PERIOD — What is it?





Ok, you feel more confident now about dealing with puberty, but what is a period, when will it start, and what is a menstrual cycle? Getting your period is probably the biggest change you'll experience during puberty. Period, cycle, pink days, red cloud... whatever the name, it's all the same.

Your period is what we call the days of the month when you begin to shed tissue, fluid, and blood (also called menstrual discharge). It leaves through your vagina. How often does it come? How long does it last? Well, that can change. For most girls and women, it usually happens once each month and lasts between three to seven days. It sounds inconvenient, but it's part of growing into a strong, healthy woman.



Tip: During your period, be sure to use pads and tampons to keep your body and your underwear clean.



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.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27



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 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

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.

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.

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 26



OUR 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 vour 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 vourself!

> How old were you when you started your first period?

> > Where were you when you found out?

Who was the first person

5 days

How long is your period?

At school

14yo 15yo 12yo
101 My mom 3 days
At holidays

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.





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



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





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





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.

Pads

HOW TO GET RID OF A USED PAD

- Fold or roll it up.
- Wrap it in tissue, toilet paper, or the wrapper of your next pad.
- Put it in the trash. (There are often napkin disposal bins located in each stall in a women's washroom).
- Don't flush pads down the toilet because they can clog it.
- Wash your hands.



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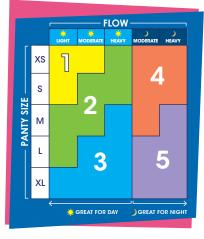




MAKE SURE YOU WEAR the right pad!

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!





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.



Liners



=Using pautyliners=

You might consider using a pantyliner two to three days before or towards the end of their 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





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.



- 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

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.

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

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

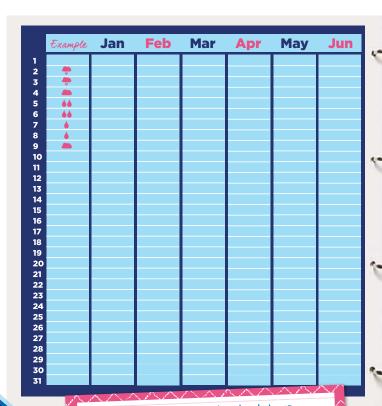


If you have a really hard time talking while you're participating in aerobic physical activity, you're participating in a moderate to vigorous physical activity which works on your anaerobic system - and that's great too!



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U 2018 period calendar



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

USE THIS CALENDAR

to keep track of your menstrual cycle. It will help you get ready for your next period. Track your emotions and use the icons below on the dates before, during, and after your period to help you prepare for coming months with confidence. The more you use it, the better prepared you will be!



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