

In puberty...

EVERYONE CHANGES BY AN ORDER OF MAGNITUDE

We are the first puberty stage-of-life company. Our mission is to solve the pain points of puberty, empowering kids and their adults. This physically and emotionally transformative stage now lasts a decade, starting somewhere between ages 8-10 and stretching through high school, sometimes beyond. It's packed with smells and eye rolls, messiness and discomfort. Why is something that happens to 100% of all humans almost always considered cringey? We believe that story deserves a complete rewrite.

We've built a universe dedicated to making puberty comfortable.

Our [speaking](#), [consulting](#), and [workshops](#) aim to inform, reassure, and instill confidence.

Our [podcast](#) packs science, guidance, and a huge dose of humor.

Our [weekly newsletter](#) delivers up-to-date research and resources.

Our [Puberty Portal](#) houses the only online puberty content written by and for tweens and teens.

Our forthcoming book, [This Is So Awkward: Modern Puberty Explained](#), describes how puberty has changed since you went through it.

And our bite-sized puberty content streams across [TikTok](#) and [Instagram](#) — it turns out millions of people are looking for 30-60 second tips about managing this stage of life.

We know what we're talking about, because Cara is a pediatrician-turned-writer, the doctor behind the cult beloved series *The Care and Keeping of You*. And Vanessa is the founder of Dynamo Girl, part sports empowerment, part puberty education. For the endless stream of questions popping up... for the physically uncomfortable shifts that happen to almost everyone... we've got you covered.