

FUTURE OF SPORT

VIVA
TECHNOLOGY



GLOBAL SPORTS
WEEK PARIS

SMOON



DID YOU KNOW ?

78% of women surveyed say that sport reduces symptoms related to their menstrual cycle.

And still... 69% of women have already refused to play sports because of their periods !

I especially do not go to the swimming pool the first days of my periods, because my flow is very abundant. I am quite anxious at the idea of putting myself in the pool.

Anne Dubndidu

Personal trainer & Yoga teacher
@annedubndidu 126K followers



SMOON

**Survey made in 2019 by the sports social network Strava, on 14,184 women all around the world*



HOW COULD WE IMPROVE WOMEN TRAINING?

We have technical underwear and clothing for climbing the Himalayas, running marathons, wicking away sweat, protecting against heat, cold and extreme conditions....

But what about menstruations?

SMOON

SMOON

A close-up photograph of a person's back and shoulder, wearing a blue one-piece swimsuit with a large, irregular cutout. The person's skin is wet with water droplets. The background is a wall of light blue square tiles with white grout. On the left side of the image, there is a black rectangular box containing the brand name 'SMOON' in a large, bold, serif font, and 'OUR BRAND' in a smaller, sans-serif font below it.

SMOON

OUR BRAND



SMOON

Smoon is the expert French brand in technical lingerie for women, with ultra-innovative seamless technology.

Ambitious, we accompanies women in all stages of their lives, from adolescence, with products designed for and by them, suitable for all sports.

Between comfort, performance and technicality, Smoon makes no compromise!

OUR OBJECTIVE

Accompany every women during their periods in the practice of **sports** by becoming the **1st brand** of **technical clothing and underwear**



2019

Menstrual microfiber underwear
Type of sport: high intensity



2020

Menstrual cotton underwear
Type of sport: low intensity / yoga



2021

Menstrual sport clothes
Type of athlete : confirmed



2022

Menstrual swimsuit
Type of sport: natation



2022

Microfiber underwear
Type of athlete: mainstream

OUR PROMISE

Make no compromise between comfort, performance and technicality!

Technical & sustainable materials

Technical & durable materials for ranges:

Seamless Technology

Our signature seamless serves three goals:

Health

French and Italian materials
certified STANDARD 100 by
OEKO-TEX®.



Efficient

3D draining, antibacterial
absorbent, waterproof and
breathable membrane, etc.



Sustainable

Washable and reusable

Make sure that the
waterproof membrane has
not been punctured by a
seam, and thus create an
ultra reliable anti-leak barrier!



Make your protection
invisible



Provide always more
comfort

OUR PROMISE

Make no compromise between comfort, performance and technicality!

An unique technology

Integrated menstrual protection composed of 3 ultra-thin materials. Guarantee zero humidity, zero smell, zero leakage!



A maximum absorption

Ultra performant menstrual technology adapted for all flows. Absorption capacities tested in laboratory.



Our signature: the seamless

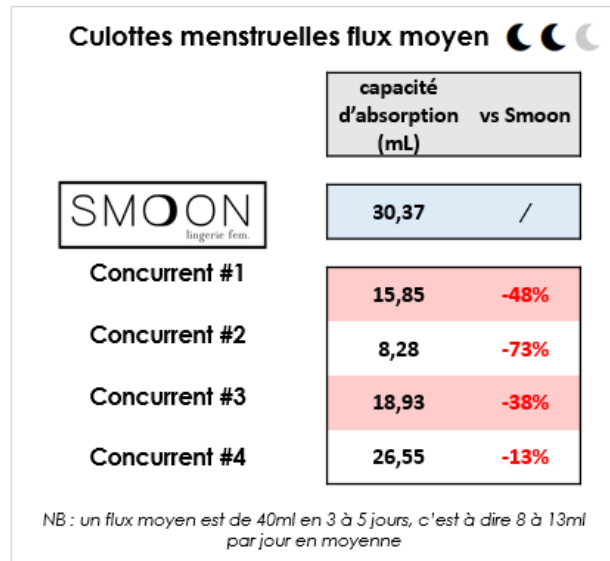
Absolute comfort and total discretion under clothing. Non-perforated membrane = maximum protection.



