



# Moxie: the Applicator has Arrived

Due to popular demand Moxie has designed a NEW applicator tampon, launching in the UK this Autumn.

When you're bloated, have got cramps and have just gorged a family block of chocolate, it's period hell. Moxie don't pretend they can make it better, but they can bring a touch of glam to your worst days...

Moxie's extendable applicator tampons are 'full sized' digital tampons with a Silken Glaze smooth coating inside a pearl finish applicator. Individually wrapped and packaged in beautiful purse worthy striped tins in regular (peach) and super (pink) sizes, Moxie applicators come in a pack of 12.

The 100% recyclable tins can be reused for all your dressing table needs and make great holders for hairgrips, loose change, cotton buds, make-up brushes, nail files and jewellery. You can even use them as pen pots or a sweet store and display them on your desk – the perfect credit crunch solution!

Moxie stands for great style, confidence and sassiness and combats the cheap, flimsy and obvious packaging of other tampon brands, which you would rather hide than have on display. Moxie will bring a touch of fabulousness to that most often dreaded 'time of the month'.

Moxie products are very real about what they can do for women: and that is making you feel your best and a teeny bit spoilt, even when you're probably feeling your worst! So have a beautiful day in hell and spoil yourself with Moxie. [www.moxieproducts.co.uk](http://www.moxieproducts.co.uk)

The NEW Moxie applicator will be available in Superdrug stores nationwide.

## Moxie Facts

- Only 5% of women in Australia use applicator tampons compared to 60% of women in the UK who do
- A recent survey conducted by voxpop.co.uk found that 69% of men had very little clue about their partner's periods, thinking that tampons were available the same as clothes sizes of extra small, small, medium and large
- The same survey showed that 45% women do not think they can fall pregnant having sex whilst on their period, compared to 38% men
- 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..."



For further information, please visit [www.pressinformation.co.uk](http://www.pressinformation.co.uk) or contact the health & beauty team at Brandnation:

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