



**just for parents**



## Hello and welcome to betty!

We are a brand designed for young girls **to support them throughout their period**, providing the support and knowledge needed to be totally confident when it comes to starting their period. We know it's a subject that's often filled with confusion between young girls (and boys!) and it can be difficult to separate the fact from the fiction regarding that time of the month - and that's where betty comes in.

Our website **betty.me** is your child's go-to place for period and puberty advice, fun quizzes and lifestyle features. We also have our very **own betty products**, including bettypads and bettybox, designed to support young girls throughout their period.

We want to ensure as parents and guardians, you are aware of what we do and teach when we visit young people in schools. This booklet contains an in-depth look into our betty for schools lessons, some **handy tips** on talking to your child about periods, plus we'll let you know how to get your hands on a free bettypads sample pack, made especially with teens in mind.



## In the classroom

Our interactive resources are a new and exciting way to learn about periods, **encouraging open and honest conversations** about a subject that is often depicted as a taboo.

Designed to be taught to both boys and girls, our 90 minute lesson is fun and informative. Your child will have participated in a mixture of films, quizzes and animations.

We've covered all the **scientific bits and bobs** - from the day by day stages of the menstrual cycle to how to put on a pad.

Our lessons also cover the **emotional ups and downs** too, from learning how to deal with period pains to understanding what effects PMS can have on your wellbeing.

Our **'big sister' tone** encourages pupils to feel comfortable talking about periods and able to ask questions without feeling embarrassed - so don't be surprised if you get one or two yourself following their participation in the lesson!

Find out more  
at [bettyforschools.co.uk](http://bettyforschools.co.uk)



## Outside the classroom

We also have out-of-the-classroom learning, including our **award-winning betty bus** which tours around the UK with betty facilitators delivering a fun, experiential extension to our classroom resources.

If your child is lucky enough to experience a betty visit to their school (the waiting list is pretty big!), **our trained facilitators** will help the girls to explore how periods can affect their emotions and what they can do to combat them.

Don't worry, we haven't forgotten about the boys! While the girls are on the bus, the boys take part in a separate session on empathy and how to support their female friends while they're on their period.

Psst...  
we even  
have a secret  
ball-pit on board  
our betty bus!



it's time

for the period chat



There's no denying it, periods and puberty changes can be daunting. According to a study of 1,000 British women run by ActionAid, 54% of girls and women aged between 16-24 shy away from discussing their period.

As girls can start their period from as young as eight, it's really important that the conversation between you and your daughter is open and honest so she knows she can turn to you for help and advice.

**Here are a few tips to keep in mind when starting the conversation with your daughter:**



1

## Be prepared

In order for you to give your daughter the right information, you may need to brush up on the basics beforehand. It's totally understandable if your knowledge on the risks of Toxic Shock Syndrome or how long you should leave a pad on is a little hazy, so a little research goes a long way.

It's also a good idea to make sure you have a range of sanitary products available so she can become better accustomed to the essentials she'll be using once her period begins.

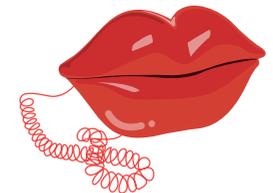
Let her know the difference between them all, how to use them and where she can find them within the house too.

2

## Avoid one big chat

Periods and puberty are a lot to get your head around at any age so we'd advise breaking 'the talk' down into smaller chats so they're much easier to digest. The last thing you want is a child feeling confused or overwhelmed.

Plus, giving her time to go away and think things over allows her to get used to this new information in her own time and come back to you with any questions once she's mulled everything over.



3

## Don't wait until she's on her period

Most girls start their period between the ages of 8-16 so it can be difficult to gauge when to start the conversation, but other changes that occur during puberty can be used as a good starting point.

Changes such as her breasts developing, growing pubic hair and producing vaginal discharge all happen ahead of her starting her period, so waiting until her period starts might mean that it's too late to keep her well informed.

4

## Be positive!

Avoid using euphemisms and phrases to describe your period as some women so often do – steer away from negative language and talk about menstruation in a positive way.

Perhaps mention that this signals the start of her becoming a woman, and the reason we have a cycle is so that we can have babies (if you choose to), which is a wonderful thing!

