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meets the eye.

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People



Less Question Marks,
MORE PERIODS

Amy Schumer Advocates for Menstruation Education

TAMPAX

THE BUSINESS OF PERIODS

Facts are facts: Talking about periods shouldn't be taboo. The more people understand their bodies, the more they can set themselves up to make smart decisions. Knowledge is power, after all. Luckily, the truth-tellers at TAMPAX have teamed up with longtime advocate **Amy Schumer** to ensure that, when it comes to menstruation conversation, there are less question marks and more periods.



A LETTER FROM AMY SCHUMER

I'm so excited to be partnering with TAMPAX! We have the same goals in mind: to make period conversations as normal as periods, and close the knowledge gap to be able to learn what is happening with our bodies. I've always been an advocate for women's health, and when TAMPAX shared that there are so many myths and so much misinformation out there, I jumped at the opportunity to help set the record straight. TAMPAX is all about giving people the information they need to live their lives without limits. Enough is enough. Let's talk about it, even laugh about it, to learn more about periods.

Amy

Tampon Truths



OB-GYN, Girlology co-founder and TAMPAX expert partner Dr. Melisa Holmes answers some of your most pressing period questions.

Do tampons hurt?

Tampons are perfectly comfortable when you insert them properly. If you can feel the tampon, it probably hasn't been inserted far enough into the vagina.

What shape is the vagina?

Though some people think it's round, like a tube, or curved with a narrow opening, the vagina is actually flat, like a sleeping bag. That's why TAMPAX expands to fit your unique shape.

Does using a tampon mean I'm not a virgin?

Using a tampon has no impact on whether you're a virgin. Even if you've never had sex, tampons can be safe and comfortable to use when worn correctly.

Are tampons mainly for swimming?

Tampons are ideal for literally anything. Whether you are hitting the gym, swimming or sitting on your couch, TAMPAX moves with you for on-the-go, or on-the-couch, protection.

Can you use tampons on your first period?

A lot of people think you have to use pads with your first period, but there's no reason why you can't use a tampon if you want. It's your choice! Both pads and tampons are safe.

Is toxic shock syndrome something that only women get?

Anyone can get TSS because it's not caused by tampons, but by a specific type of bacteria that grows under certain circumstances. Even men and children can get TSS.

Can a tampon get lost inside your vagina?

No. The cervix is a barrier between the vagina and the uterus, and a tampon can not get lost.

Do TAMPAX tampons contain toxic ingredients?

The ingredients in TAMPAX tampons are safe. Before any product hits the shelves, it is carefully evaluated and tested to ensure it meets strict quality and safety standards.



WHAT TO KNOW ABOUT YOUR FLOW

It's different every day—and your tampon should be, too. Never fear! TAMPAX PEARL tampons come in five absorbencies. Mix them up throughout your period for great protection and comfort all flow long.

Your Periods, Numbered



5½ TBSP.

The average amount of blood lost during a period



28-30

The number of days in an average menstrual cycle



8

The maximum number of hours to wear a tampon. You should change your tampon every 4-6 hours

AS SEEN ON PEOPLE.COM

"There is so much misinformation and uncalled for shame out there about periods... I'm hopefully going to be people's older sister, explaining the things I've learned to them."

— AMY SCHUMER

THE HERstory OF TAMPAX

March, 1936

FOUNDED BY A WOMAN

Denver businesswoman buys the patent and founds TAMPAX Sales Corporation.

1936

GENERATING BUZZ

The very first TAMPAX ad appears in a national magazine.



1941-1945

HELPING WOMEN WORK

Millions of women enter the workforce during WWII, resulting in explosive TAMPAX sales growth.

1980s

PROVIDING EARLY EDUCATION

Medical reports begin discussing toxic shock syndrome (TSS). TAMPAX launches a TSS education campaign.

1985

HAVING A MEDIA BREAKTHROUGH

The first woman says "period" on TV in a TAMPAX ad.



2002

UPGRADING COMFORT & PROTECTION

TAMPAX launches its PEARL line of products, with a plastic applicator and rounded tip.

2015

CREATING A SIZE FOR EVERYONE

POCKET PEARL, with a pocket-sized applicator, is born.



TAMPAX