



Hello:

Many parents are uncomfortable or embarrassed talking to their 9-12 year old daughters about the changes puberty will bring -- *from budding breasts and body hair to mood swings to first periods*. The details tweens get are often muddled and incomplete, both at home and at school.

**Now pre-teen girls can get all the information they need... and perplexed parents can stop squirming.**

For the past 15 years, pediatrician, author, and mother **Dr. Chrystal de Freitas** has presented her *Healthy Chats for Girls* mother-daughter seminars on puberty to hundreds of groups including schools and Girl Scout troops.

Based on the doctor's well-received seminar, **Healthy Chats LLC** has created *My First Period Kit & DVD™* to enable mothers to comprehensively share details including:

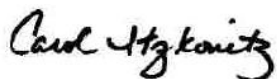
- Physical Changes
- Female Anatomy
- Body Shapes
- Hygiene
- First Periods
- Use of Pads and Tampons
- Diet, Rest and Fitness
- Emotional Changes
- Need for Privacy and Other Social Issues
- Birth & Conception
  - Where babies grow
  - How they get out
  - How they get in
- Values & Principals

Designed for mothers and daughters to watch together, the DVD breaks the ice so that the two can be comfortable discussing these topics. Dr. de Freitas' frank and friendly approach helps them to learn, laugh, and paves the way for future conversations -- which the doctor believes are essential to best educate young girls.

I hope you will consider *My First Period Kit & DVD™* for mention or review. I would be happy to arrange an interview with Dr. de Freitas and/or the mothers and daughters who appear on the DVD and welcome your inquiries at [carol@carolcreative.com](mailto:carol@carolcreative.com) or 212-682-6819.

Thank you for your time and consideration.

Sincerely,



Carol Itzkowitz



**Contact:** Carol Itzkowitz  
Carol Creative Marketing & Publicity  
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**FOR IMMEDIATE RELEASE:**

**Puberty, Periods & Sex...Oh My!**

**Healthy Chats introduces MY FIRST PERIOD KIT & DVD™**

*Helping Moms Share the Essentials of Puberty, Periods & Becoming a Woman with their Tween Daughters*

New York, NY – June, 2008: **Healthy Chats LLC** announces the Summer 2008 launch of **My First Period Kit & DVD™** -- a modern approach to that traditional chat between mother and daughter.

While mothers know it's important to tell their 9 to 12 year old girls about their bodies and growing up, the information they provide is not always accurate or complete. Many well-intended parents get tongue-tied or steer away from specifics to avoid embarrassing moments. Others skip the talk altogether, leaving it up to elementary or middle school health classes whose curriculum may not be comprehensive, timely to a girl's development, encourage questions or pave the way for further discussion.

**So how can parents help their pre-teen girls get all the facts to prepare them for what lies ahead?**

Since 1993, Healthy Chats has been helping parents address how to share information on puberty, menstruation and sex with their children. Healthy Chats founder **Dr. Chrystal de Freitas**, a pediatrician, author and mother, leads the company's **Healthy Chats for Girls™** seminars, designed for mothers to attend with their daughters. A physician for 24 years and member of the American Academy of Pediatrics, de Freitas is passionate about parents taking responsibility for educating their daughters through on-going discussions about their bodies and all the changes that come with puberty.

Healthy Chats developed **My First Period Kit & DVD** to enable mothers to address body changes, menstruation, birth and conception comfortably and comprehensively at home. Parents can now review the accurate details and share age-appropriate essentials (and some lighthearted giggles) with their daughters, while setting a solid foundation for open discussions in the future.

**"If parents don't give accurate information to their daughters, who will they be learning it from -- and just what will they be learning?"** asks Dr. de Freitas, whose seminars were created to address

Continued...

what her own daughters' elementary school health classes lacked. "After I offered moral support to a nervous male science teacher who was preparing a brief health ed lesson plan for the girls in the class, he handed me his folder and said, 'Here, you do it!'" Once de Freitas presented her own curriculum, requests from moms came flooding in -- and the **Healthy Chats** seminars were born.

