

## Menstrual leave: Why some companies are offering time off for periods



By [Angela Haupt](#)

May 25, 2022 at 8:00 a.m. EDT



Last year, [Modibodi](#), an Australian company that makes period underwear, launched a policy that offers 10 days of paid leave annually for reasons relating to menstruation, menopause and miscarriage. “I truly believe that to allow women to fully participate in the workforce, we have to remove all the barriers,” chief executive Kristy Chong said. “We know that women are suffering — these issues are very normal and common, and they can be debilitating both mentally and physically.”

Modibodi’s staff is predominantly female, and workers who want to use a day just text or email their manager that they’d like to access their “MMM” leave. The policy has increased engagement staff-wide, Chong said, and “removed that shame and fear” around telling a boss you need a day off due to cramps. She’s not worried about complications such as potential loss of productivity correlated with more absences. “I think we’re kidding ourselves if we don’t understand that these people, when they’re suffering, they’re out anyway,” she said. “Their brains are not mentally there.”



### STUNNING SHANINA!

A real-life jewel! *Daily* fave **Shanina Shaik** is a knockout as the new campaign star for luxury multibrand retailer SHAY Jewelry. We'll take one of everything, please.

### SCENE

We're shaping up to be booked and busy! The Montauk Beach House is celebrating 10 years at the end of the world, having become a haven for local activations like the Montauk Film Festival and the Montauk Skatepark Renovation Charity Auction, and well known for its art program, pool parties, and delicious drinks. We're undoubtedly in for another major decade. • Speaking of MTK! Bounce returns, with **Tyler Cameron** and **Victor Cruz** on hosting duty for Memorial Day Weekend. Plus! See the hot spot's new Nicole Miller–designed uniforms. • Sushi *chez vous*? The incredible Ten Homakase is now Out East, with renowned chef **Daniel Kim** creating private Omakase experiences for groups at home. Sake o'clock!

### COFFEE TABLE ALERT!

No one does it quite like **Jeremy Scott**. Season after season, the Kansas City, MO, native wows us with his creative genius for Milan-based luxury label Moschino. Launching this month, Assouline's new tome, *Moschino*, written and compiled by fashion editor Alexander Fury, delves into the history of the irreverent brand and traces how it became a modern pop culture phenomenon. A must-have for fashion fanatics!

### TAKE US TO THE BEACH!

Just one look at our perennial muse **Irina Shayk** and we're ready to switch gears to vacay mode and hit the ocean. The supermodel was on duty to help Anine Bing launch its first-ever swimwear offering, *Jadore*!

### TEAM PLAYERS!

Pride Month is here! **Baccarat** recently celebrated the LGBT+ community by presenting \$25,000 to the onePULSE Foundation and joining the Gay Polo League as a sponsor of its International Gay Polo Tournament in Palm Beach. As part of the event, Baccarat hosted Polotini's WIGSTOCK. The company's own SVP of marketing, Ward Simmons, selected a lucky winner, Tula, to receive a custom engraved crystal vase. Love is love!

### RUB A DUB DUB!

**Kaia Gerber** gets squeaky clean in the new Loewe pre-Fall '22 campaign by Juergen Teller. BYO bubbles!

### THINGS TO DISCUSS!

1. Mark your calendars: On June 25, guests are invited to experience the Unlimited Earth Care Garden Market and Sossego outdoor furniture, designed by Aristeu Pires. Sossego, inspired by the Portuguese word that refers to the easygoing, blissful way of Brazilian life, will also launch a new love seat at the event—sign us up!
2. Palm Tree Music Festival is back this month, with headliners Kygo, Disclosure, and Claptone. On-stage viewing packages are *only* \$50,000. Eek!
3. DanceBody is now launching a class just for kids—think: TikTok-approved moves!—with trainers available to come to your home for private group sessions for your minis.
4. Speaking of TikTok, New Yorkers are getting increasingly pissed over transplant influencers dropping the “the” from the East Village and the West Village in their social media posts. As the saying goes... “There goes the neighborhood!”
5. Ooooh. Amazon Prime has greenlit a new “docusoup” reality show, *Forever Summer: Hamptons*, about coming-of-age kids finding love (or lust!) on the East End. We can't wait.

