



Let Moxie take away your monthly embarrassment. Period.

You're at work. Everything is irritating you, you're in a bad mood, you don't want to discuss it and you just know everyone's insinuating it's because it's 'that time of the month' (men in particular!).

These days, it seems that it's not taboo to talk about sex and all the things that come with it; but even in the 21st century, something as normal and natural as the monthly period is still not something people want to talk about – or publicise – but Moxie can help...

Let's be honest: most of us don't enjoy getting our periods (hence some of the aliases we use to describe it, from 'the curse' to 'that monthly cycle') and previous products available on the market didn't exactly help in making the experience less embarrassing or any more enjoyable. Now, we're not going to pretend that we can make the bloating subside or the lame period jokes from the boys stop, but at least Moxie can bring a touch of glam to your worst days.

Moxie's gorgeous and girly approach to sanitary wear means that finally, we no longer have to keep our tampons and towels under wraps. After all, tampons and towels are something we have to carry all the time, so why shouldn't they be feminine, fashionable and anything BUT clinical and embarrassing? Combining femininity, style, convenience and excellent quality all in one, Moxie products are beautiful enough to carry in your bag or display in your bedroom, bathroom or even your desk, thanks to pretty recyclable tin purse-packs and stylish candy-striped boudoir boxes.

What's more, you won't see any patronising ads from Moxie, featuring women running on the beach in white trousers when they have their period. Moxie is very real about what it can do for women, and that is, making us feel less embarrassed and a bit pampered, even when we're probably feeling our worst.

We're not saying that we can make periods as well accepted as sex talk overnight, but periods are something most women will experience and so it's time to take the taboo out of sanitary products and 'have a beautiful day in hell' with Moxie.

For further information, please visit www.pressinformation.co.uk or contact the health & beauty team at Brandnation:

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Fact: The word **Moxie** was made famous during the 1930-40's. The term was often used in Hollywood feature films to describe strong women who displayed great style, confidence and sassiness, as in "she had big brown eyes with a lot of Moxie in 'em..."