After 15 years of presenting mother-daughter seminars to groups including schools and Girl Scout troops, Dr. de Freitas wanted to bring her insights to a larger audience and created a parent- and girl-friendly kit featuring a DVD presentation of her seminar. "Parents who are uncomfortable with the subject or simply don't know how to even begin a conversation on body changes with their daughters should find the kit and DVD a very helpful tool," says the pediatrician.

The 99-minute DVD centerpiece of **My First Period Kit & DVD** features the sensitive-yet-fun **Healthy Chats for Girls** seminar and a bonus extra: **The Birds and the Bees with Ease!**<sup>™</sup> with separate moms-only section and a seminar segment with an age-appropriate explanation of sex/conception. A Parent Guide, Quick Reference Card, and 1-year Healthy Chats online subscription including newsletters and email access to Dr. de Freitas, plus a Butterfly Pad Purse and Butterfly Wristband complete the kit that retails at \$19.95 on MyFirstPeriodKit.com and Amazon.com.

For more information, visit: [www.myfirstperiodkit.com](http://www.myfirstperiodkit.com).

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## Backgrounder

### About Healthy Chats LLC & Dr. Chrystal de Freitas

#### HEALTHY CHATS

**Healthy Chats** was founded in 1993 by **Dr. Chrystal de Freitas**. Inspired by her life experiences as a pediatrician, author, and mother of three, de Freitas' began her mission to provide parents with accurate, age-appropriate information to teach their children about their bodies and healthy sexuality.

Today, San Diego-based **Healthy Chats LLC** furnishes families with health education information through detailed seminars and online at HealthyChats.com. The company presents "Healthy Chats for Girls™" puberty seminars for mothers and their pre-teen daughters, "The Birds and the Bees with Ease!™" seminars for parents, and most recently instituted "Healthy Chats for Boys™" seminars for sons to attend with one or both parents.

To address a broader audience, in August 2008 the company will release "My First Period Kit & DVD," centered around a DVD presentation of its girls' seminar and featuring an abridged version of its age-appropriate material on birth and conception.

#### Dr. CHRYSTAL DE FREITAS

A physician for 24 years and a Fellow of the American Academy of Pediatrics, Dr. de Freitas has balanced practicing pediatric medicine and presenting family-friendly seminars for the past 15 years. The seminars have educated thousands of parents and children, and de Freitas continues to conduct them in the San Diego-area at bookings with private groups, schools and Girl Scout troops.

Dr. de Freitas formed her private practice, Carmel Valley Pediatrics in 2004 and was selected by the San Diego County Medical Society and *San Diego Magazine* as one of the area's top doctors (2006). She is the author of "Keys to Your Child's Healthy Sexuality" (Barron's Educational Series, 1998), "Puberty in Girls" (Health Infonet, 2000), "Puberty in Boys" (Health Infonet, 2000), and "The Birds and the Bees with Ease" (Medic Publishing Co., 2000.)

The Bronx, New York-born doctor was raised in Puerto Rico where she graduated the pre-med program at the University of Puerto Rico. She attended medical school at Universidad Autonoma de Guadalajara and completed her pediatric residency training at the University of Washington in Seattle, nationally ranked among top pediatric residencies.

Beyond Healthy Chats and her practice, Dr. de Freitas has made pro bono trips with the Flying Samaritans, a volunteer organization which operates free medical clinics in Mexico. She currently teaches "Getting Ready for Baby" classes at Scripps Memorial Hospital in La Jolla and Encinitas, CA.

Dr. de Freitas has been married for 29 years and has three grown children. She is a member of the San Diego Creative Weavers Guild and enjoys relaxing at her loom.



## Survey Results

**In a March 2008 survey of 132 mothers who had attended a Healthy Chats for Girls seminar with their pre-teen daughter, we found...**