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### ON THE COVER

*Megan Fox and Machine Gun Kelly, photographed by Caroline Fiss, at The Daily Front Row's Fashion Los Angeles Awards at The Beverly Wilshire. A Four Seasons Hotel. Fox wearing LaQuan Smith and Kelly in Dolce & Gabbana.*

Peace Out, Pads! These Are the 14 Best Period Panties

written by [THERESA HOLLAND](#)    UPDATED ON MAY 24, 2022

medically reviewed by [SARA TWOGOOD, MD](#) / Obstetrician-Gynecologist

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BYRDIE / CHLOE JEONG

Best for Working Out: Modibodi Active Brief – Light-Moderate Absorbency



Courtesy of Modibodi

[VIEW ON MODIBODI.COM](#)

What We Like

- Moisture-wicking
- Odor protection
- Breathable

What We Don't Like

- Not ideal for heavy flows
- Only one color available

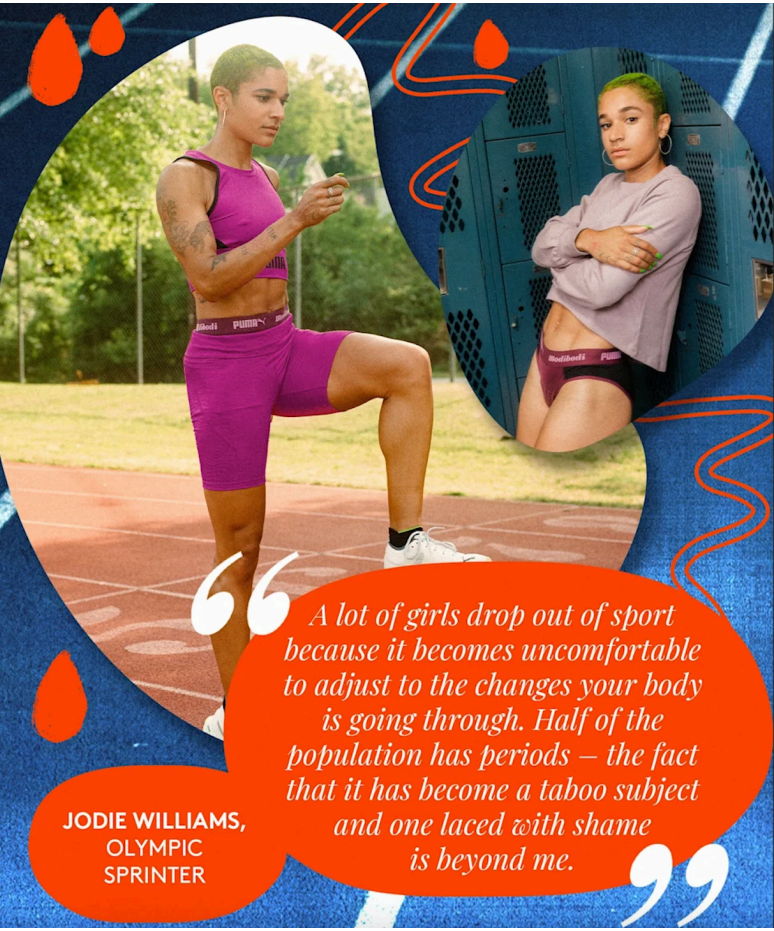
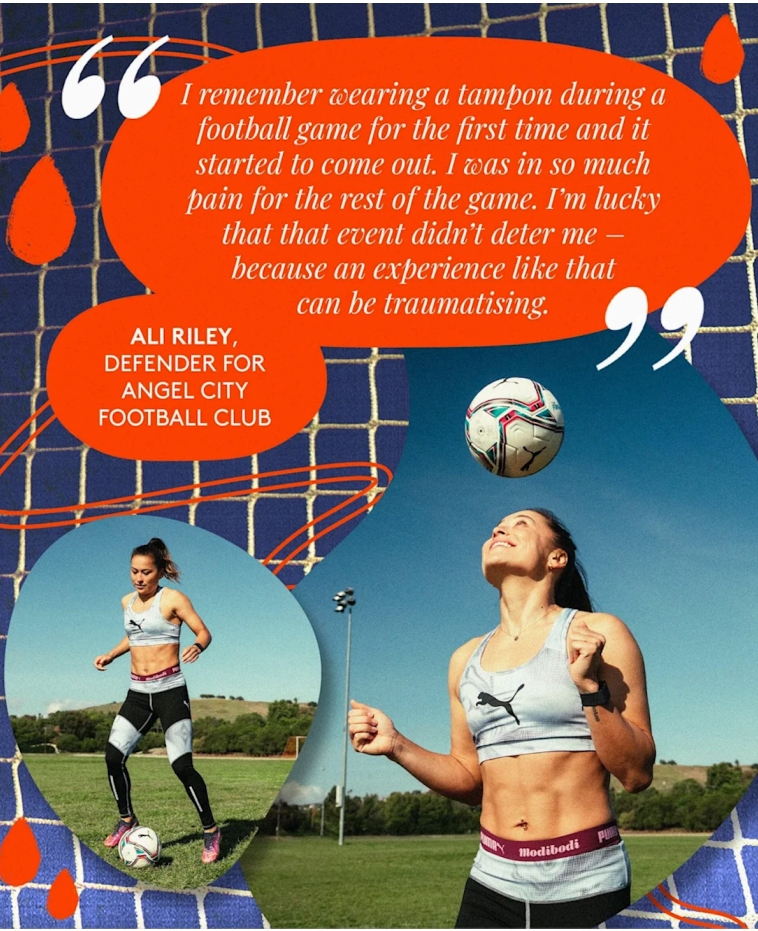
"Period underwear helps [keep you active](#) and moving with confidence during your period," says Dr. Moyers. Whether you're into HIIT, running, cycling, or barre, Modibodi Active Briefs will save you from leaks on moderate days while keeping your nether region dry and odor-free during your sweatiest workouts.

