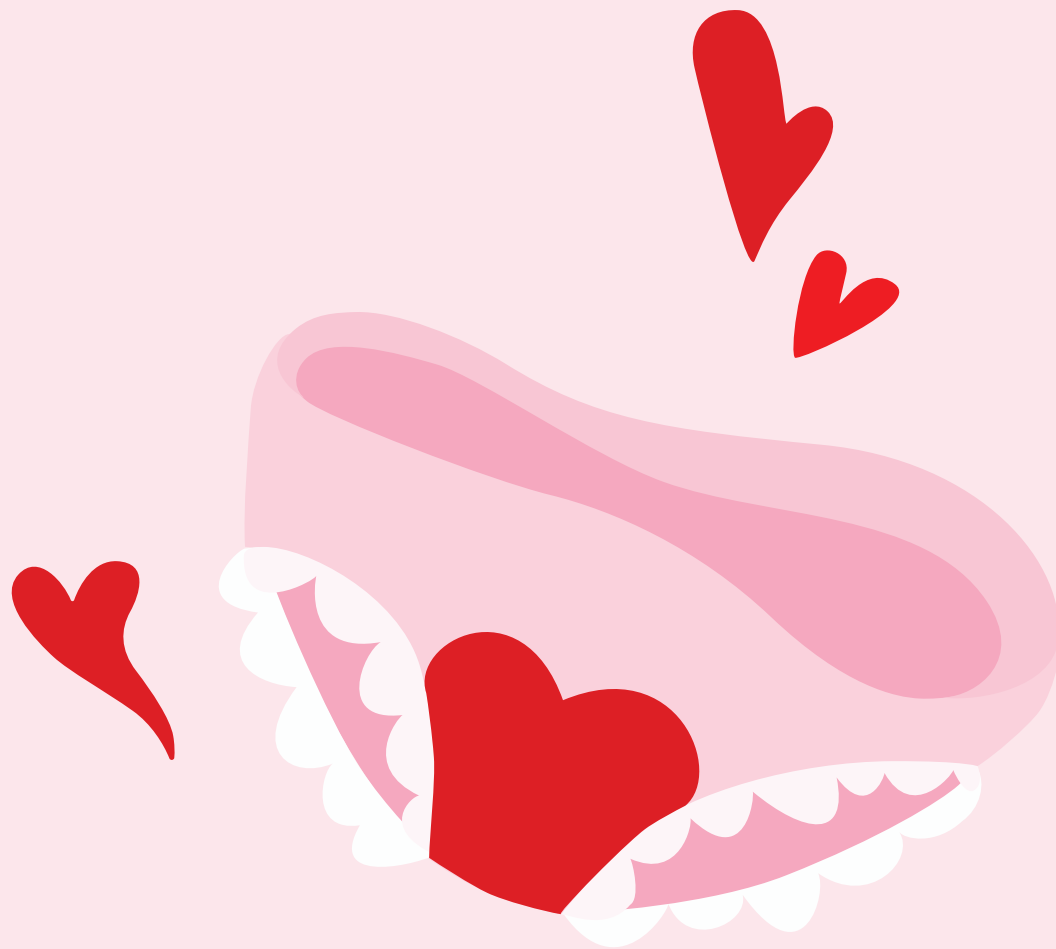


INTIMINA™



**SAY PERIOD:**  
INTIMINA's Educational Guide  
for Parents and Children

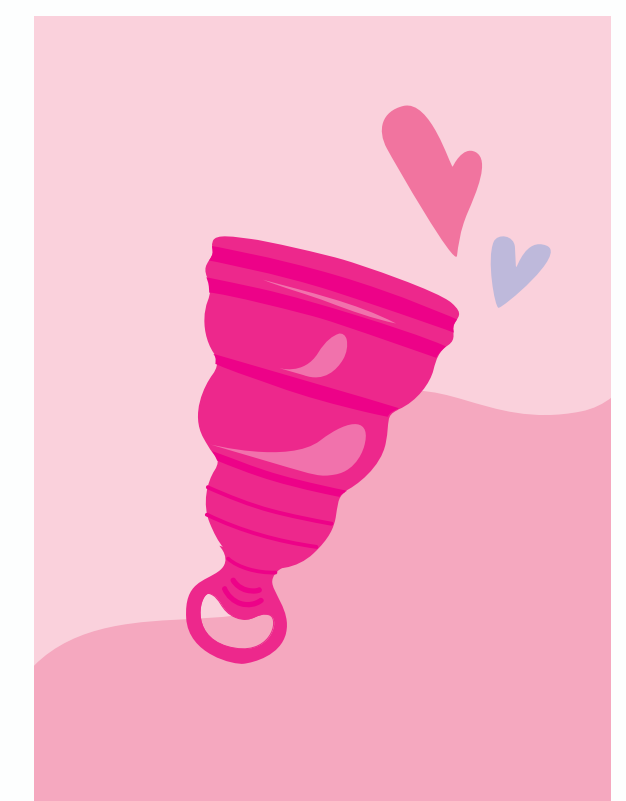
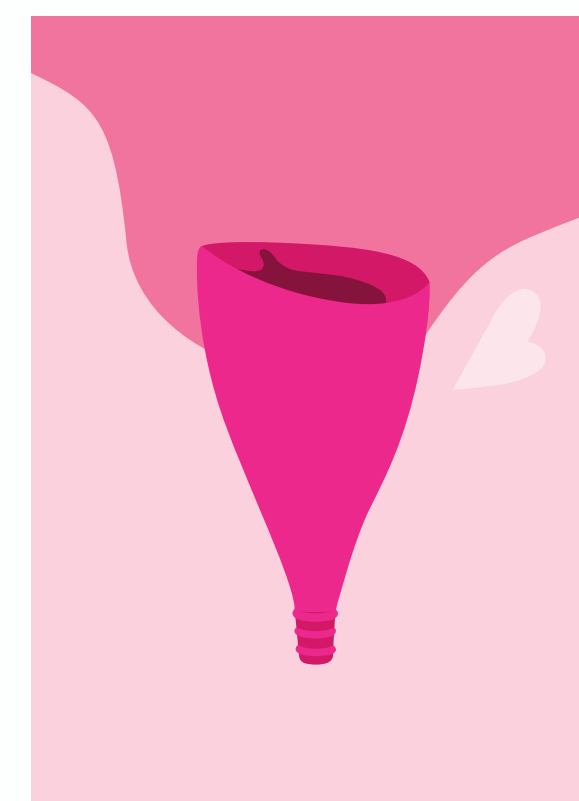


# 01

## INTRO

That time has finally come – as a parent, you may be struggling to initiate conversations with your child around menstruation and women’s health for the first time.

INTIMINA wants you and your family to feel empowered when talking about natural, exciting parts of the human body. Throughout this guide, you’ll find easy and quick tips to inspire conversation with your child about period care, expected bodily changes and symptoms, some of the most asked questions (with answers!), and the best menstrual care products to use.



