



Press release | 29 abr 2021 | Cocorointim SL

## Panties with character to change the rules

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Cocoro, a benchmark in technological underwear, launches its most creative campaign to make the period visible and to normalize it, and does so with a burst of color and diversity

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Cocoro menstrual panties, designed and produced in Barcelona, are a sustainable and respectful alternative to disposable products

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**Barcelona, April 2021** - The rules for the period can be changed, and [Cocoro](#), the first European brand of absorbent panties for menstruation, vaginal discharge and slight urine leakage, continues to push for changes to **make menstruation visible and normalize it**.

At the gates of Menstrual Hygiene Month, which takes place in May, the company launches a **new online brand campaign**, which is a true shout out to diversity. It is an evolution of the successful campaign that a year ago, and in full confinement, promoted living menstruation in another way. Under the same motto *#CambiamosLasReglas*, this time a single protagonist is presented who, through playing with styling, evolves into multiple characters to represent the concept of diversity and change.

Cocoro menstrual panties adapt to all stages of the cycle, as well as to the diversity of bodies, moments, moods, changes and sensitivities. They are **a comfortable, healthy, sustainable, vegan and beautiful alternative** to the classic options to manage the period. They are pants for the days of the period, but also for each day: they absorb menstruation, vaginal discharge and sporadic losses of urine. In addition, they are breathable, do not retain odours and can be washed in the washing machine.

*"Clothing must not only take into account the multiple shapes of bodies, but also how they function and what happens to these bodies: we sweat, we menstruate, we have vaginal discharge, urine leaks..."*, explains **Clara Guasch, co-founder of Cocoro**. *"We work so that Cocoro menstrual panties, with the same essence but with different options in terms of design, format, sizes, colors, etc., adapt to anyone who needs them,"* she adds.

Follow the campaign in [cambiamoslasreglas.es](https://cambiamoslasreglas.es) and [@cocorointim](https://www.instagram.com/cocorointim)

# What are Cocoro menstrual pants and how do they work?

Cocoro menstrual pants are very similar to a conventional panty, or pair of knickers. They are only slightly thicker in the absorbent area. This is possible thanks to technological innovation, which allows a lightweight and effective combination of three fabrics: a layer of 100% organic cotton, which is the one that is in direct contact with the genitals; an intermediate layer of antibacterial, breathable and water-repellent absorbent technical fabric. And, finally, a layer of external fabric that varies according to the model making it comfortable and practical without sacrificing aesthetics.

Cocoro panties are useful **from the first periods to the menopause transition**: they can be worn alone or combined, depending on the situation, with an internal product such as the menstrual cup. Even in the moment of uncertainty when the period is about to begin. They absorb menstruation, vaginal discharge and slight leakage of urine.

## Menstruating with Zero Waste philosophy

**Cocoro is a change towards sustainability**: all models are designed in Barcelona and made in different workshops in the city and local area, **no more than 50 km from the company's offices and with 90% of the materials also being locally sourced**. It is a proximity structure that defines the environmental focus of the project, we are able to manage our carbon footprint, reduce the environmental impact and promote the local economy.

**It is estimated that the use of pads and tampons in a woman's life generates up to 180 kg of non-recyclable waste**(1). Cocoro menstrual pants can be machine washed, providing 2 years of useful life with simple to follow care instructions. After this time, due to their high quality, they can continue to be worn as normal underwear.

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(1) Report by ReZero, Zero Waste Europe, ReLoop and Break Free From Plastic. "The environmental & economic costs of single-use menstrual products, baby nappies & wet wipes".

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