

The word “pad” is UGLY. Women are not. Women need something bold to reflect their inner roar.

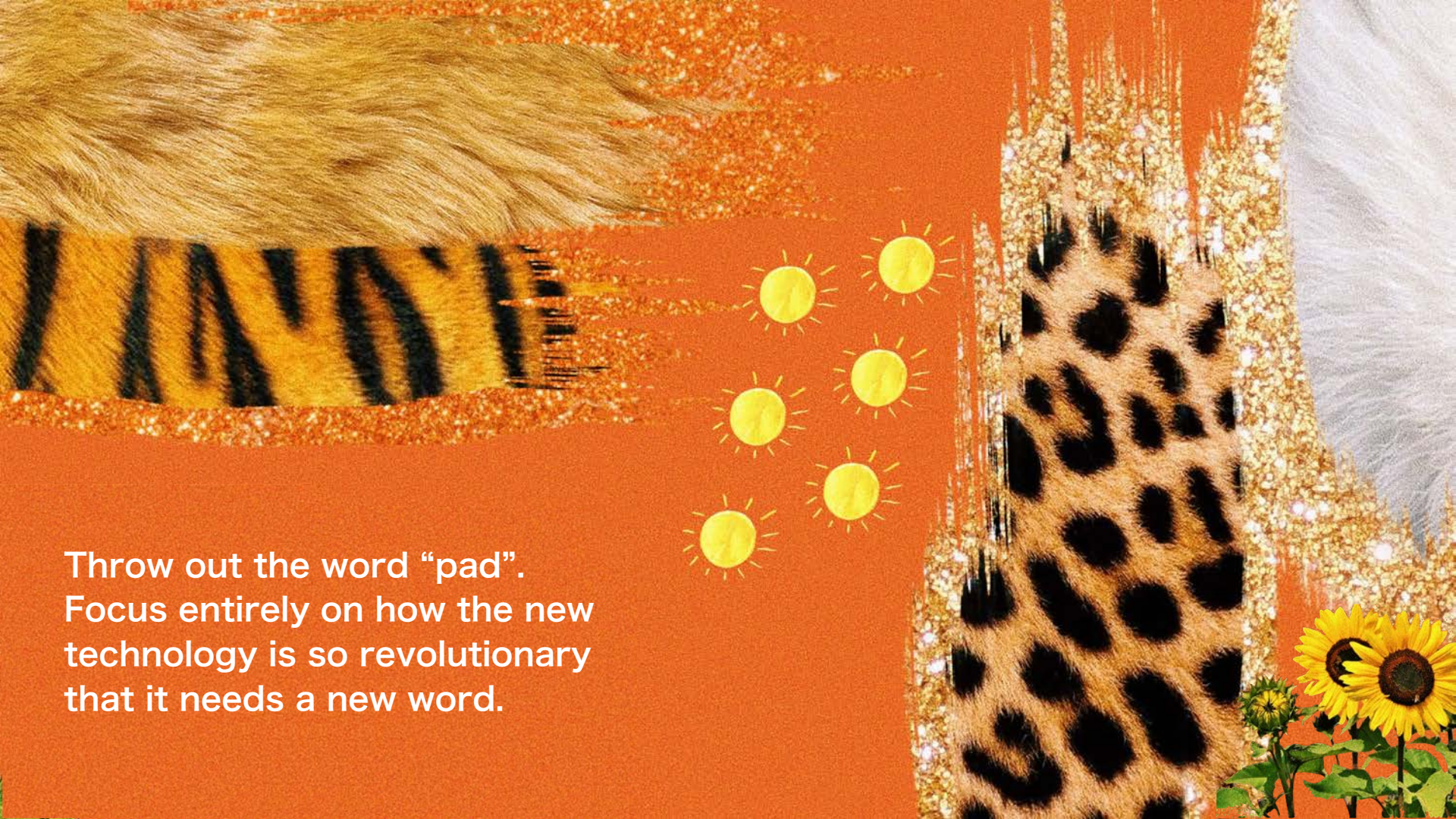


A white, flower-shaped sanitary pad with five petals. The top petals have a perforated texture, and the bottom petals have wavy lines. A splash of water is captured mid-air, hitting the top left petal. The background is a gradient of blue with wavy lines at the bottom.

Always Infinity Leas

A **new name** for a new technology. Women are done hiding behind pads. Always Infinity is scrapping the word “pad” to reflect a new generation of what a women represent.

The lea reinvents what a pad is by combining FlexFoam, wicking technology and comfort.



Throw out the word “pad”.
Focus entirely on how the new
technology is so revolutionary
that it needs a new word.



Do you like
those leas?

Do you
have a
lea?

