



## ***NEWS RELEASE***

**For Immediate Release**

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### **PERIOD PACKS™ WELCOMES YOUNG LADIES TO WOMANHOOD** ***Gift Packs Celebrating Menses Await the Young Woman In Your Life***

**NORTH ANDOVER, Mass. (3.10.2010)** – Period Packs, Inc. of Massachusetts, which specializes in theme gifts for young ladies entering menses, is seeking to transform the fear-filled stigma associated with the onset of menses, into one of excitement, celebration, and clear understanding.

For many young women, the biological certainty of menstruation often carries with it feelings of dread, insecurity, and chaos. Many adult women today can likely recount frightening memories of getting their period (a.k.a. Cousin Red, Aunt Flo, crimson wave, etc.) —including Period Packs™ founder, Wendy Agudelo. “Getting my period was extremely awkward since I was raised in rural America with just my father and three brothers,” she said. “My father raised all of us on his own. As I was his only daughter, he was ill-prepared to talk with me about menstruation and instead, ushered me in the direction of my aunts and female family friends. The best gift I received was an informational pamphlet on menses and a small box of samples from the school nurse.”

To avoid scenarios like her own, Agudelo has set out to shift societal mindsets and turn menstruation into a celebratory and special time in a young woman’s life. Through uniquely-designed, feminine, and stylish Period Packs, her company provides the necessary information and ‘tools’ for a young woman to prepare for her monthly cycle. The initial product from Period Packs is the “**Original**” **Period Pack**. Inside a custom decorated pink gift box is a copy of *Period.*, maxi pads, cleansing feminine wipes from Sweet Spot Labs, choice of panty or thong liners, nail polish and polish remover, nail file, a calendar to monitor monthly cycles, unique Pink hot cocoa, and of course, chocolate scented and flavored lip gloss. The incorporated guide *Period. A Girl’s Guide to Menstruation* (Loulan/Worthen; also available in Spanish/*Periodo.*), assists in demystifying menstruation by educating young women about how to plan for pad, panty liner or tampon changes, how to address the physical changes that occur as a young woman’s period begins, and even tackles pelvic exams—in an easy to understand manner.

**-More-**

The second product in the Period Packs family is the “**Tampon Time Pack**” –which includes tampons in place of maxi pads. Both Period Packs’ *Original* and *Tampon Time Pack* are available online at [www.periodpacks.com](http://www.periodpacks.com) for US \$39.99.

Agudelo believes the onset of menses should be a celebratory time and one that provides a wonderful opportunity for parents to establish open communication and closer bonds with their daughters. “As young girls enter their teenage years, many tend to distance themselves from their parents as they discover their own independence. Young ladies find getting their period awkward, yet by parents establishing positive dialogue around something as uncomfortable as menstruation, they also create beneficial ties that may assist in future, embarrassing discussions. Our overall hope is to make the evolution towards womanhood less threatening to young ladies and ultimately, to make all periods, positive.”

***About Period Packs, Inc.***

Period Packs™ is a company specializing 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](http://www.periodpacks.com).

**Editor’s Note:** Photographs/images of the *Period Packs* family of available products can be forwarded upon request.

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