

## Helping them stay confident

Puberty comes with a lot of changes. In addition to the body changes, there is also the development of new emotions and more awareness of what others around do and think. To help your child stay confident, you can encourage the development of a growth mindset.

A **growth mindset** is the belief that skills and abilities can grow with effort, whilst a fixed mindset assumes that abilities and intelligence are fixed traits that we have no control over. Explain to your child that the brain is like a muscle - it grows with exercise, practice and challenges.

### Growth mindset top tips!



Set positive and realistic expectations with your child.



Encourage them to see failures as opportunities to learn and improve.



Support them through challenges, but don't solve their problems for them.



Remind them of their strengths & achievements to boost their confidence.



Try to be a good role model. Show them how you take risks and how you overcome failures.



Praise them for their efforts, as well as their achievements. For example 'You did really well on your test, your hard work & determination paid off.' vs. 'You did really well on your test, you're so smart!'



#### Should I celebrate their first period?

Ask your child whether they want to celebrate it or not.

#### How do I create a first period kit?

Consider adding a period guide, some period products, spare underwear, hand sanitiser, and a thoughtful note. Encourage them to carry the kit in their schoolbag so they're always prepared.

#### Do they need to see a doctor when they get their first period?

Normally, no. However, encourage them to speak to their doctor if there are any problems - like severe pain or excessive bleeding.

#### Should I tell other people in the family about my child's period?

No, it's up to them if they want to tell others about their periods; doing it for them encroaches on their privacy. But you can help them to understand that periods are completely natural, and talking about them is too.

#### Are Always pads ingredients safe?

Yes! The safety of the millions of Always users around the world is our number-one priority, so all ingredients go through rigorous safety evaluations and our products are reviewed by independent experts including physicians, scientists and health authorities.

Learn more



Always



# always first period guide

## Dear parents and carers

Puberty and starting to have periods are big milestones for you and your child.

This leaflet will help you to talk openly about the changes they experience, answer any questions they may have and help them build their confidence.

Yours,

*The Always Team*

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## Their first period

Usually, the first period comes between the ages of 11 and 13 and about 2 to 3 years after the breasts start to grow. In some cases, it may get started as early as 8. If by the age of 16 the period has not arrived, it is still likely to be fine, but consider talking to a doctor.

### Signs that your child's first period is coming, include:

growing taller, developing body hair on legs or under arms; starting to get a whitish or yellowish discharge from their vagina. Reassure them that these are all normal and nothing to worry or be embarrassed about.

## Period talk top tips

It's important for your child to understand about puberty and periods from an early age, and be prepared for the changes that will occur. As your child gets older, you can go into more detail.

- 1. Look for natural moments to bring up the discussion** – perhaps when you see an advert for period products.
- 2. Make it a dialogue, not just a one off discussion.**  
Encourage them to come to you whenever they want.
- 3. Use accurate words – not euphemisms!** Phrases like “aunt flow” or “shark week” can imply that their period is something to be ashamed of.
- 4. Be honest.** Going through puberty can be challenging – so don't feel like you need to sugarcoat everything.
- 5. Reassure them that the changes they are going through are normal** and they shouldn't stop doing the things they enjoy. And remind them – everyone is different, and so are their menstrual cycles!
- 6. Encourage your child to track their menstrual cycle**, for example, by using the Always Period Calculator.



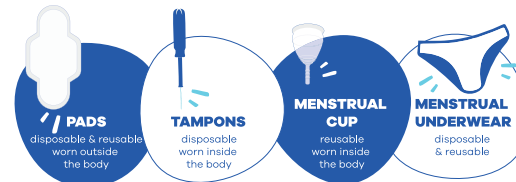
### Crystal's story:

‘I felt so unprepared when I had my first period so I wanted my daughter's experience to be different. I started by creating a period pack and we talked about what she knew already and any questions she had. Anything I didn't know or was unsure how to explain, we looked up together. It was a real bonding experience!’



## What period protection should they use?

Help your child get familiar with the different types of products available to manage their periods – and encourage them to try different ones to find what they like.

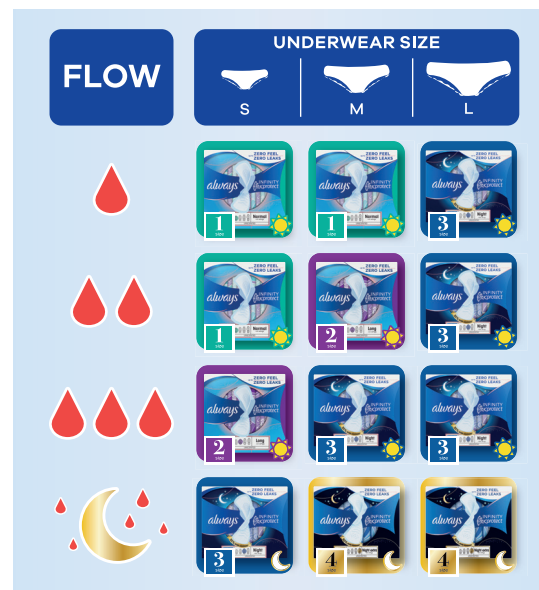


Most start by using pads as they're so easy to use!

## Always pads

**Always FlexProtect pads** are a good option to start with because they're thin and super absorbent, designed to ensure they feel nothing but protected! Like all Always pads, they come in a variety of shapes and sizes to suit everyone's flow.

## Find Your Size



## 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.



Knowing which pad to use when can feel a bit overwhelming. To find out your child's size, look at the top of the chart to find their underwear size and on the left of the chart to find their flow, and then pick the number based on where those two points meet on the grid. For example, if they wear medium underwear and have light flow, we recommend Size 1. For extra night protection they can use Size 4! The better the fit, the better it protects.

## Vaginal discharge & panty liners

Vaginal discharge is a creamy white/yellowish fluid. This is perfectly normal & healthy. Discharge helps to reduce bacteria and keeps the vagina healthy.



To stay feeling fresh, **panty liners** can be worn to absorb vaginal discharge, and as extra protection for when getting used to tampons or just before the start of the period. They simply stick to the inside of underwear.

### You can help too! Bin it, don't flush it.

Not only can flushing period products down the toilet cause blockages, it can also result in negative consequences for our planet. When it comes to most period products, remind your child... bin it, don't flush it!

