

BOOST HER CONFIDENCE

Girls & The Confidence Gap

Girls are more likely to blame themselves, apologize when they give opinions, overthink decisions and ruminate on mistakes. All of this comes from a lack of confidence and can hold them back. But there's an easy way forward.

56%
of girls lose
confidence
at puberty



Mind the Gap

You know that in order to succeed your daughter needs to believe in herself. If she feels like her abilities were set at birth and she can't improve with effort, she won't even try. In psychology, it's called the fixed mindset. And girls are more likely to suffer from it than boys.

Fixing the Fixed Mindset

The growth mindset is the simple belief that you can grow your ability with effort. This belief has powerful effects — It helps kids do better in school, seek harder challenges, and bounce back from failures. The type of praise that you give as a parent can switch her fixed mindset to the growth mindset.

Praise the process, not the child!

Psychologist Carol Dweck has been studying praise for over a decade. What she has found is that even a single statement of praise can affect a child. In her experiments, children who were told they were smart did worse on the following tests than children who were praised for their effort!

- **Inherent intelligence.** Don't say: "You're so smart." Say: "That paper you worked so hard on was really well-done."
- **Moral assessments.** Don't say: "You're such a good girl." Say: "It's good that you helped your friend when she needed you."

Learn more on
YouTube

Join the movement and take a stand to help make the phrase #LikeAGirl mean amazing things, at www.always-info.co.uk/likeagirl

#LIKEAGIRL



The mark of responsible forestry

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Dweck, Carol S. *Mindset: The New Psychology of Success*. New York: Random House, 2006. Print.

Dear Parent or Carer,

Becoming a woman is one of the most exciting moments in your teenage daughter's life. And as a parent it's exactly where you can make a huge difference. You can support her journey into adolescence by openly communicating, especially when it comes to periods.

Your daughter has, or is just about to, go through a **Puberty Education session** at her school, where she learned about puberty, periods and how to cope with them. This gives you a unique opportunity to kick-off the conversation and run over the booklet she was given in class.

But, puberty is more than just getting her first period. You want to help her grow independent, grow strong, grow healthy, and grow into a woman. Growing "like a girl" is anything but easy. Luckily, we've got the info you need to keep her growing.

Yours,

Anna

The Always Expert Team

Her period shouldn't be surrounded by question marks.

- 56% of girls we surveyed had a drop in confidence at puberty.
- The #1 reason for the drop? **Lack of information.**
- Together, we can fix that stat!

always | Puberty Education Program

about
YOU

for
parents
&
Carers

COUNTDOWN TO THE BIG DAY

A girl's first period usually happens between 11-13 years old. However, every girl's body has its own schedule. You can expect her first period about 2-3 years after the first signs of puberty (such as developing breasts, developing greasy hair and/or skin, experiencing body odour, growing under arm, leg & pubic hair etc).

During puberty the way your daughter/girl in your care thinks, feels and acts will change.

- She'll start to think more abstractly, like an adult does
- She'll begin to find it easier to express her feelings - both good and bad
- She may get angry a lot easier and go through mood swings
- She may become more self conscious
- She may compare herself to other girls

Dads and male carers

- A daughter's/girl in your care's journey to becoming a woman can be a daunting process for a dad or male carer.
- Regardless of your family situation or how difficult you may find it you should help your daughter/girl in your care learn what to expect - especially concerning her periods.
- Where you are the primary carer, seeking advice from a woman who you and your daughter can trust may help. She may feel more comfortable talking to another woman, but you need to be involved too.

always

about
YOU

THE RIGHT PROTECTION FOR YOUR DAUGHTER

For your teenage girl starting her period, **Always pads are really easy to use.** Many girls find pads the **perfect protection choice** for her first periods and beyond.

Always Dailies Flexistyle pantyliners are thin and very comfortable. Unlike pads, they are especially designed to absorb vaginal discharge & sweat. **They can be worn whenever your daughter wants to stay fresh and protected,** before or after a period.

Tampons are an internal means of protection. We recommend them for your daughter once her period becomes regular. **Tampax Compak Pearl tampons come with a smooth applicator and are ideal for first-time users.**

Here are some common questions asked by girls, along with some reassuring answers to help you.

What is this white stuff in my underwear? It's called vaginal discharge and is a sign that your first period will start in about a year or so. Once you have your period, around the middle of each cycle you may see this. If you don't like the feel or want to protect your underwear, try a pantyliner. If discharge smells unpleasant, is yellowish or darker, you should consult a doctor.

What if I start my period when I'm at school? Virtually all girls are taken by surprise for their first period - so don't worry. It's a good idea to carry a pad with you just in case, but don't worry if you don't have one. A nurse or teacher will be able to help you.



What should I do when I have cramps? Try taking a warm bath, placing a hot water bottle on your abdomen, or doing some light exercise. If you have really bad cramps talk to your parents or trusted adult.

Do thicker pads offer better protection? No - not always. It depends on the material the core is made from. Some pads are manufactured with a super absorbent core made of millions of gel granules where the fluid is absorbed and locked away as gel. These pads (often called "ultra" pads) are also really thin and comfortable. So why not look out for the "Ultra" name to help find the one that suits you best?

How do I stop body odour? The best way is to shower daily as well as using an antiperspirant deodorant.