- ✈ 93% of the mothers had spoken to their daughters about puberty; however, **over 40%** of them responded they had only spoken just “a little.” 7% of the mothers did not speak about puberty with their daughters prior to the seminar.
- ✈ **Over 58%** of the mothers were nervous about sharing the details of puberty with their daughter.
- ✈ **The top 3 things that made the mothers nervous were:**
  1. Discussing sex/sexual intercourse
  2. Daughter’s reaction (Not wanting to overwhelm, scare, worry, or make feel awkward)
  3. Explaining details (Being thorough, correct/factual, or not knowing how to explain)
- ✈ 91% of the mothers had spoken to their daughters about where babies come from; however, **more than half** of them responded they had only spoken just “a little.” 9% of the mothers did not speak to their daughters about this topic prior to the seminar.
- ✈ **More than half** of the mothers had **not** spoken to their daughters about sexual intercourse. The other 45% had, and **nearly half** of them responded they had only spoken just “a little.”
- ✈ **Over 95%** of the mothers believe the seminar did a better job explaining the factual information than they would have done.
- ✈ **Over 97%** of the mothers said they would have wanted a seminar like Dr. de Freitas’ when they were growing up.
- ✈ **Nearly 90%** of the mothers continued their discussions about the subject matter with their daughters after the seminar. Another 7% plan to.
- ✈ **The top 3 topics the girls brought up to their mothers for further discussion *after* the seminar were:**
  1. Periods
  2. Sex
  3. When will I get my period? *Tied with:* Questions about tampons & pads
- ✈ **The top 3 topics the mothers addressed with their daughters *after* the seminar were:**
  1. Sex (intercourse/consequences/marriage/religion/waiting)
  2. That they were there for the girls to answer future questions, if they needed help, or wanted to talk
  3. If the daughter understood seminar, had questions about anything covered, or needed clarification
- ✈ **100%** of the mothers agreed Dr. de Freitas’ seminar was a comfortable way to address these topics with their daughter.



## Questions

### Sample Questions for Dr. de Freitas

1. Why do you believe so many parents find it difficult to talk openly and frankly with their daughters about puberty, menstruation, and sex?
2. What gave you the idea to start your Healthy Chats seminars?
3. In general, who do you find to be more uncomfortable with the subject, mothers or daughters?
4. Have you found that some parents are actually uninformed or misinformed about the subject? If so, can you give some examples?
5. What facts are parents most likely to omit when talking to their daughters about puberty, menstruation, or sex?
6. What top three things must parents discuss with their pre-teen girls?
7. Do you have any advice for single fathers so they can address these topics with their daughters?
8. What do you believe is the right age children should be when parents should start speaking to them about their bodies?
9. What information is appropriate to share at what ages?
10. What benefits are there in explaining the mechanics of sex to young children?
11. What role do you believe schools should have in teaching this material?
12. Your seminars have been attended by mothers and daughters from all different cultural, economic, and educational backgrounds. What are the common traits of parents who want their daughters to have a fully informed education on puberty, menstruation, and sex?
13. Why do you think some parents don't feel that it is important to share this type of information with their daughters? Fear? Ignorance? Indifference? Personal beliefs?
14. What would you like to say to parents who are not sharing this information with their daughters?
15. Some parents get very emotional attending your seminar with their daughters. Can you explain why sharing this information, mother to daughter, touches some women so deeply?
16. In your seminar, you talk about parents preparing a statement to begin their conversation about sexual intercourse with their daughters. What does this entail and how does a parent begin to formulate this?
17. How can a mom help her daughter be prepared for her period?
18. Any tips for nervous parents?



## Testimonials

### What Moms are Saying about Dr. de Freitas & her *Healthy Chats for Girls* Seminar...NOW ON DVD!

I am much more comfortable talking with my daughter about puberty and sex now that she has heard it from an "expert" instead of just at school. It is really important to me that she got accurate information.

– Melody P.

It helps to hear this information not only from me, but also from a female physician. That lends the info some credibility!! Thanks for making it easy, special and normal!! – Karen G.

I was so impressed by the way you introduced and explained every subject. I thought all the information was given in a tasteful, appropriate way. I thought the demonstrations of how to use tampons and pads were great. I would not have thought of that at home. But how wonderful for the girls to actually see how products are used, instead of just hear about them. – Stephanie J.

Thanks for helping me raise my daughter. – Jill S.

Even though in my case I am very comfortable talking with my daughter about such issues, your presentation is very valuable in terms of the content and the fun yet professional manner in which you presented. – Amy M.

My daughter thoroughly enjoyed the seminar too - which was not my expectation. She had limited information beforehand, although I had tried numerous times to get her to sit and talk about it. She loved your approach to explaining the information and feels kind of proud that she is so well educated on the topic. – Barb R

The discussion about sexual intercourse was so much better than the way that I explained it... – Sharon W.

