



Hello, toilet.



Hello, sodium laureth sulfate.



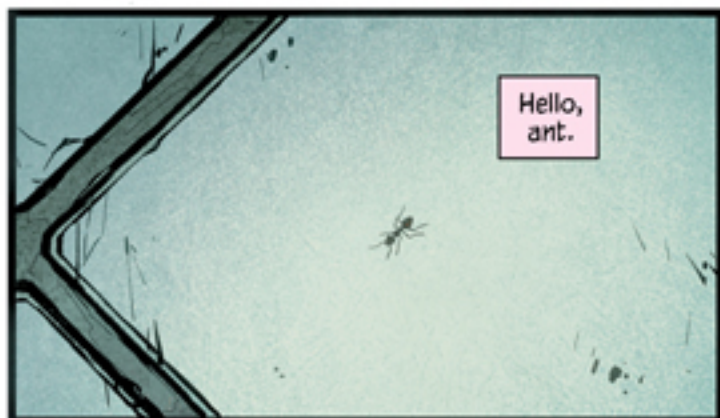
¡Buenos días, nail brush! ¿Cómo estás hoy?



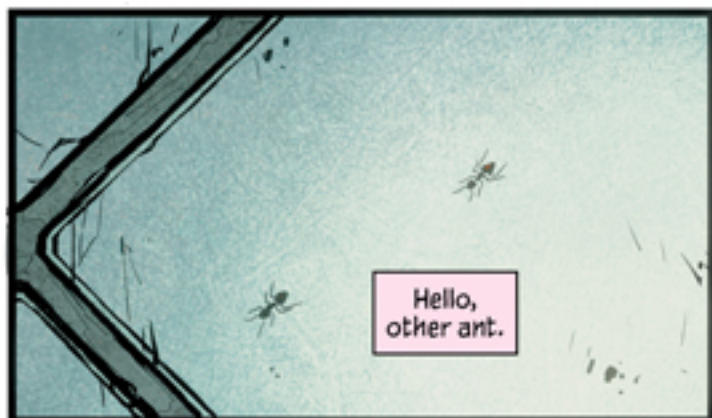
Hello, cocamidopropyl betaine and ammonium chloride.



Hello, Dad's tiny mustache scissors.



Hello, ant.



Hello, other ant.

MENSTRUATION.
Day Two.



I've been spending a lot of time in the bathroom.



Hello,
instructions
on how to insert
tampon...

applicators

the safest, surest,
most comfortable
sanitary protection
you have ever used.
But please, if you're
using Pursettes with
prelubricated
applicators for the
first time,
**READ THIS FOLDER
CAREFULLY AND
COMPLETELY.**

Learning to use a Pursettes menstrual tampon is really quite simple. If it weren't, half the women in America, teenage girls included, wouldn't be enjoying the modern kind of protection which Pursettes gives.

Far superior to any sanitary napkin, there are no uncomfortable pads, pins or belts. No chafing or odor problems. You can even swim or wear form-fitting fashions when you use Pursettes. These are big reasons why more and more girls every month are switching from old-fashioned napkins and tampons to Pursettes.

Like anything really worthwhile, using Pursettes properly may require a little practice. Don't think you're different from any other girl if you don't get the knack of it the very first time. Just relax — and try again. Remember, right now, millions of girls are using tampons with assurance and great success. You can, too.

**First, examine
the tampon**

The best way to start is to get thoroughly familiar with Pursettes, the only tampon with a pre-lubricated tip and a pre-lubricated applicator. Take one or two out of the box, remove the cellophane wrapper, and examine the tampon and applicator carefully. On the reverse side of this folder is an enlarged drawing of the entire Pursettes, explaining every part. After you've looked at that, study the diagram below, showing the tampon alone, removed from the



applicator tube. Note that it is quite unique and distinctively different from any ordinary tampon. As a matter of fact, a Pursettes tampon has three superior features.

