

## PUMA & MODIBODI PUT AN END TO PERIOD PROBLEMS

6 HOURS AGO IN DESIGNER  
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PUMA and Modibodi put an end to feminine struggles once and for all. Become the best version of yourself starting in the 2022 spring/summer season with this hot and fresh new line of undergarments that are guaranteed to make you feel like the best version of yourself.

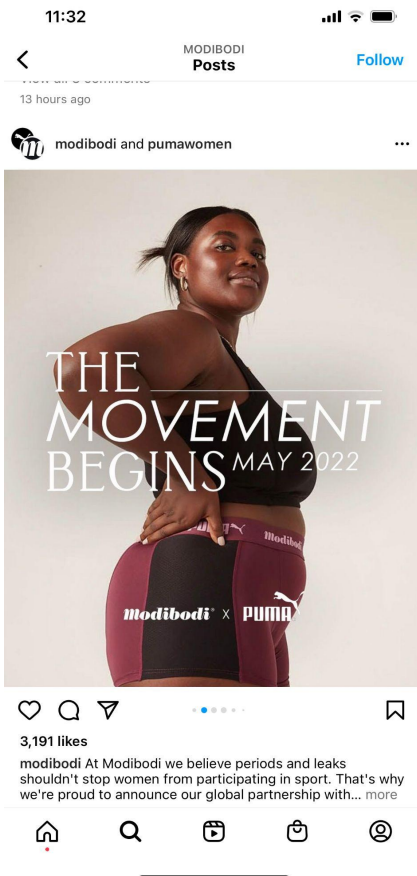
Ladies, ever worry about bleeding through on your worst days? Or not having a sanitary product at hand? This new collection by Modibodi and PUMA has you ladies covered! This

collection is meant to empower women to their greatest extent and make them as comfortable as can be. Modibodi powers through periods with the help of PUMA to empower women and is not advertised in just any time of the year, but throughout Women's History Month. PUMA partnered with Modibodi to put an end to period problems with this one-of-a-kind collection with not only undergarments, but everyday athleisure apparel. This collaboration also supports the "She Moves Us" campaign that PUMA has



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embraced in their brand to support women to feel the best version of themselves. Along with empowering women also comes the importance of sustainability in reducing the



disposal of feminine products that are disposed of each and every day. Not only will these garments prevent leaking during the tough times of the month, but the Modifier technology also prevents an odor that usually causes females to feel insecure and uncomfortable with their bodies. Kristy Chong, founder and CEO of Modibodi, states on their Instagram page “We are thrilled to launch this collection with PUMA and together normalise menstruation and tackle the stigma that people can’t be active on their periods or when experiencing any of life’s leaks”.

PUMA’s focus towards developing comfortable garments and accessories for athletes has honed in on feminine sporty garments. Modibodi has partnered with them to produce garments that not only make you feel trendy, but secure and comfortable all at the same time.

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