

## Online Exclusives LoveJane Prepares Girls for their First Periods

By Tara Olivo, associate editor | February 23, 2017

Mom entrepreneur develops stylish feminine hygiene kits.



A mother of two recently developed a feminine hygiene kit stocked with all the essentials to prep girls for their first periods. Helen Walsh, creator of [LoveJane](#) period kits, wanted her daughters to be ready for their first period with a beautiful little kit filled with all the supplies and information they needed.

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“After doing some research, I realized there wasn’t a kit designed with products manufactured specifically for young girls,” Walsh says. “Then I started thinking about all of us girls and women. Are we running around with maxi pads in the bottom of our purses, tampons falling out of our makeup bags, using panty liners as bookmarks? Are we taking care of ourselves during our periods with a little pampering and beauty? Why not be beautifully prepared? And why not equip our girls to welcome their first period like we want them to handle everything in life? With confidence, beauty and grace. Why not make periods

beautiful. This is how LoveJane was born.”

LoveJane differentiates itself from other period kits by manufacturing its own line of pads, liners, tampons and feminine wipes, while other kits on the market include feminine hygiene products from brands such as [U by Kotex](#) and [Always](#). Also, LoveJane pads are specifically designed to be shorter and thinner to fit a young girls’ body, and are made with a cotton topsheet and a breathable backsheet, which provides an added layer of comfort, Walsh says.

The company’s “Beautiful First Period Kit” includes one LoveJane bag, which holds the fem hy supplies, two light tampons, five pads, five disposable bags, one “just-in-case” LoveJane panty, and The Period Book: The LoveJane Guide To Getting Your First Period, a booklet filled with information and inspiration about a girl’s first period.

Six different period kits are currently available online at [www.LoveJane.com](http://www.LoveJane.com) for delivery, and customers have the option to refill items and also order single items or set up monthly subscriptions. Users can also choose products in two different designs and in various colors.

Walsh and her team have spent the past two years researching, designing, testing and manufacturing LoveJane products. While she’s is tight-lipped on who’s manufacturing the products, Walsh says the company’s manufacturing partners are located around the globe, and everything LoveJane sells has passed all U.S. and Canadian safety tests. The products are registered with and have been approved by the U.S. Food and Drug Administration (FDA).

“Safety and fit are top priorities for LoveJane,” Walsh says.

All products are clean and natural, free of dyes, scents and chemical additives. They’re also hypoallergenic, non-toxic, BPA-free, lead-free, phthalate-free, paraben-free and never tested on animals.

“I’m so excited to launch LoveJane to provide moms (and dads) a positive way to introduce menstruation and to give girls confidence to be prepared,” Walsh says. “There is nothing more womanly than our monthly cycles and there is nothing more beautiful than being a woman. Even during our periods – maybe even especially during our periods.”

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