The most obvious difference is the tip of the Pursettes tampon. Look closely at it. Feel it. This is Pursettes' exclusive pre-lubricated tip, which makes insertion even easier. When this tip comes into contact with moisture, it dissolves to form a harmless, non-toxic lubricant. This follows the accepted medical practice of lubricating anything that is inserted into the body. The applicator, too, is covered with a lubricated coating that you can see and feel. This lubrication helps glide the applicator smoothly into place.

Now look at the compactness of the Pursettes tampon itself. Its small size makes it very easy and comfortable to use, even for young girls. Yet in spite of its tiny size, Pursettes are tremendously absorbent, more absorbent than tampons and napkins many times larger. This is because a Pursettes tampon is highly compressed and because it is made entirely of Purilon, a hospital-tested miracle material substantially more absorbent than common cotton.

Next, drop the Pursettes into a glass of water. See how it blossoms out as it absorbs. Unlike ordinary tampons, it expands sideways only, not lengthwise to exert uncomfortable pressure. This also helps Pursettes to protect better than other tampons, because it conforms to your own personal shape.

Note also that Pursettes is covered with a sheer, unwoven fabric to help prevent shredding, which is such a nuisance with plain tampons.

**Now, you're ready
to use Pursettes**

You have learned about Pursettes and have examined all its unique features. Now you are ready to use it.

The most important thing is to relax, and take your time. If you hurry, or are too tense, the muscles at the opening of the vagina tend to tighten, and this can make placement of the tampon more difficult.

Remove the Pursettes from its cellophane wrapper, and follow these easy steps:

Placement



1. Sit on the toilet with legs apart.
2. Or simply stand, placing one foot up on the toilet or a chair.



3. Now, with one hand, pick up the Pursettes applicator with its pre-lubricated applicator and place your thumb and fingers on the outer insertion tube where the two tubes meet, as shown above.



4. RELAX. Now, with your other hand, spread the sides of the vaginal opening. Then insert the tampon end of the outer pre-lubricated applicator into the vaginal opening and gently push and turn it until your thumb touches the body. The exclusive pre-lubrication on the tube should make this quite easy.

If you want greater lubrication, simply moisten the upper part of the applicator tube with a tissue dampened in water.

IMPORTANT: Push at a slant, aiming in the direction of the small of the back. (Do not push straight up, toward your abdomen, as this is not the natural direction of the vagina.)



5. Now, cover the end of the inner plunger tube with your forefinger, holding the cord in place; then gently press the inner tube into the outer applicator. When the ends of the two tubes are even, the tampon is properly inserted. The tampon must be past the vaginal opening to be comfortable.



6. Withdraw both tubes, being sure to leave about 2 1/2" of the cord hanging free, outside the body.

Removal

You may not need to change Pursettes as frequently as other tampons or napkins. If you are using Pursettes for the first time, however, you may want to change more often, until you determine your own individual needs. Many girls find that after the heavier flow of the first two days, changing just twice a day is sufficient.

To remove a Pursettes, sit on the toilet and gently, but firmly, pull the cord at the same slant you used to insert the tampon.

**Some more
helpful hints for
first-time users**

If insertion is difficult at first, relax and try again. Be sure you are pushing the tampon at the correct angle, toward your back. Don't push straight up, toward the abdomen.

If you still have any trouble placing Pursettes properly, wait until your present "period" is over. Then, some day when you are not menstruating, try inserting and removing again, following these instructions. You may find that inserting is a simple matter when the trial is not complicated by menstruation. A little practice between periods, and you'll discover using Pursettes is easy the next time you have a period! (If by chance discomfort persists during insertion, you should consult your doctor.)

**If you want
extra protection**

Some girls have an exceptionally heavy flow. And of course, every woman tends to flow a little more heavily at the beginning of her period. To meet your individual requirements, Pursettes offers both regular Pursettes and Pursettes Plus, which are super absorbent. Many girls prefer these during the "first days."

