



Period underwear made for movement. Introducing the latest PUMA x Modibodi® collection.

Herzogenaurach, October 3rd, 2023 – Global sports company PUMA and absorbent apparel brand, Modibodi® have created a new collection of their best-selling active period underwear range, which allows women to focus on sports during their period thanks to the combination of Modibodi's signature leak-proof technology with world-class sport expertise from PUMA.

Designed so you feel confident and supported to move while you bleed, the new PUMA x Modibodi active period underwear is made from 82% recycled material and combines soft, breathable fabrics that stretch and move with your body, featuring three layers of built-in technology, that can hold up to 15ml without staining your activewear.

Easy to wear under activewear, this workout staple comes in three new designs that absorb up to 2-3 tampons, sweat and moisture fast, and act as an alternative to disposable pads, liners and tampons as you move. Modibodi's super slim, concealed absorbent lining, helps prevent leaks and unwanted stains and includes a leak-proof barrier layer for secure protection, wicking moisture and sweat and locking away fluid and odour.

Available in three colourways, Palm Green, Palm Blue and Persian Blue, the collection keeps you feeling fresh and dry through your workout. Consisting of three styles: cheeky, classic brief and boyshort, in a range of Light-Moderate to Moderate-Heavy absorbencies, the active range is ideal to absorb your period and sweat.

The new PUMA x Modibodi active period underwear is made for maximum protection and performance and available in selected stores and online at modibodi.com.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

MODIBODI

Since 2013, Modibodi® has had one goal – to make changing the world as easy as changing your underwear. What they didn't realise, is that in doing so, they'd change the lives of their customers along the way.

Life-changing is the number one phrase heard from Modibodi customers. It's a language woven into the brand's DNA and sits firmly at the heart of what they do. Having made a name for itself globally, designing confidence-shaping, confidence-creating, planet-sustaining, life-changing apparel, Modibodi® offers comfort from periods, pee and bodily leaks, and champions conversations and initiatives that allow people to live more comfortably in themselves.

Designed with compassion and offering a sustainable solution to disposable products, Modibodi uses proprietary innovation and patented technology to ensure each and every one of their designs is market leading, saving billions of single-use disposable hygiene products from ending up in landfill.