**Material:** Merino wool, spandex, polyester, polyamide | **Absorbency:** Light to moderate | **Colors:** Black | **Size Range:** XS to 2XL

# Top Athletes Get Real About Their Periods

Colette Earley

Tue, May 31, 2022, 10:15 AM · 5 min read



Sadly, society has prohibited period talk to the point where teenage girls would rather sit out sport altogether. According to a global survey conducted by PUMA and Modibodi®, half of all girls skip sport due to their period – with three quarters experiencing anxiety and a lack of concentration due to fear of leaking.



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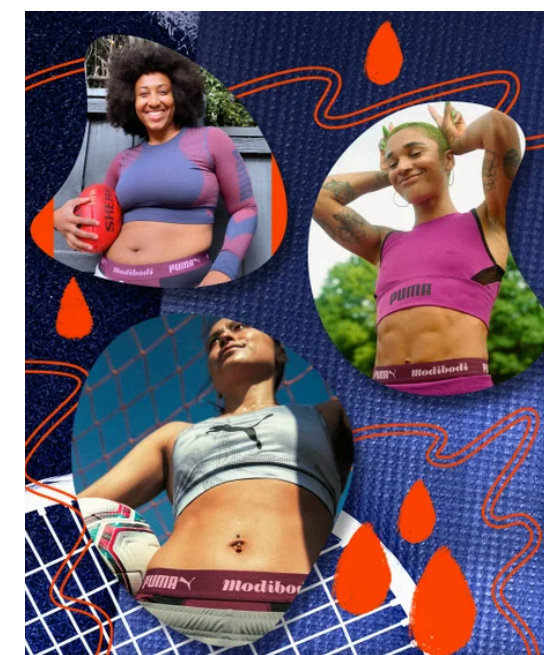
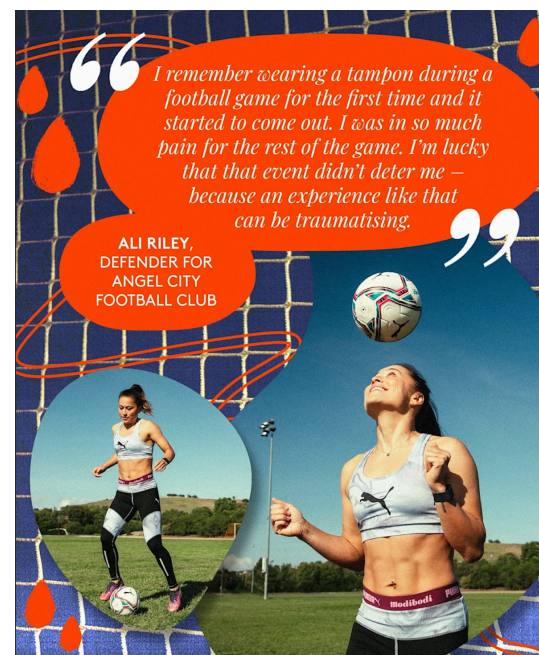
# Top Athletes Get Real About Their Periods

