



AZURE BELLE

Discreet Period Swimwear

www.azurebelle.com.au

AB



OUR STORY

About Azure Belle

A Life-Changing Journey

Our Founder Bryley had spent almost 20 years in the corporate world, but her entire world turned upside down during her third pregnancy when her son was diagnosed with a life-threatening condition when she was 20 weeks pregnant. This led to invasive in-utero surgery and his premature birth. His lungs were so severely damaged that at birth he required resuscitation followed by seven weeks of life-support, unable to breathe on his own.

Bryley waited three excruciating long weeks until she could finally hold him for the very first time as he was so critically unwell. After enduring an incredibly challenging 148 days in hospital her family were finally able to welcome him home. (You can listen to her pregnancy and birth journey on the Australian Birth Stories podcast)

Throughout this life-changing experience, her outlook underwent a profound shift, and a clear understanding emerged: the importance of self-belief, the nurturing of her health and wellbeing, and cherishing moments with her young family took center stage.

HOW DOES PERIOD SWIMWEAR WORK

Hidden away in the bottom of your swimsuit (also known as a gusset or liner) you'll find some pretty amazing InnovSwim™ technology that allows you the freedom to swim on your period.



Firstly there is a comfortable, thin and discreet absorbent layer that absorbs any blood or discharge. This layer can absorb 10 times its weight in under 2 seconds.

The absorbent layer is supported by a waterproof layer that works to ensure water doesn't get inside. Finally, there's a moisture wicking layer for additional leak-proof protection. All of this gusset protection is super thin and discreet so you won't have any bulk or bulging and it dries super-fast. It is suitable for light to moderate days of your period.

We safeguard the swimwear fabric by making it water repellent, this helps repel water from entering the gusset area. Ensure you have a snug fit (no loose areas) when buying and first trying on your swimwear.

BEFORE FIRST USE

Before dipping into the beach or pool, wash your swimwear before your first wear to loosen and activate the absorbency fabric fibres in the InnovSwim™ technology.

HOW TO WASH THE ABSORBENCY LAYER

During the washing process, the water can easily pass through the absorbency layer since the swimwear is not tightly fitted to the body. This ensures effective cleaning without compromising the absorbency layer's performance.

INDEPENDENTLY TESTED FOR ABSORBENCY

We don't make false outrageous claims like some other brands. Our period swimwear features Azure InnovSwim™ Technology that has been independently tested for absorbency in world-leading laboratories and has been certified to absorb up to 6ml (1 regular tampon or pad holds 5ml)

ENSURE A GREAT FIT!

Swim with confidence and get the most reliable and dependable leakproof protection by ensuring you have a super snug fit, no loose areas! Please ensure you keep this in mind when selecting your sizing and first trying on your swimwear.

WASH PRIOR TO USE

We recommend washing your swimwear prior to first use to help activate the absorbency in the fabric fibres.

HOW MUCH PROTECTION DOES THE SWIMWEAR PROVIDE?

Our period swimwear has a discreet absorbency layer in the liner that has been tested to absorb up to 6ml (1 regular tampon or pad holds 5ml). They are perfect for light to moderate days of your period.

HAS IT BEEN TESTED? ABSOLUTELY!

Providing transparency around our products is important to us and our customers. We engage independent world-leading laboratories to test our period swimwear to global standards. Unlike other brands who make bold and unsubstantiated claims, we are proud that our swimwear has been rigorously tested and certified for absorbency.

WHAT IS THE DIFFERENCE BETWEEN PERIOD UNDERWEAR AND PERIOD SWIMWEAR?

The difference between normal period underwear and swimwear is the water-resistant technology that ensures any blood or discharge is locked in and with a tight secure fit, it means no water from the pool or beach can enter the protective layers.

During the washing process, the water can easily pass through the absorbency layer since the swimwear is not tightly fitted to the body. This ensures effective cleaning without compromising the absorbency layer's performance.

We recommend washing your swimwear prior to first use to help activate the absorbency in the fabric fibres.