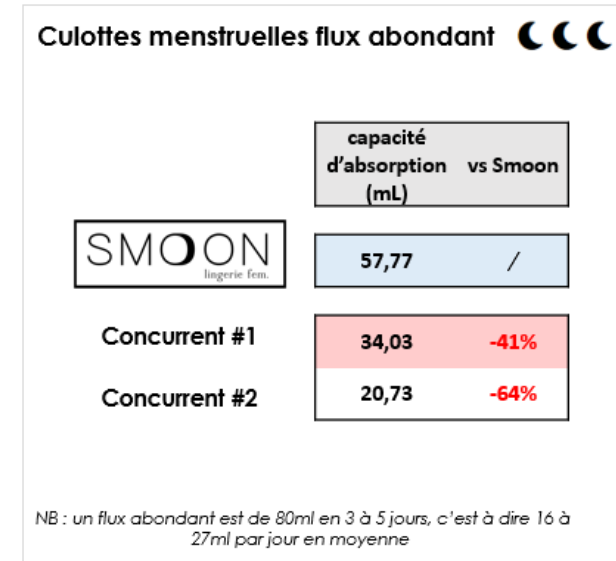
OUR RESULTS

Our menstrual panties are the most efficient in the french market

Results of comparative **absorption capacity tests** carried out by the independent & certified Celabor laboratory:



SMOON panties for medium flow have an **absorption capacity of 30mL** and are on **average 43% more efficient** than the panties of its 4 main French competitors.



SMOON panties for heavy flow have an **absorption capacity of 58mL** and are on **average 53% more efficient** than the panties of its 2 main French competitors.

OUR ENGAGEMENTS

SOLIDARITY



1% of turnover donated to the Maison des femmes de Saint Denis.



Several thousand **panties** donated to "Règles élémentaires"

ECOLOGY



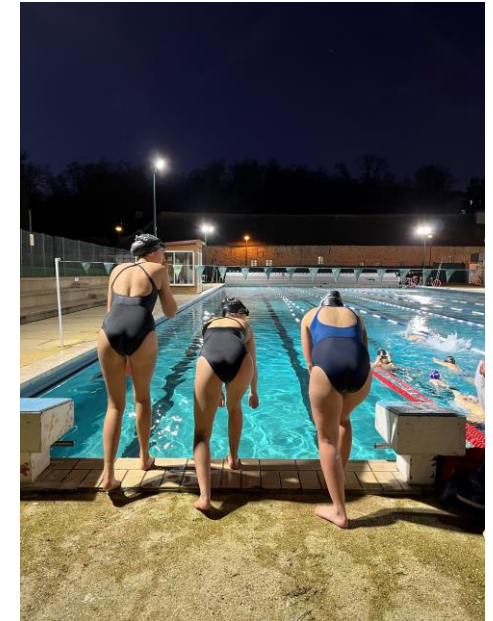
Choice of reasoned packaging and sustainable materials

All our items are STANDARD 100 by OEKO-TEX® certified



B-Corp certification – Work in progress

EFFICIENCY



Products developed in collaboration with athletes, tested and approved in real life!

OUR TEAM

Sport : a key element in the cohesion and values of the team



MARATHON
INTERNATIONAL
DE BIARRITZ
PAYS BASQUE

& more to come...!

Vital Decathlon



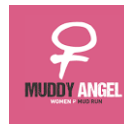
Popin Nice



Popin Bordeaux



Muddy Angel



Team Building



A person is shown from the back, wearing a blue backless swimsuit with a large circular cutout. The background is a wall of light blue square tiles. The person's skin is wet with water droplets.

