

## **Moon Ease Celebrates 20 Million Views With Emma Chamberlain On #PeriodProof TikTok Campaign**

LOS ANGELES, C.A., March 9, 2023 -- Just one week after renowned lifestyle influencer Emma Chamberlain posted her first TikTok under the hashtag #PeriodProof in collaboration with Moon Ease period pain relief cream, her video has gained over 20 million views and over one hundred thousand postings under the original hashtag, empowering countless women globally to share their stories about coping with period pain while showing off their favorite “period proof” outfits (their favorite outfits to wear during their period). To encourage more women to participate, Moon Ease has sent free all-natural period pain relief cream to over two thousand of the creators who have posted under the hashtag #PeriodProof so far and continues to send more, regardless of the creator’s follower count. Through the campaign, Moon Ease strives to end the stigma around talking about periods so that young women can feel more comfortable sharing their experiences, promoting widespread education about menstrual health and period pain relief.

So far, more than one thousand creators have responded with posts reviewing the product, including multiple major influencers. In her #PeriodProof video, TikTok sensation Alix Earle explained, “Moon Ease literally would’ve saved me in high school. Aleve made me nauseous, but Moon Ease is all-natural, so my cramps actually disappear without any side effects.” She followed up by calling on her 4.7 million TikTok followers to share their stories, saying, “If we act like period pain doesn’t exist, then girls won’t know about these new ways to treat it. We’ll just go on suffering, and no one will know or care.” Earle’s video garnered over 200K shares within 24 hours, and over 50K users have responded to her video with original content so far.

In her original video under the hashtag #PeriodProof, Chamberlain casually opens up about her experiences with period pain and how she copes. She begs her audience to educate themselves on the severity of menstrual pain and its associated conditions, such as endometriosis, which she experiences, to end stigmatization. Chamberlain explains, “I literally couldn’t walk, and my teachers wouldn’t excuse my absences in high school because they didn’t take it seriously. We need to talk about this.” Getting ready in the fashion of a classic “get ready with me” style video, she notes how dressing “cute and comfy” helps her feel better during her period. Chamberlain coins her outfit “period proof” and calls on her audience to share their #PeriodProof outfits and personal experiences coping with period pain. In a follow-up video yesterday, she indicated her plans with Moon Ease for a larger educational video project, incorporating the videos shared by women on TikTok and brief interviews with doctors and psychologists about menstrual health.

### **About Moon Ease**

All-natural and effective, Moon Ease is a topical period pain relief cream currently redefining period pain relief as both non-invasive and sustainable. Since its origination, Moon Ease has been making strides in ending the stigma around discussing period pain in the mainstream media, reinventing women’s approach to menstrual pain and its treatment in a way that is as natural as menstruation itself. Moon Ease is one of a kind: it is the first period pain relief product that is both topical and without synthetic ingredients. Having begun exclusively online, Moon Ease is now available at major retailers such as Target and Whole Foods, as well as Amazon. Moon Ease’s mission is to empower women to feel comfortable with their bodies and what they use to take care of their bodies—that means enabling women to feel comfortable with their periods and the products they use to treat their period pain.