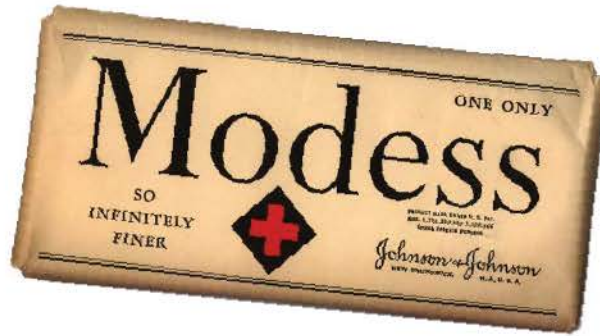



Modess[®]

not just your mothers anymore

Modess® means modesty

In 1920 Johnson & Johnson introduced Modess® Sanitary Napkins. The name stood for "modesty" and for the first time gave woman an easy, discreet way to purchase products.



Modess®...because

From 1948 through the 70's the infamous "Modess®...because" fashion campaign featured elegantly dressed woman in timeless settings. Many of these spreads were shot by famous fashion photographers of the day.



Modess...because
Only True Orange Modess gives you the beauty of a new
napkin with fabric covering... in the shade... in the sun...



Modess...because



Modess...because
Only True Orange Modess gives you the beauty of a new
napkin with fabric covering... in the shade... in the sun...



Modess...because

Modess® *make your move* Today, Modess® is the number one brand in the Philippines with over a 52% market share. They appeal to active teens and younger woman.



not just your mothers anymore When it comes to sanitary protection woman today are concerned with health concerns from chemicals as well as enviromental issues. Modess® is no longer the product your mother discreetly purchased and hid. Welcome Modess™ Naturals, a healthy solution to woman's personal products. The name trusted by your mother created for woman today.

be natural
modess™

be natural
modess™



be natural
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