SMOON

OUR PRODUCTS

Our menstrual technology without compromise thanks to **3 ultra-innovative materials** combined with **seamless technology**



PERFORMANCE

Up to 12 hours of effectiveness, absorption between 2 and 4 tampons



COMFORT & DISCRETION

Absorbent zone less than 2mm thick, seamless technology



NO HARMFUL CHEMICALS

OEKO-TEX & GOTS certified products



ZERO WASTE

Panties washable and reusable for at least 2 years





UNDERWEAR RANGE

THE MICROFIBER ICONIC RANGE

The 1st invisible menstrual panties, which combines high performance and high comfort

A TECHNOLOGICAL PROWESS:

A unique composition that guarantees optimal effectiveness, the size of the absorbent zone has been designed to match all physical activities (yoga, running, bike..).

The 3rd layer is breathable and allows to evacuate the perspiration as well as the water contained in your flow.

Absorption capacity equivalent to 1 to 10 classic tampons, depending on the reference.



MICROFIBER PANTY

Microfiber is a breathable material that allows you to practice high-intensity sports without getting hot.

The very fine material allows the panties to dry very quickly.

AN ULTRA THIN MENSTRUAL PAD:

Less than 2mm, this underwear is invisible under any sport clothes and very comfortable.

THE MICROFIBER ICONIC RANGE

Thong Aphrodite

Panty Séléné

Shorty Amphitrite

Panty Artémis

Light flow



Medium flow



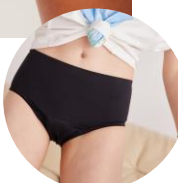
Medium flow



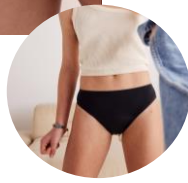
Heavy flow



Available for teens



Available for teens



Available for teens

SMOON

THE COTTON RANGE

The only one seamless cotton menstrual underwear, which combines high performance and high comfort

A TECHNOLOGICAL PROWESS:

A unique composition that guarantees optimal effectiveness, the size of the absorbent zone has been designed to match all physical activities (yoga, running, bike..).

The 3rd layer is breathable and allows to evacuate the perspiration as well as the water contained in your flow.

Absorption capacity equivalent to 2 to 4 classic tampons, depending on the reference.



COTTON PANTY

A soft and ultra flexible organic cotton which guarantees comfort and support for low intensity sports

The seamless technology allows the cotton panties to be invisible under your clothes.

AN ULTRA THIN MENSTRUAL PAD:

Less than 2mm, this underwear is invisible under any sport clothes and very comfortable.

THE ONLY ONE SEAMLESS COTTON RANGE

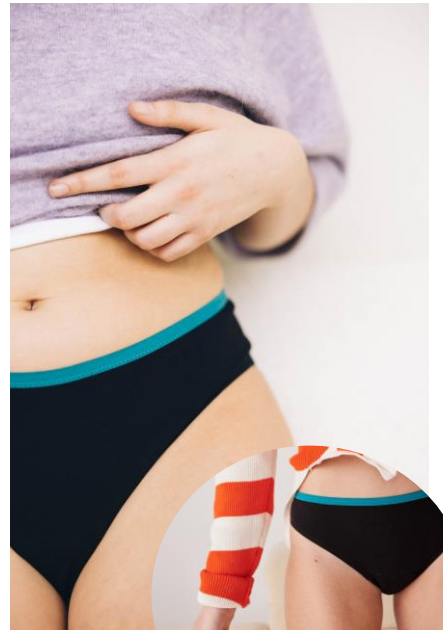


Panty Ara

Panty Aquila

Medium flow ☾☾☾☾

Heavy flow ☾☾☾☾



Available for teens

Available for teens



SWIMSUIT RANGE

THE MENSTRUAL SWIMSUIT RANGE

The 1st menstrual swimwear that can be worn without additional protection.

A TECHNOLOGICAL PROWESS:

A unique composition that guarantees optimal effectiveness during the entire menstrual cycle. Dispersion of flux in water is prevented by the combination of a **breathable waterproof membrane** and **elastic silicone bands** which form strong anti-leak seals.

Absorption capacity equivalent to 2 classic tampons.



