



Puberty is a time full of changes to the way you look and feel. This can be exciting as well as confusing, but don't worry, the changes you'll go through are completely natural, although they may not always be easy.

Read on to find out everything you've always wanted to know about puberty, and tips to help you stay confident, there's something for everyone.

Yours,

The Always Team

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What

Physical and emotional changes that happen to prepare the body and mind for adulthood

When

Usually between 8 - 14 years old.

During puberty your body becomes able to reproduce, but that doesn't mean that you need to start thinking about having sexual relationships or becoming a parent.

Changes during puberty

What causes changes to happen?

Areas of the brain start making a lot more hormones. These chemicals send messages to the body to begin making some changes.



Physical changes

- You grow taller
- Body hair grows: pubic, legs, armpits, face & chest
- Skin can get oilier and pimples may appear
- · Sweating increases, body develops own unique odour

Emotional changes

- · Emotions and feelings may seem stronger
- · Brain development alters the way you think and understand
- · New feelings of attraction may begin

Key Physical Changes That Come With Puberty



- Breasts start to grow
- Vaginal discharge begins
- Hips and thighs begin to change shape
- Weight may change
- · Labia may grow and become fuller
- Periods start









Understanding the menstrual cycle

Scan to watch a video about the menstrual cycle

Every month, the uterus prepares for pregnancy. If no pregnancy occurs, the lining of the uterus (endometrium) sheds, and endometrial tissue, blood and other fluids are passed through the vagina. This is a period and it's a totally natural process.

Cycle length

The time from the first day of a person's period in one cycle to the first day of their period in the next cycle.

How long is it?

In the first 3-7 years, the menstrual cycle is usually 21-45 days. For adults, it's typically 28 days.

Internal genitals



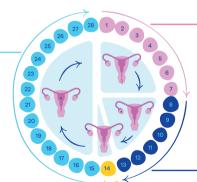
Phases of the menstrual cycle

4. Luteal phase

If the egg is not fertilised, the endometrium starts to break down.

3. Ovulation

The egg travels along the fallopian tube to the uterus ready for fertilisation by a sperm.



1. Menstruction

The period exits the uterus through the cervix and the vagina.

2. Follicular phase

Hormones cause the ovary to produce a mature egg and the endometrium to thicken.







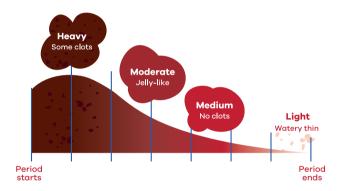
Periods

A period usually lasts between 3 - 7 days, with 5 days being the average. If you're worried about the length of your period, talk to a trusted adult or doctor.

On average, about 4 to 12 teaspoons of menstrual fluid is lost during a period, but only a small amount of that is blood. Since the body contains 4 litres of blood on average, it's not a problem!



Menstrual fluid can change in consistency over the course of a period and from one period to the next. It's normal to pass some clots (lumps of blood) but see a doctor if they are big or frequent.



Period can also change in colour over time. Check out the below, and see a doctor if you're worried.

leave the uterus.







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PMS and cramps

Premenstrual Syndrome (PMS) can happen before the start of a period. The symptoms are different for everyone, and there are lots of ways to manage them.

Common PMS symptoms:

- Feeling swollen or bloated
- Change in appetite & food cravinas
- Abdominal cramps & feeling queasy
- Breast tenderness
- Acne or skin rash
- Headaches
- Mood changes: feeling sad, tearful, tired or irritable

How to manage PMS and cramps

Try gentle exercise.





Use a hot water bottle, take a bath, or if you're considering taking mild pain medication, check in with a health care provider.

Take time for vourself, rest and relax.





Eat healthily: look for foods high in fibre, low in sugar and fat.

Helping others deal with PMS and cramps

- Don't assume you know how they feel it's different for everyone.
- If they're finding things tough, be supportive.
- Don't tease them by saying 'it's that time of the month'.
- Try not to take it personally if they're irritable.



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What are the signs that my first period is coming?

- You develop body hair on your leas

I haven't started my period, am I late?

Should I keep track of my cycle?



Scan to use the Always period calculator to track your period.

What if my period is irregular?

come between every 21 to 45 days. If

Can I play sports when I'm on my period?

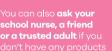
Is it normal to have light vaginal bleeding between periods?

after) - it's called spotting.

What if I get my period at school/away from home?

Don't panic, just be prepared!

- Keep a pad or tampon
- Use a **panty liner** a few
- guard, use folded toilet paper until vou can get a





How should I wash my vulva and vagina?











Period Power Track your period

Menstrual cycle tracking is a great way for you to understand your own experience of your menstrual cycle and how your hormones make you feel from day to day.

Why track?







To track your menstrual cycle you could log just one word each day, make notes on a calendar or rate symptoms out of five on the days they show up.

Tracking should include



Day of Cycle day 1, day 2 etc.



Flow light / medium / heavy



You can also track your

Sleep

Training

Emotions

Motivation

Lifestyle

Recovery









Be a period champion

of airls & women believe more open conversations will help break down barriers for future generations



64%

of girls & women admit to experiencing 'period anxiety' which puts them off their game



66%

of females call for more information on how their menstrual cycle affects their performance



Remember

Where to start

Call a period a period

Some use other words for period to avoid approaching the topic directly. but this doesn't help make people feel comfortable. Try addressing a period as a period rather than 'time of the

Be period positive

We've all had experiences of hiding pads or tampons up our sleeves. Let's try to address these actions one at a time, share our experiences and give each other respect to ensure evervone feels comfortable

Give as much detail as you can

Sometimes it can be challenging to find words to describe how our menstrual cycle affects us. Remember to reflect on how your body is feeling when you communicate to a teacher. coach or family member.

