



Etam

Menstrual panties

CHANGING PERIODS

Every year, over 45 billion tampons and menstrual pads are discarded in the world. Yet 1 in 3 women does not change her hygienic protection enough for economic reasons. It is for these motives that Etam launched its line of menstrual panties in September 2021. Reusable menstrual panties that have already improved the daily lives of thousands of women. This season, discover a new collection with more colors and patterns, and new, ultra-sexy shapes.

AN ECOLOGICAL AND ECONOMIC ALTERNATIVE

"Once in the garbage, single-use protection, as well as its packaging (plastic protective films and applicators), are inevitably incinerated or buried. Menstrual products represent 180 kg of waste during a woman's lifetime."

(Source Ademe = Agence de l'Environnement et de la Maîtrise de l'Énergie - French Environment and Energy Management Agency)

Easily washable and reusable, **Etam menstrual panties offer an economic and sustainable environmental solution.** Thanks to the quality materials used, you can wear them **for over 80 cycles.**

THE NEW COLLECTION

This year, Etam menstrual panties in new **bright colors and fun prints** are back in force. Sweet pink, tangy green, malachite and indigo blue to be feminine and fresh even during your period!

And to feel sexy during your cycle, discover our **Success lace, a collection favorite, to match with bras and a brand new shape: the string.**

Thanks to their innovative technology, Etam menstrual panties give their users **extreme comfort and flawless protection for up to 12 hours.** Available in **cotton, microfiber or lace**, they are invisible under clothing. No smell, no damp feeling, no leakage: thin, convenient, ultra-absorbent layers that adapt to **medium or heavy flows, day or night.**

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CAMILLE AUMONT CARNEL, ETAM SPOKESPERSON

Opinion leader, entrepreneur and author

Menstrual hygiene is increasingly important subject in France and in French-speaking countries. This year Etam invites a recognized ambassador to address all women.

Creator of the @JeMenBatsLeClito account and involved in sexual, emotional and personal education and growth, especially among younger generations, **Camille Aumont Carnel joins the Etam team as an activist spokesperson.** She made herself known through her **humorous and truthful messages about women's daily lives** and her speeches as part of the sexual revolution in France after the #MeToo movement. For this new collection, **she accompanies the brand through her community and in the field by hosting menstrual cocktail hours in Etam stores.** Join her on January 19 in Bordeaux, January 24 in Paris - Haussmann, and January 25 in Nantes.

At Etam, we are convinced we can change the rules regarding women's hygiene. Every day we continue our actions to understand women, support them and improve their daily lives.

Etam menstrual panties, briefs, strings, shorts and boy legs, starting at 25 € / 119,90 PLN / 689 CZK / 2499 RUB. Available in shops and on Etam.com.

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