



NEWS RELEASE

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PERIOD PACKS™ ENCOURAGES BACK TO SCHOOL PERIOD PREPARATION *For Young Ladies, Discussing Menstruation May Be Necessary*

NORTH ANDOVER, Mass. (9.7.2010) – While most young women will return to their academic and athletic pursuits with ease this Fall, others may not be prepared for the arrival of what many of them dread...their period. Menstruation typically begins in young women between the ages of 9 and 14 years of age—making it challenging for parents and caregivers to determine exactly when to begin preparations for menstruation or even when to broach an initial discussion.

According to Period Packs' Chief Maxi Wendy Bulawa Agudelo, back-to-school is a perfect time to begin sharing information about menstruation with the special young lady in your life. "Premenstrual young ladies generally don't make menstruation preparation a part of their overall thought process," she said. "But, for parents and caregivers of these young women, an initial discussion and a few items placed into a small bag for storage in their school locker can make a tremendous difference should Aunt Flo appear, unannounced."

As embarrassing stories about menstruation continue to broadcast throughout school walls, young ladies in elementary and middle school are now actively provided a framework of information and tips on how to prepare for their period—helping to avoid fear and worry. Period Packs, which specializes in theme gifts for young ladies entering menses, seeks to assist in this overall preparation with its line of uniquely-designed and stylish menstruation kits. Each kit contains necessary information about menstruation as well as useful 'tools' to prepare for a young woman's monthly cycle. In addition, kits contain celebratory items such as chocolate-flavored lip gloss (great taste, with none of the calories), nail polish and pink hot cocoa.

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Prior to the onset of menses, Agudelo encourages parents and caregivers to support the special young lady in their life as she reaches womanhood using these tips:

- (1) **Talk, talk, talk:** No matter how uncomfortable it may seem to discuss menstruation, it *is* both a milestone and major turning point in the lives of all young women (just like marriage or childbirth). The onset of menses can be a confusing time, but talking about the details will help confusion give way to comfort. There's much to cover—from product choices (pads, liners, tampons, menstrual cups, feminine sprays, wipes, etc.), to grooming, hygiene, and even the 'joy' of chocolate consumption. Many young women will look to their peers or the Internet for information on menstruation, but their best sources are their parents or caregivers who can dole out information with proper context and support. This is one time when talk is *not* overrated.
- (2) **Reminisce:** (For moms and/or female caregivers). The day when mom, auntie, older sister, or friend got her first period may long be in the rear view mirror, but bringing it to the forefront can make an awkward time, much less awkward. Talking about personal menstrual experiences reinforces how normal menstruation is, while adding much appreciated humor to a conversation. "I, personally, remember when adhesive-backed pads didn't even exist and I had to wear belt-based pads," said Agudelo. "Every time I think about those belts, I realize what fun I'm going to have telling my daughter about menstrual solutions of yesteryear, while at the same time, creating a special bonding moment between us."
- (3) **Smell, Touch and Feel:** The menstrual industry as a whole has made significant strides in recent years. The belt-based 'mini diaper' women were forced to wear in the past has been replaced by thin maxi pads, tampons, menstrual cups and even organic, reusable cloth options. Scented/unscented; applicator/no applicator; disposable/reusable—there are many options and questions to be explored so that each woman can select the menstruation solutions right for her needs. One of the best ways to navigate these questions is by reviewing options with your senses. Do you like pads with a scent or are they overpowering? Which thickness of maxi pad feels most comfortable? Am I ready for tampons? Treat the special young lady in your life to a 'show and tell' so that she can better prepare and understand how each option works for her.
- (4) **Plan Ahead:** No young lady dreams of getting her period while at school. However, the 'Crimson Tide' can flow anytime and anywhere—so advance preparation can only be of help. Now that many young ladies are preparing to head back to school, the timing may be right to consider putting together an 'emergency pack' of sorts—to include an extra pair of panties (and pants/shorts/skirt), three (3) maxi pads, hand wipes/sanitizer, a few chocolate kisses and a special note saying "Welcome to womanhood. It didn't arrive as you may have wanted, but since it has, enjoy this chocolate and know that we love you and can talk more when you get home."

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- (5) ***Celebrate!!***: Many young ladies would absolutely cringe at the thought of ‘celebrating’ menses. Yet, rather than throwing a backyard bash complete with crepe paper and a cake, this milestone can be celebrated in a more personal fashion. Ideas to celebrate include: taking the special young lady to her favorite restaurant; out shopping for new, stylish under garments; or treating her to a giant ice cream sundae drowned in chocolate fudge sauce! Because every woman will remember this time in her life, the goal should be to make it comfortable and positively memorable.

About Period Packs, Inc.

Period Packs™ specialize in theme gifts for young ladies entering menses. Based in Massachusetts, the company was founded by a mom with a pure mission to ‘welcome young ladies to womanhood.’ Through a series of uniquely designed gift boxes, Period Packs aims to bring a sense of celebration and understanding about the onset of menses to young ladies around the world. For more information about Period Packs, or to order Period Packs merchandise, please visit www.periodpacks.com.

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