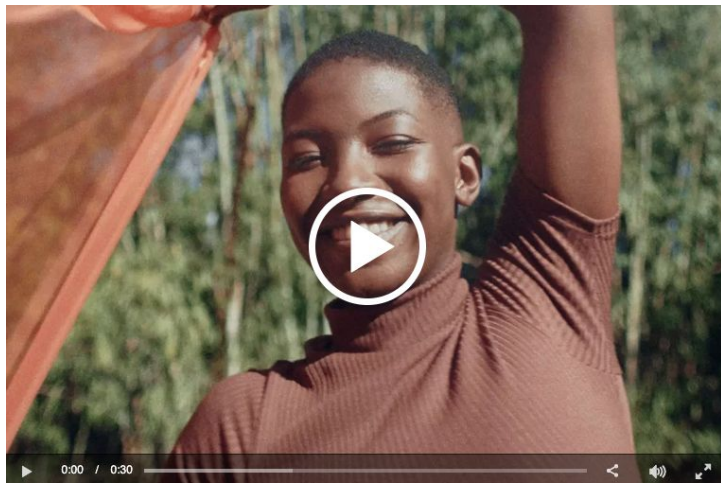


## PERIOD UNDERWEAR BRAND SAALT CELEBRATES THE MENSTRUAL CYCLE AS NATURAL AND POWERFUL

Campaign featuring a diverse cast is the latest to challenge the category

By Alexandra Jardine Published On Jan 15, 2021



The past couple of years has seen a real shift in ads for products around menstruation; we've gone from roller-skating women wearing white jeans to ads from the likes of Essity's Libresse that graphically depict blood, wombs and vulvas. There's also Thinx, which imagined a world where men had periods, while Swedish brand Intimina teamed with Pantone to create a shade of "period red."

Period underwear brand Saalt is the latest to come out with a category-challenging message, celebrating menstruation rather than trying to cover it up. The new campaign is called "My Period is Nature. My Period is Powerful," and it compares the menstrual cycle to nature, encouraging women to see it as beautiful and powerful. "What mother earth takes a year to do, my body does every month," says the narrator.

After opening scenes depicting the seasons, we see a diverse cast of models wearing the products proudly and embracing the power of their own bodies. (As well as being sustainably sourced, the Saalt products are inclusive of plus-sizes and skin-tones.)

The spot was created in collaboration with Saalt's partner creative agency Against, based in Boise, Idaho. It was filmed by a female production team led by Zoe Guglielmoni and Julia Equi from Ladybird, based in São Paulo, Brazil. Thirty-second spots will roll out on TV and YouTube, while shorter social ads will run on Facebook, Instagram, Pinterest and YouTube.

"As a mother of five young daughters, I don't want them or any young menstruator to grow up feeling degraded by the same stigmas past generations had to endure," says Cherie Hoeger, Saalt's CEO and co-founder. "Our goal at Saalt is to flip the conversation around periods on its head by showcasing them for the beautiful and powerful cycles they are. That's what this new ad campaign is all about. Our bodies stand ready every month to create life on this planet. The menstrual cycle is responsible for perpetuating the human race. We think they deserve some kudos, not censorship."