

FOR
PARENTS

Always Changing & Growing Up

Supporting your son through puberty.

Your son's body is changing.
You want to give him the
support and confidence
he needs. You don't
have to do it alone.



always | *Old Spice*

Always® partnered with Old Spice® to help you prepare your son for puberty with resources to help during this change.

You can support his journey into adolescence by talking about it openly and being prepared with the facts. Review these ideas and resources to continue the conversation with confidence.

Don't sweat it!

He can help control body odor with a daily shower to clean his whole body. When finished and dry, he can apply an antiperspirant or deodorant to his underarms to protect him from any odors that may try to surface throughout the day.

For more tips and advice, you can download the full Parents Guide on [always.com/pubertyeducation](https://www.always.com/pubertyeducation) or check out [oldspice.com](https://www.oldspice.com)

Be Genuine: Keep your talks natural and have them often, so the lines of communication stay open as he ages. Share your own personal stories to make a connection.



Be Prepared: Do some research and prepare your responses for questions he may have. Also, head to the store and determine what products may be right for him when he's ready. It might be helpful to have some ready for him.