HOW MUCH BLOOD WILL I PASS WHEN SWIMMING?

On average, a typical woman passes around 40-80 ml of blood during her menstrual period over 4-7 days.

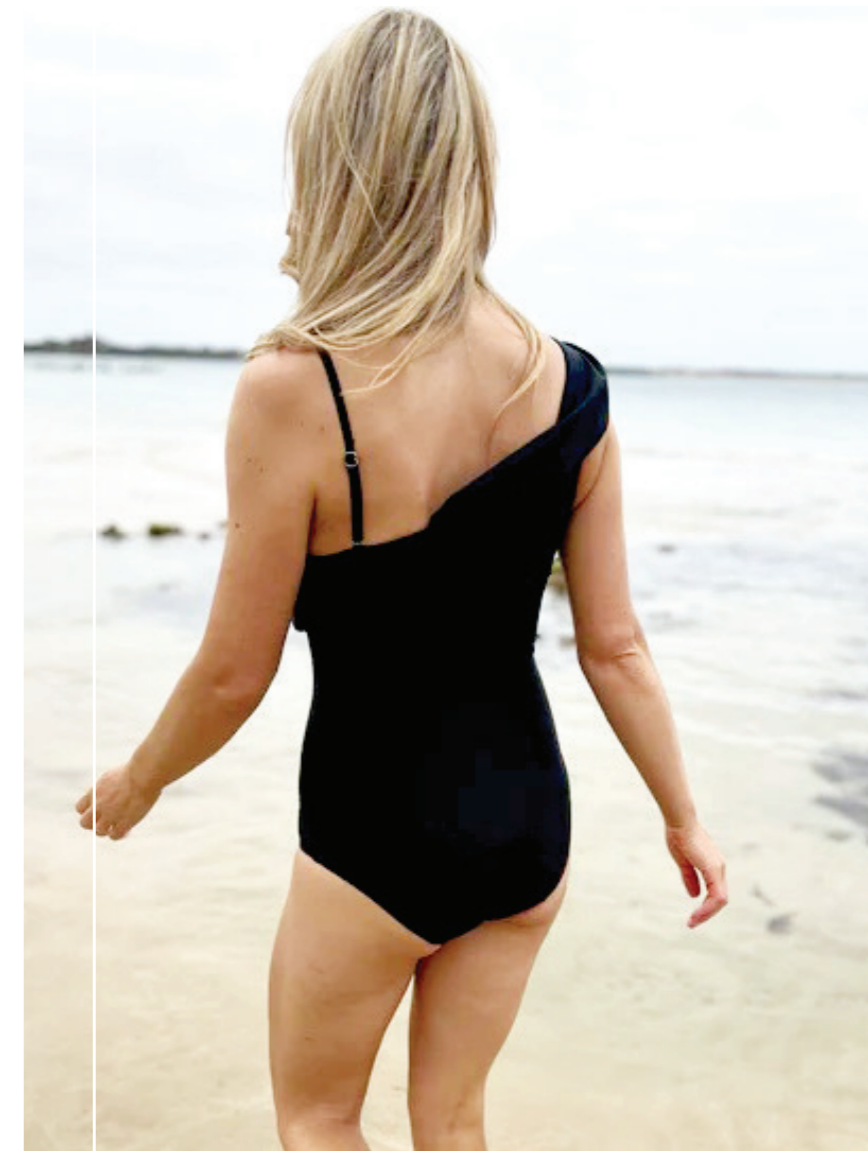
- Every 24hrs you may lose around 2-3 teaspoons (10-15ml) of blood
- Our swimwear has been certified to hold 6ml (1 regular tampon or pad holds 5ml)

We recommend wearing our period swimwear on light to moderate days of your period. On heavier days you may wish to use additional protection using other sanitary products.

