

Kotex's New Global Campaign Challenges the Stigma Surrounding Menstruation



According to an independent Gen Z-focused market research study by Kotex, 74% of women experience greater self-consciousness during their periods. Jokes about moodiness are internalized as a biological fact, and many forgo activities during periods due to social stigma. Though science tells us that menstruation is perfectly normal, we still live in a world where it is often seen as a limiting factor.

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