A TECHNICAL AND FLATTERING SHAPE:

With its **rounded neckline** & **its sporty cut**, specially adapted to swimming offer total freedom of movement. Black or two-tone blue, it emphasizes the waist for a **defined silhouette**.

AN ECO-SUSTAINABLE MATERIAL:

Made from pre- and post-consumer waste, the material is made **with 78% recycled polyamide**.

Both soft and super durable, it doesn't compromise on comfort and performance. Resists to chlorine and salt water.

THE MENSTRUAL SWIMSUIT RANGE

The 1st menstrual swimwear that can be worn without additional protection.



This range has been co-developed with a professional team of swimmers.
[Discover it through this video.](#)

THE MENSTRUAL SWIMSUIT RANGE

The 1st menstrual swimwear that can be worn without additional protection.

Mix & Match swimsuit

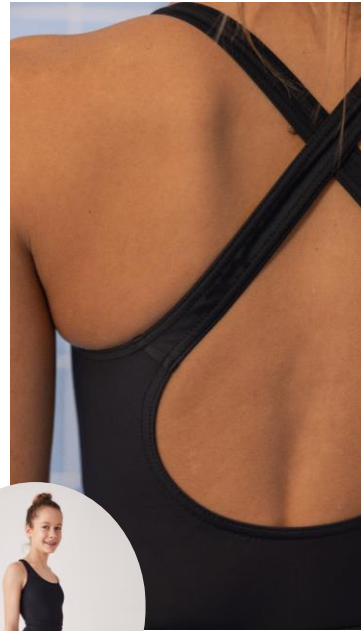
Medium flow 



Available for teens

Black natation swimsuit

Medium flow 



Available for teens

Blue natation swimsuit

Medium flow 



Available for teens



CLOTHES RANGE

SMOON

CLOTHES RANGE

Camouflaged protection for sports in complete freedom!

AN HIDDEN PROTECTION:

Invisible thanks to a 100% integrated and seamless technology.

A set of exterior seams hides the absorbent part.

A STRONG EFFICIENCY FOR ALL SPORTS:

The size of the absorbent zone has been designed to match all physical activities (yoga, running, bike..).

In order to avoid the risk of leakage, the zone has been enlarged (at the front and at the back) compared to the panties.

Absorption capacity equivalent to 2 classic tampons.



A GRAPHIC STYLE:

7/8 cut for the leggings, mid-thigh for the cyclist and mainstream design for the short, these 3 models have a high waistband and a drawstring for a fitted waist.

AN EFFICIENT & ECO-SUSTAINABLE MATERIAL:

Composed by minimum 58% of recycled polyamide, the sport range allows air to circulate for perfect breathability.

Slightly sheathing and with a strong elastic, their offer total freedom of movement, excellent support and very good resistance to friction.

SMOON

CLOTHES RANGE

Camouflaged protection for sports in complete freedom!