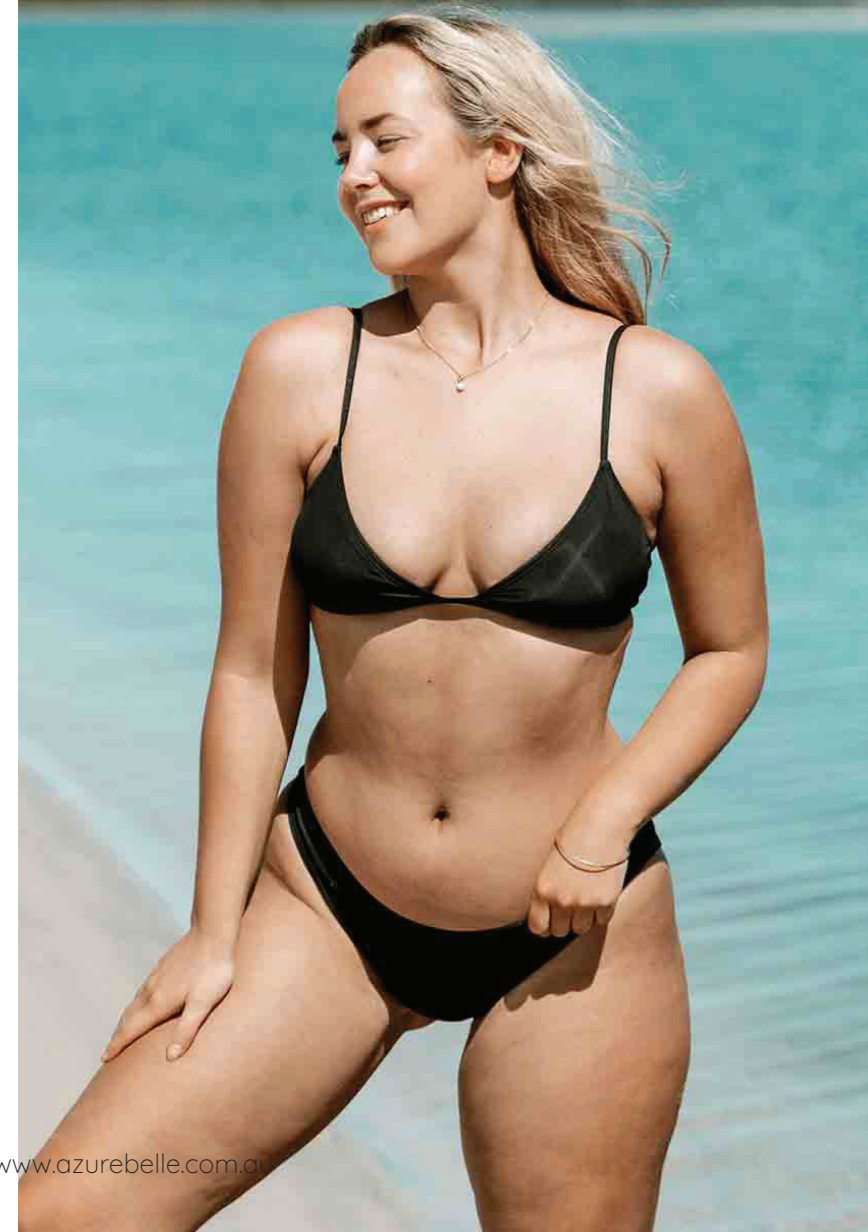
ALLAMANDA
ONE PIECE



AMARYLLIS
BIKINI SET



FREESIA BIKINI SET



HIBISCUS WRAP SET



ISLA BIKINI
SET



LAYLA LADIES
LONG SLEEVE SET





LOKFLANI
BIKINI SET



PARADISE WRAP
ONE PIECE

SERENITY BLACK BIKINI



AZURE LADIES & TEEN BRIEF



ALLAMANDA TEEN
ONE PIECE





JASMINE
TEEN



LAYLA LONG
SLEEVE



LAYLA
SHORT
SLEEVE



LILY BIKINI SET



Sustainable and
eco-friendly
reusable option



100% Happiness
Guarantee Love it
or return it!



Australian
owned & designed



Lab tested
& certified

AB



Designed in Australia by women, for women



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