



THINX INTRODUCES BUTTERFLY SHORTS, REDEFINING WHAT PERIOD UNDERWEAR CAN LOOK LIKE

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The latest Thinx innovation combines leakproof protection and everyday wearability in a style designed to move beyond the underwear drawer.

CHICAGO, Oct. 6, 2026 /PRNewswire/ -- Thinx, the #1-selling reusable period underwear brand (based on grocery, drug, mass, & dollar units, 52 weeks thru 9/5/26), today announced the launch of Butterfly Shorts, a new category-bending style that blurs the line between apparel and period care.



For years, period underwear has largely been positioned as an undergarment. Butterfly Shorts challenge that expectation by combining leakproof protection for up to 12 hours with a fluttery, athletic-inspired silhouette designed to be worn as part of an outfit, not hidden beneath one.

Whether heading to a workout, catching a flight, running errands, or simply moving through a busy day, Butterfly Shorts are designed to help consumers spend less time managing their period and more time living their lives.

"At Thinx, we believe periods shouldn't limit what's possible," said Nicole Pawlukowsky, vice president of Thinx. "Thinx has been reimagining period care for over a decade. By bringing trusted Thinx protection to athleisure, we're creating a new way to feel comfortable, confident, and ready for whatever the day brings."

Style Meets Protection

Butterfly Shorts look and feel like everyday athleisure, but behind the design is the trusted protection consumers expect from Thinx.

Butterfly Shorts are leakproof for up to 12 hours, are made with Coolcore™ breathable mesh fabric, and feature an absorbent gusset designed for overnight protection. Available in sizes XS-4X, Butterfly Shorts are made for real life: morning workouts, long travel days, weekend plans, and everything in between.

For consumers who've ever wished period care fit more naturally into their lifestyle, Butterfly Shorts have the answer: dependable protection without sacrificing comfort, movement, or personal style.

Period Care, Reimagined

Butterfly Shorts are the latest example of the brand's commitment to rethinking what's possible in period care.

Building on the success of the Butterfly Shorts style for teens, this new adult offering brings the same combination of protection, comfort, and wearability to a broader audience. The result is a product designed not simply around periods, but around the lives people want to live while having them.

Thinx Butterfly Shorts will be available **October 6, 2026** at [Thinx.com](https://www.thinx.com) for \$56.

About Kimberly-Clark

Kimberly-Clark (NASDAQ: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries and

territories. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Pull-Ups, Goodnites, Intimus, Plenitud, Sweetie, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 70 countries. Our company's purpose is to deliver Better Care for a Better World. We are committed to using sustainable practices designed to support a healthy planet, build strong communities, and enable our business to thrive for decades to come.

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