## Psst... don't forget about boys too



It's easy to assume that the topic of periods is a girls-only zone, but at Betty we think **it's really important that boys are in the know too.** That way it will make sure they have all the knowledge to help them understand what girls go through each month.

Why not talk to them about why girls and women get periods, how they deal with them (i.e. pads and tampons) and how periods can have symptoms such as mood swings and cramps?





# Say hello to the betty products

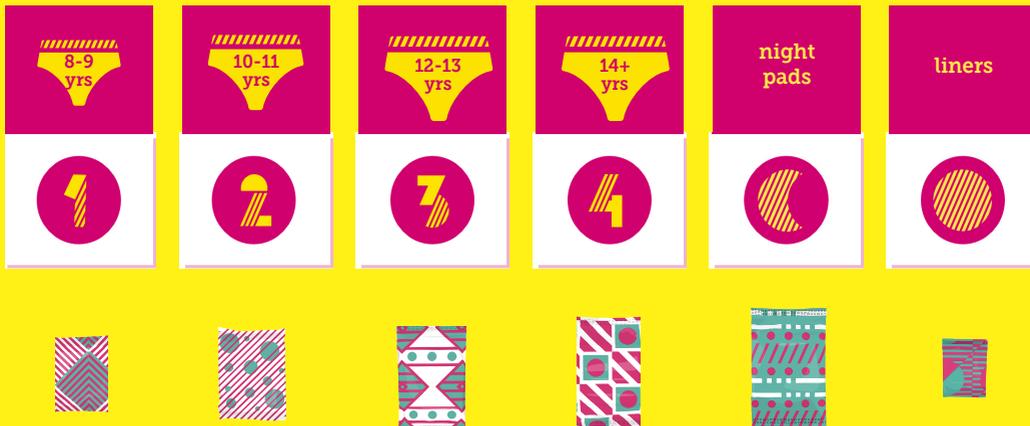
So now that she's clued up on puberty and is feeling like a bit of a period pro, she can start to think about the products that will make her periods much easier to manage.

betty has designed a range especially for superstar young girls like her to help them feel more **comfortable and confident** - making her period a little less scary, and little more fun.

# bettypads

We've created our own **bettypads** for young girls which fit their growing bodies better. They are made from organic cotton, with a super soft bamboo top sheet and are biodegradable too! Our pads are available in **four sizes** for the **ultimate comfort** and **max absorbency**.

She should wear whichever bettypad feels most comfortable for her, but if she needs some help, why not try before you buy? To treat her to her very own sample pack, head to **betty.me/parents** to get yours for free!



## pick & mix

Once she's discovered her perfect fit with bettypads, why not personalise her periods with our **pick & mix box**?

When it comes to periods, she gets to call the shots. Whether she has a heavy flow, is on the lighter side or is a hygiene queen, she can choose a total of 25 day and night pads, liners and wipes in her box each month to suit her. Result!



## bettybox

bettybox is a **treasure trove of period essentials**.

Every month, pads and tampons from our fave brands (including bettypads), plus delish snacks, beauty treats and fun bits for school will be sent direct to your door in time for her period - it makes that time of the month a little bit sweeter.



Sounds amazing, right? Find out more about our betty products at **betty.me**



# so, where to next?

## For you

So, you're clued up on what she's learnt in school, you're prepped and primed on how to tackle the period chats and now you're wondering what's next. Don't worry, we've thought of that too!

We have an entire hub created especially for you. With helpful advice that covers mood swings to growth spurts and more tips on how to talk to your child about periods, check it out at [betty.me/parents](http://betty.me/parents)

## For her

We haven't forgotten about the girls either. betty has everything you need to support your daughter growing up, from tips and advice on how to navigate puberty to brill products that help make her feel protected and comfortable throughout her period.

For a fab site that is constantly updated with the latest gossip, advice, beauty articles and more, [betty.me](http://betty.me) is the place to be. Go on, let her take a peek!



cut it, save it



**Parent =  
Teacher for life.\***

**\* With no salary. Or holidays.**



it's perfectly natural



@bettycollective + @bettyforschools