COLETTE EARLEY, DIONNE PAJARILLAGA

LAST UPDATED MAY 31, 2022, 10:15 AM

The time has come to tackle the taboo and open up the conversation. Offering those who menstruate an alternative to disposable sanitary products, as well as the ability to stay active without the fear of leaking, the new PUMA x Modibodi® active period-proof underwear range is a game-changer. In a world where it's deemed inappropriate for women to even mention their periods, three top athletes are breaking the silence. We caught up with them on why it's about bloody time we shout loud and proud about our cycles...

Sadly, society has prohibited period talk to the point where teenage girls would rather sit out sport altogether. According to a global survey conducted by PUMA and Modibodi®, half of all girls skip sport due to their period – with three quarters experiencing anxiety and a lack of concentration due to fear of leaking.



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## Periods shouldn't stop young girls from participating in sport.

ALI RILEY  
NEW ZEALAND PUMA ATHLETE AND CAPTAIN OF THE FOOTBALL FERNS

Photo Credit: Modibodi/PUMA  
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FEATURE STORY WITH MODIBODI & PUMA

## GAME ON FOR GIRLS

GIVING CONFIDENCE TO MAKE PLAYS WHILE MENSTRUATING

*Sport is all about numbers. And when it comes to the celebration of sport, the goals kicked, and games won are the numbers that take centre stage. But there's a series of numbers that are less well-known: the number of girls leaving sport daily, due to shame and fear of leaks.*

As part of the launch of their new leak-proof underwear collection, global sports company PUMA and leak-proof apparel company Modibodi® commissioned a global survey that investigated the reason girls are leaving sport, shining a light on the numbers that really matter.

The statistics unearthed were shocking, with 1 in 2 teens skipping sport because of their period. The PUMA and Modibodi® global survey discovered that for many girls, sport stops because of embarrassment, pain or fear of leaks during their period. The survey insights show how the culture and lack of innovation around periods is holding girls back from participating in sport. The discomfort of disposable products coupled, from a coaching perspective, with a lack of education and training, has meant that the result is female players finding the fear of leaking psychologically impacting their sporting performance.

With the subject of periods going undiscussed in the sports world, Australian PUMA athlete and AFL Collingwood star, Sabrina Frederick, is keen to break the stigma: "I was one of the ones who stayed in sport. But for many girls, that's not a reality. Periods shouldn't stop young girls from participating in sport. These are numbers we need to address, to keep girls in sport longer."

All Riley, New Zealand PUMA athlete and captain of the Football Ferns, says, "It's time to break the silence and help women and girls stay comfortable and active during their period. What's fantastic about the PUMA x Modibodi active underwear collection is that it has been designed specifically to help making playing sport on your period more possible than ever before."

The PUMA x Modibodi collection replaces the need for disposable pads, liners and tampons as you play. Modibodi's proprietary Modifier Technology™ wicks moisture and sweat, locks away fluid and odour and keeps you feeling fresh and dry, without the discomfort of disposables.

"3 in 5 teens skip sport due to fear of leaking or revealing their period which is why we are thrilled to launch this collection with PUMA and together normalize menstruation and tackle the stigma that women can't be active on their periods or when experiencing any of life's leaks," said Kristy Chong, CEO and Founder, Modibodi.

"Our data also shows that 1 in 2 experience discomfort from disposable menstrual products like pads and tampons when participating in sport or physical exercise- so by releasing this range of leak-proof underwear we are hoping to make playing sport on your period more comfortable, more protected, and more possible than ever. Changing the world should be as easy as changing your underwear. Waste-free, leak-free, worry-free protection."

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## 3 in 4 women believe periods need to be more openly discussed in the sports world...