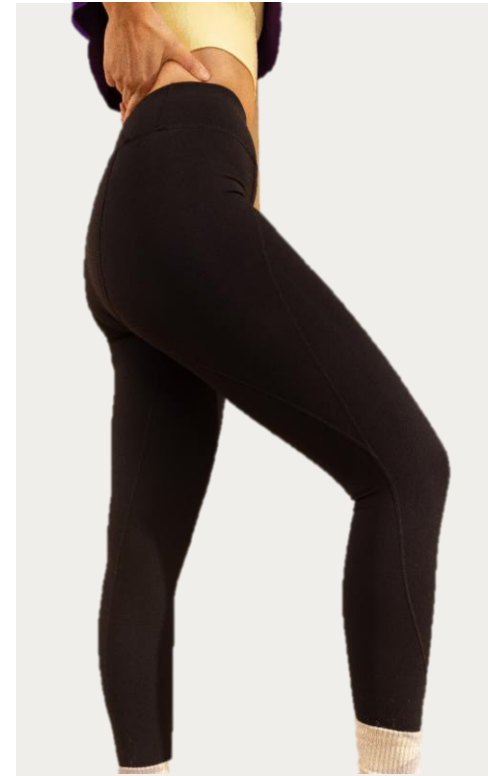
●
Short

Medium flow ●●●●



●
Cyclist

Medium flow ●●●●



●
Legging

Medium flow ●●●●

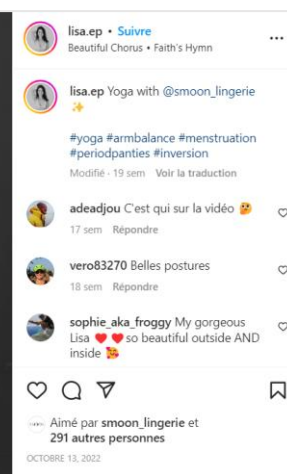
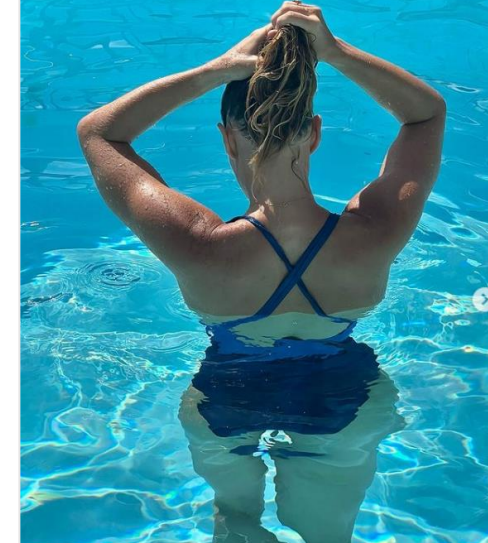
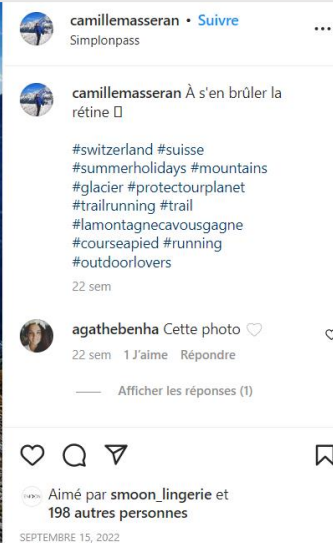
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SMOON

OUR AMBITION

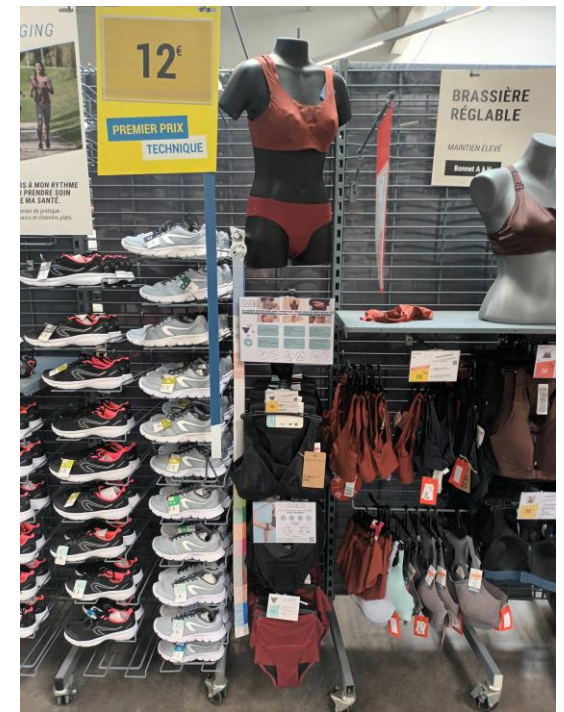
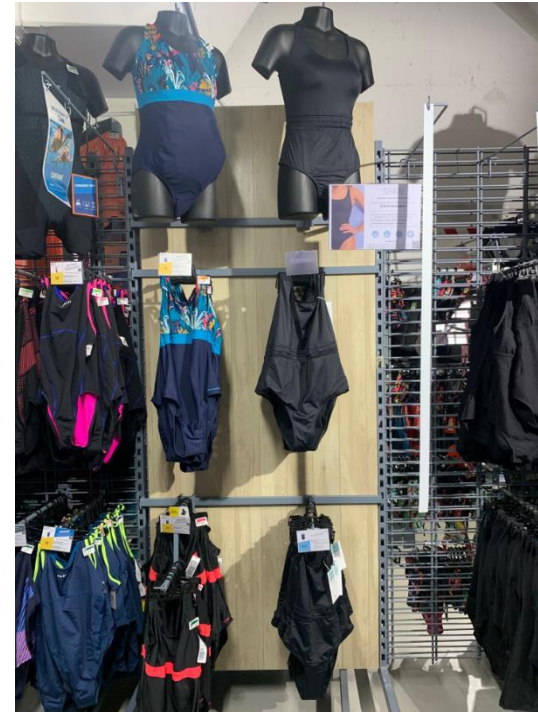
CONTINUE TO BUILD OUR NOTORIETY