Help others

If a friend or teammate confdes in you, be there for them. You could offer a pad, reassure them that their emotions are perfectly natural or encourage them to confde in how their feeling.









Zara's period story:



'I was the first to start my period. I told a few friends and they were really supportive. At first I felt embarrassed, but soon I became the official expert and everyone had questions. In the end, I enjoyed being able to help them out!

In the beginning, I was worried people could smell my period but even though period blood does have an odour, nobody else can tell. Of course, I wash daily and change my pad or tampon every 4-8 hours, to keep as clean and fresh as possible.

I remember once I bled through my clothes when I was at school. I felt so embarrassed but my friend told me it's nothing to be ashamed of. It's true - and I'm sure it'll happen to everyone at some point. I just changed my pad and tied my jumper around my waist so nobody could see. Now I always carry spare underwear iust in case."



Aisha's period story:



'I was worried as I was the last of my friends to start my period. I thought something was wrong with me so I decided to see my school nurse. They reassured me that everyone is different and it's normal to start a bit later. When mine did start I was totally ready with loads of advice from my friends.

Once my pads and tampons fell out of my bag at school. I felt a bit embarrassed but then I thought, why should I? It's nothing to feel ashamed of - so I just said 'whoops!' and picked them up.

Sometimes people ask if I'm on my period. Usually I'm happy to talk about it, but if I'm not I just say 'it's none of your business'. People usually respect that.'

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Period protection



Pads



Familiar shape? - That's because it's shaped to fit your body.

Where'd it go? - The absorbent core pulls fluid away from your body. Wings - Help your pad stay in place and prevent side leaks, enabling

Super strong adhesive - for stay-put protection.

Choosing a pad

Always FlexProtect pads are









Covering your daily routines

Knowing which pad to use when can feel a bit overwhelming. But Always has products that fit your days and cover your nights...



Always Day Pads protect you when active



Always Night Pads are longer* to protect when lying down

*Always Infinity Night Pads are longer than Always Infinity Day Pads.

How to use a pad



1. Wash hands before and after.



2. Open wrapper.



3. Detach pad and remove paper strip covering wings.



4. Stick pad inside knickers and wrap wings around.



Change your pad every 4 to 8 hours, or more often if your flow is heavy. Use clean underwear every day and change them if they become dirty.

How to dispose of a pad

- 1. Fold the pad up & wrap it in the wrapper from your new pad, or in toilet paper.
- 2. Put the wrapped-up pad in the waste bin.



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Discharge & panty liners



ischarge helps to reduce bacteria, prevents infections and keeps your vagina healthy.

Discharge can vary throughout the cycle. If it's different than usual, has a bad smell or you experience itching, see a doctor.



Scan to watch a video about vaginal discharge



Panty liners

Discharge is normal but might make you feel wet and sticky. You can therefore wear a panty liner like Always Daily Fresh - they absorb discharge and help you feel fresh & dry. Panty liners can also be used if you are uncertain of when you will get your period and alongside a tampon during your period.

Unlike pads, which are designed to be used only during your period, panty liners are designed to be worn every day.

How do I dispose of it?

Treat it like a used pad, wrap it up and then put it in the bin, never in the toilet.





Stavina confident

Self-confidence is a feeling of trust in ourselves, in our abilities and in our judgement. Developing your self-confidence can help you to cope with the different changes you will experience during puberty.



Scan for more tips to build confidence

One of the ways you can boost your self-confidence, is by developing a growth mindset. This means training your brain so that you can overcome obstacles and learn from them, building your skills and self-confidence. Your brain is like a muscle - it gets stronger with exercise!

Growth mindset goals:



See failures as opportunities to learn and improve.



Break big goals down into smaller, more manageable steps.



Remind yourself of your achievements (however small) to keep you feeling positive.



Focus on your strengths to boost vour confidence and eneray levels.

Positive language top tips:

Instead of...

Say this...

I can't do it

I can't do it, YET!

I give up

I'll use a different strateay

I can't make this any better

I can always improve







Staying healthy and confident Top tips to stay healthy

Personal hygiene

- Wash and use deodorant daily.
- Wash & condition your hair regularly.
- Brush & floss your teeth twice daily.



Eat well

- Fat a balanced diet containing fruit & vegetables. carbohydrates and proteins.
- · Limit fatty & processed foods, fizzy drinks and unhealthy snacks.



Sleep well

- Try to get 8 to 10 hours sleep a night.
- Avoid all screen time for 1 hour before bed.
- Stick to a regular sleep routine.



Be active

- Exercise keeps your body healthy and boosts energy.
- · It helps you build confidence and develop teamwork & communication skills



Manage acne

- Wash daily using unscented soap.
- Avoid oil-based products.
- Remove make-up before bed.
- Don't pick or squeeze.
- If concerned, see a doctor.



Seek advice

Talk to a trusted adult and check in with a doctor if you have any concerns about your physical or mental health.



Understand the risks of drugs and alcohol

- Legal & illegal substances affect your body and brain.
- They can cause serious long-term damage and can even be life-threatening.









Where to get more info

Puberty can be overwhelming. If you're finding things difficult, take time out, try deep breathing, speak to friends, family & teachers - you don't have to go through it on your own.



For more information visit:



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Take action to end period stigma!



Get involved!

A global day of action to fight period stigma.

Make and wear a Menstruation Bracelet to show that periods are nothing to hide!









Sanitary Pads and Pantyliners

Procter & Gamble Service GmbH, 65823 Schwalbach am Taunus Procter & Gamble UK, Weybridge, Surrey, KT13 OXP, UK

(IE) 63 44 34 **34**













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