# 02

## HOW DOES MY CHILD COMPARE TO OTHER KIDS?

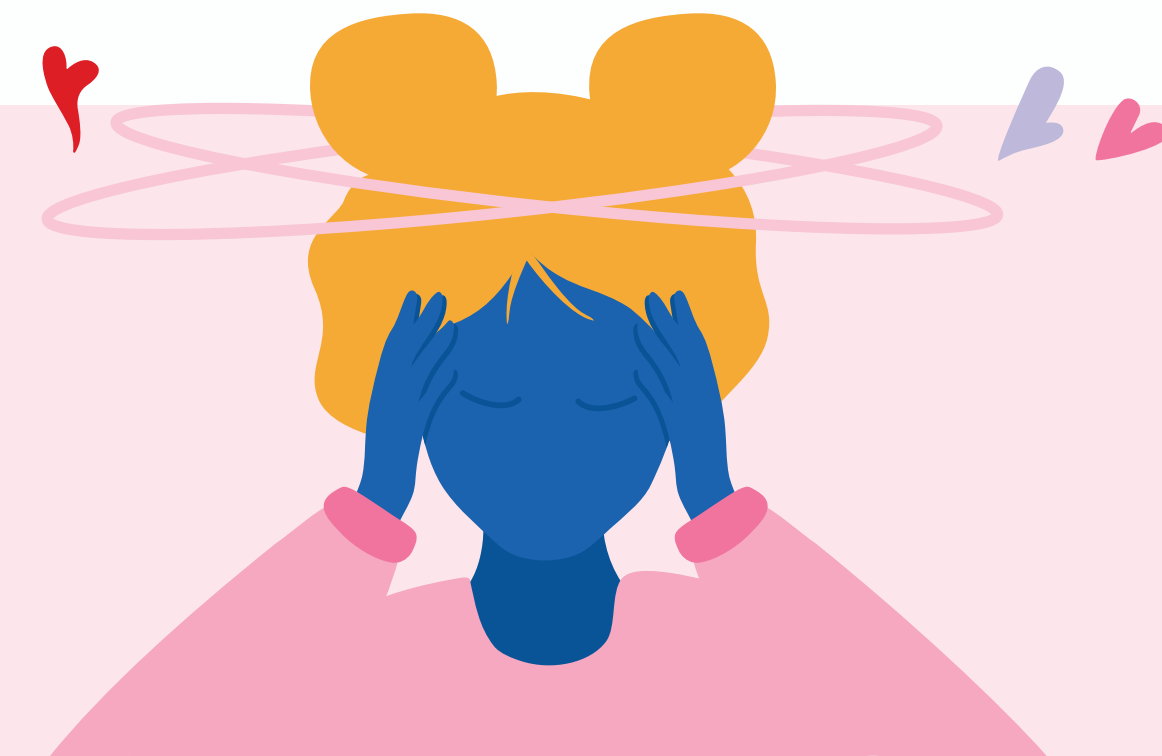
- Puberty typically starts between the ages of 8 - 13. Periods generally start between ages of 10 - 13 (the average age in the US is 12) but depending on the hormones in one's body, menstruation can be triggered at a younger or older age.
- It is completely normal for an 8-year-old to be getting their period, just as it is for a 16-year-old to get their period.
- Continue to reassure your child, at whatever age they get their period, that it's normal and part of human development.
- The average length of a menstrual cycle is 28 days, or about 4 weeks. However, a healthy cycle can range in length from 21 days to about 35 days and still be normal.
- Most people have their period for an average of 3 - 7 days.

It is completely normal for an 8-year-old to be getting their period.

# 03

## WHAT SYMPTOMS SHOULD I LOOK OUT FOR WITH MY CHILD BESIDES CRAMPS?

- Abdominal cramps are definitely one of the most known, and painful, period symptoms, but there are a variety of others that may affect your child, or that your child could be experiencing without knowing the cause behind.
- Symptoms can start anywhere between two weeks to five days before bleeding actually starts.
- Most people who menstruate (over 90%!) experience symptoms before, during, or after their periods.
- Other common symptoms include: acne breakouts, tender breasts, bowel issues, bloating, fatigue or trouble sleeping, lower back pain, headaches, mood swings.
- This is another important point to stress to your child: all of these symptoms – although temporarily frustrating – are totally normal, and they should feel empowered to seek help or support if experiencing any of these symptoms.



# 04

## BRIGHT RED, DARK RED, BROWN – WHAT'S NORMAL?

**There are several important, healthy characteristics of a normal menstrual cycle.**

Please consult with your child's doctor if you have any concerns.

