

Stayfree® Launches Procomfort Period Panty



2026: Stayfree®, one of India's leading menstrual hygiene brands, has launched Stayfree® ProComfort Period Panty, expanding its menstrual hygiene portfolio with a comfortable, body-hugging fit and 360° leakage protection. Designed for heavy-flow days, overnight use, long commutes and travel, it features an Air-Soft Cover, superior absorption and breathable comfort. Available in three sizes—M-L, L-XL and XL-XXL—the product is priced at ₹50 for a pack of two panties more accessible to women across India.

To promote the launch, Stayfree® has introduced a new digital campaign, “SIT. STAND. Stayfree!” Supriya Srinivasa, Marketing Director, Stayfree India, said the launch combines reliable leakage protection, comfort and affordable pricing to make period panties accessible to more women.

Dr. Dilip Tripathi, Head of Women's Health Research & Development, Kenvue, highlighted the product's advanced absorbent technology, optimized material selection and snug-fit design, developed to address concerns around comfort, bulkiness, fit and reliability during extended wear.

Stayfree® ProCom fort Period Panty is available across super markets, local retail stores, e-commerce and quick-commerce platforms. Stayfree® has a long-standing commitment to developing menstrual care products that offer comfortable protection and help women manage their periods with confidence while continuing to pursue their dreams.