ERIN LONGIN  
GLOBAL DIRECTOR RUNNING AND TRAINING BUSINESS UNIT AT PUMA

Photo Credit: Modibodi/PUMA  
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*"...we are hoping to make playing sport on your period more comfortable, more protected, and more possible than ever. Changing the world should be as easy as changing your underwear."*

Under the "She Moves Us" platform, PUMA together with Modibodi believe that everybody who wants to participate in exercise or sport should be given the opportunity to stay active and play.

"3 in 4 women believe periods need to be more openly discussed in the sports world, and it's why we are proud to partner with Modibodi to shine a light on these numbers that really matter in sports," said Erin Longin, Global Director Running and Training business unit at PUMA. "As a global brand, we felt it important to do our part to address this issue."

As part of the launch, PUMA and Modibodi will work with PUMA's She Moves Us charity partner, Women Win, to donate bundle packs to 500 girls and women in need. "Period poverty is a huge issue globally but one that isn't nearly spoken about enough. Making sustainable menstrual products widely available is something that needs to be addressed urgently and that is why I am so proud to be a part of the PUMA x Modibodi collaboration," says Jodie Williams, British sprinter and PUMA athlete. »

**PUMA**  
PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 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, Celine Golf and arcteryx. The company distributes its products in more than 120 countries, employs about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

**MODIBODI**  
Founded in 2013, Modibodi® is Australia's original leak-proof apparel brand, designing underwear, swimwear, active wear, maternity wear and reusable napies to replace disposable hygiene products and offer a sustainable solution to manage periods, incontinence, discharge, breast milk leaks, sweat and more. Modibodi is warm, authentic and human. We help people with all kinds of leaky bodies get on with their lives. We're stain treating and absorb breaking. We're comfortable in our own skin and not embarrassed to talk about leaky bodies – because they're part of life. We offer a range of products and sizes across our three brands: Modibodi, Modibodi RED for teens and teens, and Modibodi Men to manage incontinence, sweat and chafing. Our Modibodi leak-proof products have been scientifically tested and proven to absorb fluid, resist odour, and keep you dry, thanks to the brand's patented technology which keeps you feeling comfortable and confident and reduces the impact on the environment. Modibodi is committed to sustainability and social impact, helping end period poverty and normalising conversations about periods and leaks through education and supporting people in need globally. To date, Modibodi has sold millions of garments worldwide, saving billions of single-use disposable hygiene products such as pads, liners and tampons from ending up in landfill.

# The Rising Costs of Being a Woman

With the wage gap and price hikes, the pink tax is hitting harder than ever before.

S

By Cat Woods JUL 19, 2022



For decades, women have been charged more for hairdressing and beauty services as well as products like fragrances, clothing, and skin care. As inflation and the cost of living surge, the price discrepancy between items marketed toward women and men is impacting consumers more than ever before.

How can you personally fight the pink tax? Seek alternatives wherever possible. For instance, buy gender-neutral or the men’s versions of clothing and beauty products like razors, facial cleansers, and moisturizers instead of more expensive women’s varieties. Rather than purchase tampons, consider more cost-effective options such as period underwear, menstrual cups, or reusable cloth pads.

SEXUAL HEALTH

Sex Qs

Identity

Pleasure

Birth control

Relationships

## 4 Best Tampon Alternatives to Try When You’ve Had Enough of Tampons, According to Experts

For most people who have periods, tampons are still the go-to option to tackle that time of the month. But there are several alternatives to choose from if you’re looking to move away from single-use products.

These alternatives are not only more cost-effective and ultimately better for the environment, but they may also offer better protection and a more comfortable experience. So, if you’re ready to ditch your tampons, keep reading to find something that could work for you.

### Period underwear

- **Price:** \$15–\$50 per pair
- **Hours of protection:** up to 12
- **Absorbency:** anywhere from two to ten times the amount of a regular tampon
- **Pro:** comfortable and stylish
- **Con:** not disposable, requires laundering

Period underwear looks and feels like regular underwear but there’s a special absorbent layer. Period panties are usually comfortable, and the built-in layer helps prevent blood from seeping through.

#### Try this period underwear

- [ModiBodi Classic Bikini](#)
- [Aisle Boost Boxer](#)

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Let's try on the new period panty prints from Modibodi

Classic Bikini  
LIGHT-MODERATE ABSORBENCY -  
Marble Black



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Justin Bieber • Honest (feat. Don Toliver)



In lieu of Menstrual Hygiene Day passing last week, I wanted share another way you can bring awareness to the movement. So let's try on some period panties from @modibodi and talk about their Give A Pair Program.

