


[Sign In / Register](#)




# Boston Business Journal

Choose Another City:

Site | News | Videos | Jobs  
Keywords   [Search Archive](#)

- HOME
- NEWS
- SMALL BUSINESS
- SALES & MKTG
- REAL ESTATE
- EVENTS
- DIRECTORY
- CAREERS
- TRAVEL
- MORE TOPICS

Beginners to Bigshots U.S. business news

[Daily Real Estate Roundup](#) [Book of Lists](#) [Subscribe - 4 Free Issues](#)

## OPINION

[Boston > Print Edition](#)

[Subscribe to Boston Business Journal](#)

Friday, October 26, 2007

### Reader Feedback

# Life stages know no income bounds

Boston Business Journal

- Print
- Email
- Reprints
- RSS Feeds
- LinkedIn
- Share
- Comments

To the editor: I enjoyed your recent feature on kalily Inc.'s creative enterprise in "first menstruation gift boxes" ("Local startup rolls the dice in maturing industry," Oct. 19, 2007).

I particularly appreciated the fact that kalily's co-founder, Lynne Marlette, hoped to capitalize on the positive aspects of life changes for young women. Marlette indicated that the young women she had polled all agreed that there is a need for such a product.

I would be curious, then, into which income brackets these young women fall. Marlette plans to charge over \$100 for the kits, and to derive most of her revenue from kit sales.

If that is the case, then I wish her the best of luck, but am afraid that her mission and her motives appear contradictory.

Attempting to promote an ideology through commercialization is one thing, but exploiting a life change is quite another.

After spending two years as a youth worker for the city of Boston, I will attest that not one of our teenagers or their parents would likely have spent -- or could even have afforded to spend -- over \$100 to "celebrate" menstruation, especially when a package of 24 maxi pads runs around \$4.

The market into which kalily Inc. seeks to expand is likely one in which young women are already well-served with resources and products to help them understand this life change. The noble challenge for kalily would be to make its gift box both affordable and accessible for low-income families, for whom resources that celebrate young women are scarce.

*Kendra Stanton Lee, Dorchester*

- [Contact the Editor](#)
- [Need Assistance?](#)
- [More Latest News →](#)




**DailyUpdate** Get the latest local business news delivered to your inbox every afternoon

Email Address

[Get the Boston DailyUpdate newsletter](#)


### SITE SECTIONS

- [Small Business Center](#)  
Sponsored by Fairfield  
[Visit the Small Business Center](#)
- [Entrepreneur Success Stories](#)  
[Find out how they made it](#)
- [Daily Update](#)  
[Sign up for the Daily Update](#)
- [Company Watch](#)  
[Get started now](#)



**American Express – Savings Accounts**

FDIC Insured Savings Accounts with No Monthly Fees or Minimum Balances.  
[PersonalSavings.AmericanExpress.com](http://PersonalSavings.AmericanExpress.com)



**Hot Stock Pick - GSLO**

All American Solar Energy Trading, Investment, Stocks.  
[www.GoSolarUSA.com](http://www.GoSolarUSA.com)

Ads By Marchex