The course was so educational and well presented. Thank you for helping to discuss what could have been an awkward conversation. – Sue P.

This course was so amazing! Dr. de Freitas explained everything in such a wonderful, warm, medical way. The balloon demonstration was genius! It helped the girls to visualize and understand. My daughter is now 11 and is so open with me. I feel this has a lot to do with this class. Dr. de Freitas assured her that everything going on is normal and that every mom in the room has gone through it. That put my daughter at ease and let her know she can ask me anything because I have already gone through it. – Morgan H.

I loved having a doctor explain the same things I had (with a better choice of words!!) – Cheryl D.

Thank you for all of your wisdom. You have been such a great help to me and my daughter. – Tonya C.

This seminar was the most positive mother/daughter experience regarding feeling terrific about being a woman... I felt really great about being a mom and fortunate that you presented such an uplifting program... Thank you so much for giving moms a tool to help our girls to be strong, self-sufficient individuals. – Meg A.

The seminar was wonderful! I was so nervous and felt such comfort from the seminar in knowing how to continue the conversation at my daughter's level. – Christina K.

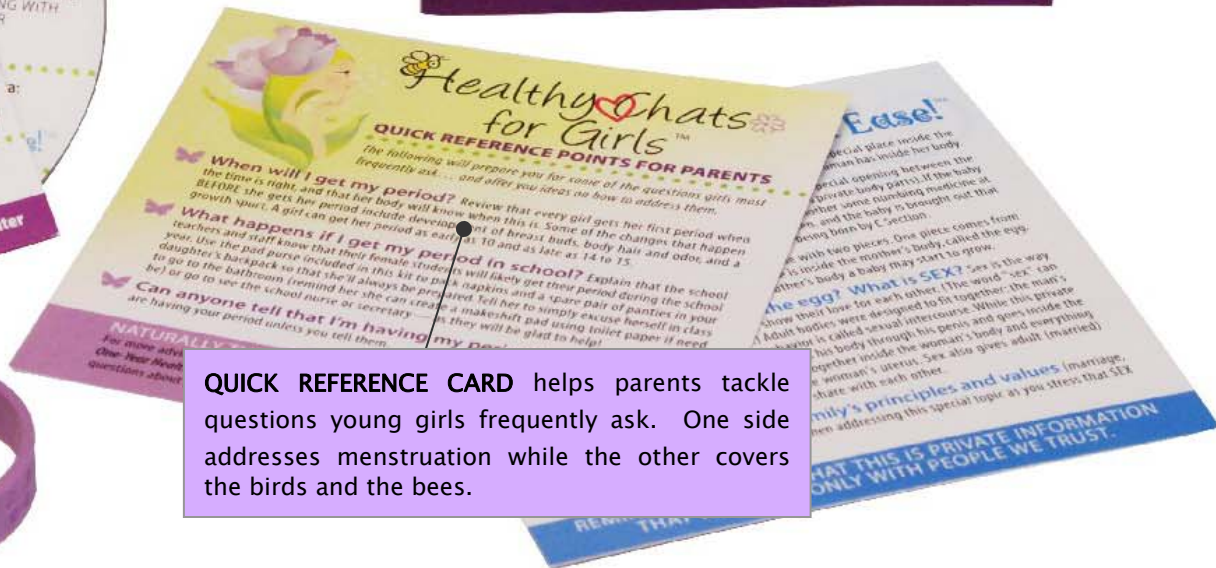
# My First Period Kit & DVD™

Includes all items shown... plus a one-year *Healthy Chats* online subscription featuring newsletters and email access to Dr. de Freitas.

**99-MINUTE DVD** features the fun, informative *Healthy Chats for Girls* seminar for mothers to view with their 9-12 year old daughters. Also included is a Bonus DVD Extra: *The Birds and the Bees with Ease!*

**BUTTERFLY PAD PURSE** slips easily into a school bag.

**FULL COLOR PARENT GUIDE** takes mothers through the topics covered in the seminar/DVD.



**BUTTERFLY BRACELET** token gift is fashionable and tween-friendly.

**QUICK REFERENCE CARD** helps parents tackle questions young girls frequently ask. One side addresses menstruation while the other covers the birds and the bees.