The Modibodi Give A Pair program is all about creating period equity and it aligns perfectly with one of the main initiatives of Menstrual Hygiene Day.

Every dollar you donate to the Give A Pair program goes towards putting a five pack of reusable, leak-proof underwear into the hands of people who need them. This directly contributes to the overarching goal of Menstrual Hygiene Day: to build a world where no one is held back because they menstruate by 2030.

So if you're looking to get your own pair of Modibodi period panties, while also giving a pair to someone in need via the Modibodi Give A Pair program, head to [us.modibodi.com/and](http://us.modibodi.com/and)



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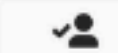
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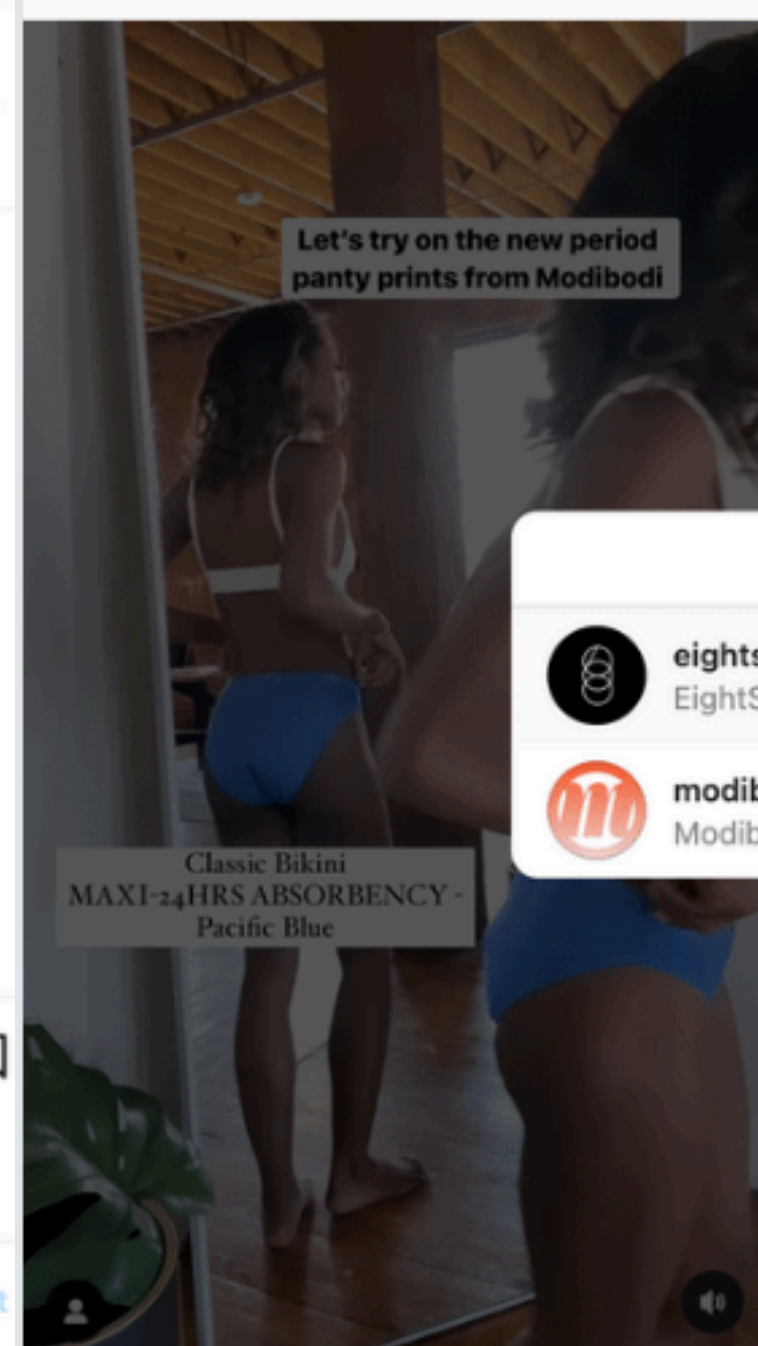
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MAXI-24HRS ABSORBENCY -  
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