Thanks to collaboration with athletes, our best ambassadors



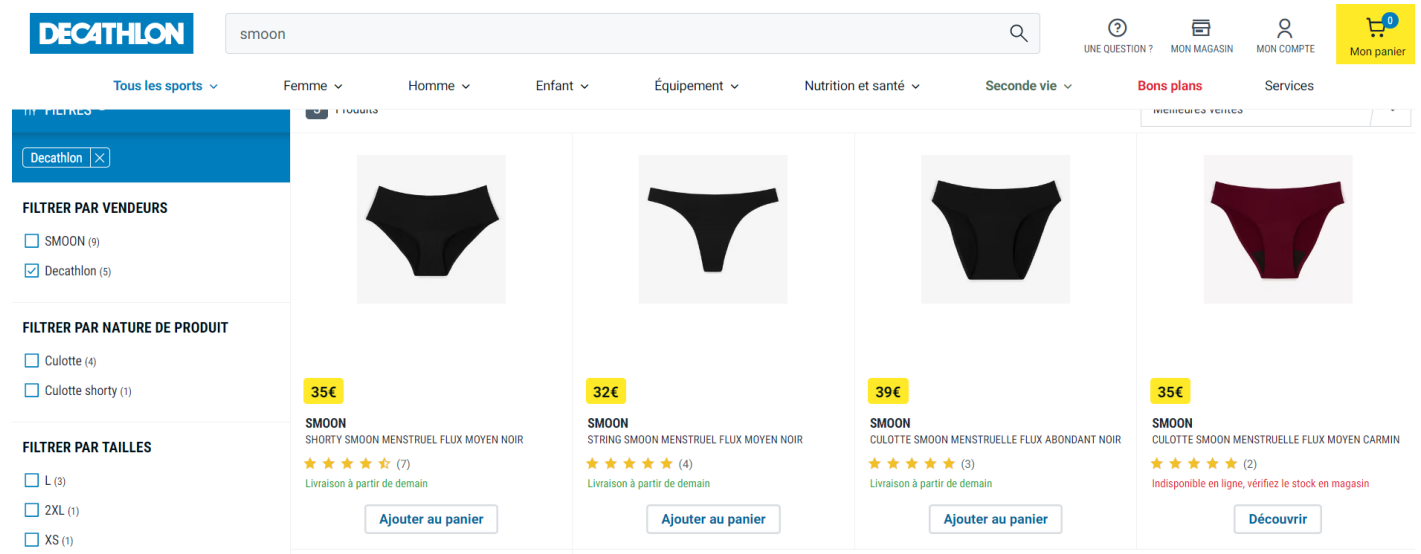
CONTINUE OUR BUSINESS DEVELOPMENT

Currently in 60 Decathlon & 5 Intersport in France with our menstrual underwears and swimsuits



CONTINUE OUR BUSINESS DEVELOPMENT

Currently in 60 Decathlon & 5 Intersport in France with underwear and swimsuits



SMOON

SHARE OUR INNOVATIONS

By showing our product and organizing demonstration





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