



## The Dot Girl First Period Kit®

The Dot Girl First Period Kit® – everything a girl needs for her first period – includes information and supplies all packed in an attractive and sturdy neoprene bag. The kit features a loop for hanging on locker or bathroom hooks. The kit is stocked with:

**The Dot Girl Period Answer Book™** – a 20-page question and answer booklet covering the basics about menstruation including: *How many days will I bleed? When will I get my first period? How do I track my period? What about cramps? What is a period anyway?* Written in an easy-to-read and positive tone, the booklet fits neatly inside the reusable case so girls can refer to it over and over again.

**My Period Diary** – included with The Dot Girl Period Answer Book™, the Diary allows girls to track their period over the first year.

**The Dot Girl Warm Pad** - a reusable gel heating pad for soothing cramps.

**Disposal bags** - five included.

**Feminine hygiene pads** - five included.

**Hand wipes** - complete the kit ensuring girls that they'll be prepared in any situation - two included.





## The Company

The goal at Dot Girl Products™ is that every girl has a positive first period experience and an empowered first step to womanhood.

Kathy Pickus, along with her sister, Terri Goodwin, founded Dot Girl Products™ in December 2006. They brought their experience as daughters and mothers to help parents honestly address an uncomfortable topic.

Their motivation to create The Dot Girl's First Period Kit® grew from their own awkward teenage experiences. Despite the fact that their mother was a wonderful nurturer to four daughters, she was never comfortable talking to her daughters about their bodies. They found that this is more often the rule than the exception for both moms and dads. And the reality today is that parents often find themselves in the awkward position of having avoided the subject at all costs, to the detriment of their daughters.

The company's goal for the kit is to provide parents with the information and supplies needed to explain the basics of menstruation to their daughters. And for the girls, they hope that having the kit will lessen their anxiety about their first period and instead turn it into a positive experience.

Before launching Dot Girl Products™, Kathy Pickus earned her B.A. in Business Economics from UCLA. She later invested three decades working for quality organizations such as the Los Angeles Olympic Committee, Precor Inc. and ADP – Automatic Data Processing, Inc. In these roles, she was responsible and accountable for managing important customer relationships and meeting and exceeding their high expectations for performance and results.

With more than 10,000 Dot Girl kits sold through word-of-mouth advertising, that commitment continues, yet the impact on young women and their parents is deeply personal, very satisfying and life lasting. As President, Kathy continues to bring a blend of business savvy, creative talent, and a commitment to grow Dot Girl Products™ into a trusted, much beloved household name.

The Women's Health Foundation enthusiastically endorses The Dot Girl First Period Kit® as it is in complete alignment with WHF's mission to educate girls and women about pelvic health and wellness. A portion of the proceeds from Dot Girl sales goes to WHF's research and development of evidence-based programming in schools and communities.





### Demographics

#### Primary Target Market

- Girls aged 8 to 14 — who are often called “Generation Z” or “Digital Natives”
- According to the 2010 U.S. Census Bureau, reports show there were 10,097,332 girls between 10 and 14 years of age
- U.S. Census Bureau reports show an average of 2.1 million girls born each year during the past decade
- Tweens now flex \$43 billion worth of annual spending power, according to Larissa Faw, Editor, Youth Markets Alert, a trade newsletter based in New York City (Fox Business, Dec. 2010)

#### Secondary Target Market

- Mothers and grandmothers of tween-aged girls
- Fathers who are raising 2.5 million children, many of them girls, as a single parent, according to the U.S. Census Bureau
- 93% of mothers are influenced to some extent by other moms' recommendations\*
- 50% of mothers make recommendations about brands daily or weekly\*
- 21% of mothers make brand recommendations at least monthly \*
- 83% of mothers make recommendations in person compared to 53% online\*

\*The Mom Next Door: Why and How Moms Make Recommendations, a Study by the 360PR MomSquad® and Mom it Forward®, October 2012



## Testimonials

*"I can't think of a better way to help girls feel comfortable and prepared - even special - for that big day, their first period. The Dot Girl First Period Kit is cool, cute, and educational. I can't wait to include it in my presentations to elementary and middle school girls."*  
Jenifer Donatelli Ihm, Outreach Educator and Program Developer,  
Women's Health Foundation

*"You cannot imagine the excitement of the girls when they see the kits and own one. For this population of homeless girls in shelters and other temporary housing this is a much needed product... I cannot thank you enough for your gift kits."*

Joyce Scoggins, School Nurse, First Place School, Seattle

*"These kits provide something tangible the girls can hold on to. It encourages them and excites them to look forward to a new beginning in their lives. They can mark this important milestone in their lives with answers and less confusion. They have these kits and know that people care. That they are not alone. They can use the heat pack and carrying case again and again as they need to. We had a great time with them. Thank you so much for helping these young girls in this way."*

Gail Gilman, School Nurse, Sun Valley Indian School, Sun Valley, AZ

*"This is a very discreet package and something my daughter can tuck away in drawer and not worry about, The information included is frank and direct, without being overwhelming and is written in a very empowering way. "You can handle this...you really can" is the message I think it sends! Yay Dot Girl!"*

Nicole (mother of six), Wichita, KS

*"I love your product and yes, this is my second time ordering, my oldest daughter really enjoyed the Dot Girl package and it was a big hit...very informative, and also nice and small and compact. I did some online research about products like yours and companies that provide things like this and there was only one other company that I found that offers something similar to yours....but way more expensive. Yours is very affordable and nice!! Excellent idea!!"*

Chrissy, Blacklick, OH



## Awards and Media Coverage

### Media

**Women's Health Foundation Community Blog, May 2014**

*Dot Girl For All Girls*

womenshealthfoundation.org

**Oaklee's Family Guide, March 2014**

*5 Tips to Guide Twens about Menstruation*

oakleesguide.com

**The Stir at Cafemom, July 2013**

*6 Ways to Make Your Daughter's Period Less of a Pain*

thestir.cafemom.com

**Cool Mom Picks, February 2013**

*The Dot Girl First Period Kit: a lifesaver for moms of tween girls*

coolmompicks.com

**Best Bones Campaign, Fall 2009**

*Partnered with national campaign led by the U.S. Department of Health and Human Services' Office on Women's Health*

**CNN, Spring 2009**

*Holy Hormones! What to Expect When Puberty Hits!*

**Seattle Child, Spring 2008**

*Preparing a Girl For Her First Period*

**Seattle Post-Intelligencer, Novemer 2007**

*First-Period Kits Like Dot Girl Help Tweens Come of Age With Confidence*

### Awards

**Mom's Choice Awards® Gold Recipient**

MomsChoiceAwards.com

**Parent Tested, Parent Approved (PTPA)**

Winner's Seal of Approval

ptpamedia.com