



NEWS RELEASE

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PERIOD PACKS™ SUPPORT YOUNG LADIES AS THEY “BLOSSOM” *New Gift Box Options Celebrate Major Tween Milestone Research Highlights Tweens Hitting Puberty Earlier*

NORTH ANDOVER, Mass. (5.3.2011) – Period Packs, Inc., a specialty gift box company focused on young ladies entering menses and postnatal mothers, is announcing two new additions to its line of gift boxes that welcome young ladies to womanhood: the **“Fresh Scent” Period Pack** and the **“Organic” Period Pack**.

The perfect starter kit for any young woman, Period Packs contain feminine hygiene supplies, delicate feminine wipes, a calendar to track her monthly cycle, the *Period.* book (English and Spanish version available), a stylish carrying case/wristlet, and a variety of fun and feminine gift items to turn puberty into a less daunting and more celebratory milestone.

In the Fall of 2010, the journal *Pediatrics*, published research indicating that approximately 15% of American girls now begin puberty at the tender age of 7. While researchers did not define the exact reasons for the earlier onset of puberty, the study was originally conducted due to possible links to breast cancer. The multi-site study revealed a surprisingly large increase in the number of girls going through puberty between the ages of 7 and 8.

“This new medical information, combined with other research showing that girls who reach puberty earlier tend to have lower self-esteem and poor body image, makes it imperative for parents to engage their daughters about puberty in a positive, educational and supportive manner,” said Period Packs’ Chief Maxi Wendy Agudelo. “Our gift boxes are the perfect way to start conversations about puberty, menstruation and hygiene.”

For young women on the verge of ‘blossoming’ this Spring, Period Packs is adding the **“Fresh Scent” Period Pack** to its family of gift boxes.

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The “**Fresh Scent**” **Period Pack** is a celebratory gift box filled with ‘scented’ feminine hygiene products, and an eclectic mix of deliciously aromatic lip gloss, deodorant, breath mints, scented nail polish (perfect for summer), wipettes, and even a scented pencil. Showcasing fragrances such as baby powder, chocolate, vanilla, and many others, this gift box is perfectly suited for the young lady who likes things to smell good! “Our “Fresh Scent” Period Pack was designed for young ladies who not only adore fragrant products, but who may desire an added layer of comfort knowing that the products they are using, smell wonderful,” said Agudelo.

Two Massachusetts Moms Focus on Femininity

The “Fresh Scent” Period Pack also highlights a relationship between two Massachusetts ‘mompreneurs,’ as it is the first gift box to include unique hair products designed by Wellesley, Mass.-based [Chic Boutique Creations](#). Founded by a mom of three, [Chic Boutique Creations](#) produces quality, stylish handmade products including decorative beach towels, monogrammed flip flops, personalized sun hats, and more. Chic Boutique Founder Wendy Bedrosian said, “As a mom to two tween girls, I know well what they perceive as chic and beautiful. Our hand-crafted hair accessories are a perfect complement to the Period Packs gift boxes—adding a delicate, feminine and useful item for recipients.”

Period Packs Sees Value in Organics

A growing percentage of the U.S. population is concerned about how the everyday products we consume from grocery store and pharmacy shelves are grown and manufactured. Questions about toxins and carcinogens have fueled debates concerning food and product safety. Some researchers have even suggested that the content of our food and water supply (i.e. hormones), have played a role in the early onset of female menstruation. Organic feminine hygiene products are manufactured without the use of bleach or other chemicals—making them an organic alternative to women interested in a less-processed method of manufacture. With an eye on current research and interest in diversifying its product line, Period Packs also today introduces its “**Organic**” **Period Pack**. Leveraging feminine hygiene products manufactured by Vermont-based [Seventh Generation](#), a company focused exclusively on delivering organic and ‘green products, the “Organic” Period Pack contains organic pads (or tampons) and is packaged in a recyclable gift box with recyclable accents—in support of the growing ‘green’ movement.

“Since our goal is to celebrate and educate our clients about available products, Period Packs is committed to helping spread the word about the benefits of organic,” said Agudelo. “It makes sense for us to offer a gift box in line with those values.”

Now available, the “Fresh Scent” and “Organic” Period Packs can be purchased at www.periodpacks.com for \$42.99 and \$44.99, respectively.

About Period Packs, Inc.

[Period Packs™](#) specializes in theme gifts for young ladies entering menses and postnatal mothers. 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, and pamper postnatal mothers. The company strives to educate woman about global female-focused news through its blog, [Pack Talk](#), and also offers gifts for girls in need via its [Pink Packs](#) program. For more information about Period Packs, or to order Period Packs merchandise, please visit www.periodpacks.com.