- For those that haven't had a period before, their first-time bleeding may seem like a lot of blood. However, most people can expect to lose between two and three tablespoons of blood during the duration of their period.
- Signs of irregular bleeding to watch out for include: bleeding through a tampon or pad every one to two hours, passing blood clots larger than a quarter, bleeding longer than seven days during every cycle.
- It's totally normal for period blood to change color, especially when one first starts menstruating.
- Period blood becomes darker the longer it stays inside the uterus and vagina because it starts to oxidize.

It's totally normal for period blood to change color, especially when one first starts menstruating.

- Here's what each color specifically means:

**Pink blood:** Pink blood is often seen at the time a period starts. At this stage, some of the fresh, bright red blood may mix with vaginal discharge causing the color to lighten and look pink.

**Bright red blood:** As the uterus starts to actively shed blood during a period, the color of the blood is occasionally bright red, meaning that the blood hasn't been in the uterus or vagina for an extended length of time.

**Dark red blood:** Dark red blood is simply blood that has been in the vagina for longer. Dark red blood can also sometimes be accompanied by blood clots. Clotting is also considered normal unless the clots are larger than the size of quarters.

**Brown or black blood:** These are color variations seen in blood that has taken longer to exit the vagina. Black blood can be dark red or brown-colored blood that appears black. Sometimes, at the end of a period, the dark blood can mix with vaginal discharge and result in a brown color.

- Consistency can vary too. At different stages of a period, the consistency will change from more liquid to less liquid.





# 05

## WILL A SHARK EAT ME IF I'M ON MY PERIOD? (AND OTHER MISCONCEPTIONS, YOUR CHILD MAY BE WORRIED ABOUT, ADDRESSED)

For someone getting their period for the first time, there's a lot to potentially be anxious or nervous about, especially when it comes to common misconceptions and stereotypes.

Here are some of the most common myths about periods that your child may be worried about:

- **Myth 1:** Bleeding automatically stops when underwater.
- **Truth:** Bleeding doesn't outright stop in water, but the pressure of the water on one's body holds the blood inside and keeps it from flowing downward through the vagina. This temporarily stems the flow of a period. However, any downward force from the pelvic floor muscles – like a laugh or a sneeze – can send a cloud of blood gushing into the water. If your child is going for a swim during their period, help them be prepared and suggest wearing a menstrual cup.
- **Myth 2:** Inserting menstrual protection products into the vagina, like a period cup or tampon, means they're no longer a virgin.
- **Truth:** Using a tampon or menstrual cup does not impact one's virginity. The state of one's hymen and vagina does not affect their ability to insert period products into their body. Encourage your child to choose a period cup that's smaller in size and designed for beginners. The **Lily Cup One** is the perfect fit!
- **Myth 3:** Period blood is dirty.
- **Truth:** Contrary to popular belief, period blood is not dirty. It's simply a combination of blood, uterine tissue, mucus lining, and bacteria that flows from the uterus through the cervix and out of the body through the vagina. Period blood is nothing to be afraid of!

# 06

## WHAT PERIOD PRODUCTS ARE RIGHT FOR MY CHILD?

**Choosing a period product is a very personal decision, all depending on personal confidence and comfort level.**

- Try starting with a **menstrual cup!** Menstrual cups and discs are often times more convenient, more comfortable, and healthier for the body. Quality menstrual cups are made of medical-grade silicone and do not contain any harsh chemicals or dyes often found in disposable products. Menstrual cups have a higher capacity for blood, meaning they can be worn for longer without worrying about leaks or odor. Menstrual cups can also be worn during all physical activities, including swimming, without the risk of leakage.
- On average, a woman will use more than 11,000 disposable menstrual products across her lifetime. This waste takes hundreds of years to decompose. **Choose the sustainable option!**



# 07

## CONCLUSION: CELEBRATING PERIODS FOR ALL

- Through healthy discussion and conversation, we can empower future generations with the information and confidence to understand and celebrate their body.
- Periods are natural, exciting, healthy, and something to be celebrated. Talking with your child about menstruation is key to breaking the cycle of social taboos, and creating a more informed, educated and healthier society.





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