



# PRESS RELEASE

## The Funky Goddess 'Welcome to Womanhood' Gift Box

### *Rites of Passage in the Modern World, Supported by Lil-lets*

Mother of two young girls aged 12 and 4 years old, Samantha Kelly of Rosslare Harbour Co Wexford in Ireland has developed a unique product designed to ease young girls over the milestone of their first period. After searching local pharmacies in preparation for the inevitable milestone her own daughters would approach, Samantha identified a gap in the market. There were no all-inclusive gift sets that helped teenage girls on their journey to womanhood, while at the same time providing mothers, fathers, and schools with the tools to support these young girls. That was until now!



The Funky Goddess 'Welcome to Womanhood' Information and Gift Box includes everything a girl needs to get her started, all for just 23.99 euros:

- **Tummy Chum** – a hot water bottle to ease those aches and pains.
- **Selection of pads and liners** – featuring Lil-lets pads, especially for teens – smaller and thinner.
- **Secret Sanctuary Planner** - for those important dates.
- **Blinking Serenity Eye Mask** - to ensure a peaceful, calming nap.
- **Bubbly Spa** - a combination of scented bubble bath, shampoo and soap (not tested on animals).
- **Wonderwipes** - moist wipes to clean and revitalize.
- **Justincase** - a packet of pretty and discreet tissues in case of emergencies.
- **Rites of Passage** – an easy to read information booklet with all the knowledge a girl needs for her important journey.
- **Website** – details for the Funky Goddess website and an information and advice website for teen girls courtesy of Lil-lets.



No one said this milestone was going to be easy, but knowledge and preparation is a big help! You don't have to feel helpless anymore - Funky Goddess provides a unique solution to what can be an awkward time. Whether you are a mother, father, grandparent, or school, the 'Welcome to Womanhood' Gift Box can help you support teen girls to feel feminine, special, and pampered. For Samantha, *"When my daughter entered this significant time in her life, giving her the information and items within the gift box brought us closer together. It was a real bonding moment for us that we can cherish forever."*

*"Samantha, you are doing some fantastic work here on a number of levels: for the many girls who struggle with the difficult transition to womanhood; for mothers helping their daughters make this transition; and, for fathers who might feel lost and uneasy about this topic."* (Dr Nicola Davies, Health Psychology Consultant of Health Psychology Consultancy Ltd.)

You can order the Funky Goddess 'Welcome to Womanhood' Gift Box online (<http://www.funkygoddess.ie>) or from 'The White Door' (14 Exchequer Street, Dublin and Dunleer, Co. Louth), Gouldsons Pharmacy (Rosslare Harbour, Co Wexford), Hassett's Pharmacy (Main Street, Wexford), or The Powder Rooms (Ballina, Co. mayo – from 1<sup>st</sup> November 2011). **Make a difficult time a special time!**