**The Pre-lubricated
Applicator**

Pursettes is the only tampon with a pre-lubricated applicator for easier insertion. The outer insertion tube is coated with a special material which dissolves when moistened to become like a petroleum jelly film. This makes insertion easier when your flow is light or heavy during your menstrual period. When your flow is light you may find it helpful to slightly moisten the upper half only of the outer tube. If you do moisten the tube do not do so with the fingers you grasp the tube with because they, too, will become slippery, thereby making it difficult to hold the tube. A moistened tissue is helpful. Try it and feel the slip.

**Questions
and Answers**

- Q. Can young girls use Pursettes?
A. Yes, even young teens menstruating for the very first time enjoy the advantages of Pursettes. The opening (hymen) through which the menstrual fluids flow is usually about 1/4" larger than the diameter of tiny Pursettes.
- Q. Can you bathe and swim while using Pursettes?
A. Certainly! That's one of the many advantages of this modern sanitary protection. Just avoid water that is too hot or too cold.
- Q. Can Pursettes "fall out" or "get lost"?
A. No. The muscle at the vaginal opening automatically holds it in, and the opening to the uterus is much too small for the tampon to enter.
- Q. What if I accidentally push the cord into the vagina?
A. Don't worry — actually, the cords are for your convenience, but you can also reach the tampon with your fingers. Just squat down to widen the vaginal opening. Exert pressure to force the tampon downward. Then reach the cord or remove tampon with fingers.
- Q. Must I remove Pursettes when using the toilet?
A. No. Not at all necessary. Another wonderful advantage over old-fashioned napkins!

Pursettes® The only tampon with a pre-lubricated tip and pre-lubricated applicator



PURSETTES • CAMPANA CORPORATION • BATAVIA, ILLINOIS 60510

Printed in U.S.A.



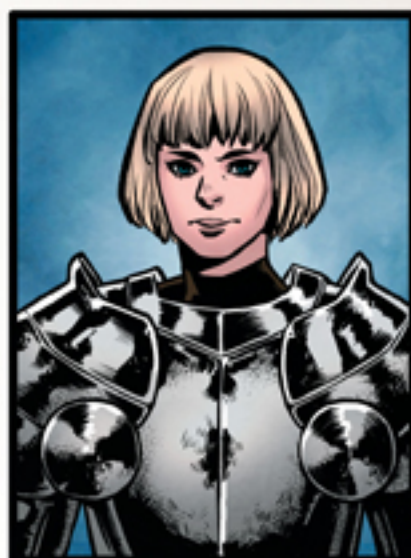


BOUDICA

Anti-imperialist Celtic rebel warrior queen. Led uprising against the occupying forces of the Roman Empire. Tough AF.

I'm not scared. If that's what you're thinking.

Before the Toxoplasmosis X mutation, and the Global Hormone Initiative, women used to get their periods all the time.



JOAN OF ARC

Commanded French army as a teen. Cross-dressing goals. Saint. Probably had to deal with having her period while wearing armor, and riding a horse.



QUEEN ELIZABETH 2

British monarch. Corgi enthusiast. Refuses to retire. Loves hats. Still married.



MARGARET SANGER

Birth control advocate, nurse, sex educator, social reformer. Opened U.S.'s first birth control clinic--in 1916.



FRIDA KAHLO

Postcard icon, self-portraitist, activist. Considered one of Mexico's greatest artists. Lived in chronic pain, still made art. Was like, yeah, I have a unibrow, so what?



HEDY LAMARR

Actress, studio designated bombshell, inventor, self-taught tinkerer. Credited with creating a frequency-hopping signal used in all wireless communications.



They just walked around...

...bleeding.

MATA HARI

Dancer, sex worker, entrepreneur, single mother, World War I spy, cultural agitator, fabulist. Often appeared on stage in nude body stocking.



It was pretty bad ass.

SOJOURNER TRUTH

Abolitionist, women's rights activist. Born into slavery, escaped with infant daughter to freedom in 1862. Homeowner. Campaigned against slavery, for women's rights, prison reform, temperance, and against the death penalty.