

For Immediate Release

- For Australian parenting, beauty, health and lifestyle media

Why does my 8-year-old suddenly smell?

For many parents, the first deodorant moment arrives well before high school. It can start with a school shirt, a sports bag, or the sudden realisation that their child still feels little, but their body is beginning to change.

Black Chicken Remedies is launching a new Axilla™ Deodorant Spray range for tweens and teens, created for that awkward and practical milestone: the first time a child needs deodorant and a parent must decide what to buy.

The launch gives editors a timely parent service story: why body odour can begin earlier than many parents expect, how to talk about it without shame, and what to look for in a child's first deodorant.

The 50ml non-aerosol sprays are made in Australia and come in three fresh scents: Wave Fresh, Rainforest and Orange Crush. The range has no aluminium, no synthetic fragrance and uses pure essential oil for the scents.

The range builds on more than a decade of Axilla™ Deodorant experience from Black Chicken Remedies founder and formulator Chey Birch, who created Australia's first natural deodorant paste and continues to formulate the brand's products.

"That first smell can catch parents off guard because their child still feels too young for deodorant. We created this range for that practical, emotional moment: something parents feel good about buying and kids are happy to use without feeling labelled or embarrassed."

Why are parents asking earlier?

Body odour can appear before the more obvious signs of puberty. It is often linked to adrenarche, a normal stage when adrenal hormones begin to affect oil and sweat glands. Medical guidance notes that underarm odour may appear around this stage, and that odour alone is often different from true early puberty.

That context matters because parents are not only buying a product. They are navigating a sensitive first conversation about hygiene, confidence and growing up.

This release is not medical advice, and parents concerned about early puberty signs should speak with a health professional.

Story angles:

- Why does my child suddenly smell even though they are still young?
- How to talk about body odour without embarrassing your child.
- What parents should look for in a child's first deodorant.
- Why scent and packaging matter when a child needs their first deodorant.
- How to make the first deodorant conversation practical rather than shameful.

Product facts:

Detail	Information
Product	Axilla™ Deodorant Spray for tweens and teens
Size and Price	50ml
Price	RRP \$21.95
Scents	WAVE FRESH — Fresh, minty with a cool side. RAINFOREST — Fresh, green with a wild side. ORANGE CRUSH — Fresh, juicy with a fun side.
Formula notes	• No aluminium • No synthetic fragrance • Pure essential oil scents
Format	Non-aerosol spray
Made in	Australia
Samples	Three-scent review pack available on request

Founder availability:

Chey Birch is available for interviews and comments on the first deodorant moment, how parents can approach body odour without shame, and what families should consider when choosing a natural deodorant for growing bodies.

About Black Chicken Remedies:

Black Chicken Remedies is an Australian natural skincare and wellness brand founded by Chey Birch. The brand is known for Axilla™, its natural deodorant range, and for products formulated with essential oils and botanical ingredients.

Media enquiries:

For samples, images or interview requests, please contact Lisa Hollis via email at support@blackchicken.com.au