

# THE BEAUTY EXPERT allure

beauty news, skin

## The Cure for the Common Sweaty Crotch

BY RENEE JACQUES, ASSOCIATE DIGITAL EDITOR, JUNE 13, 2015, 9:30:00 AM



Today in things you never thought you needed: underwear designed to wick away crotch sweat.

Knock Out! Smart Panties are a new line designed to "ward off sweat, odor, and unwanted infection." I think we can all agree that there's no such thing as a wanted infection, so let's focus on the promise to keep you dry down there.

Say you sweat a lot. Or it's just a superhot day and—I don't know—you made a bad call that morning and now you're wearing wool pants and long underwear. Either way, these panties might be for you. I decided to give them a try. When they arrived, I was happy to see that they didn't look like something a hospital would issue to ward off infection. They were lacy and well-cut—nothing I'd be ashamed to wear on a third date. But do they work? Time to sign up for a Bikram class. Actually, I wore my new black lacies on a muggy New York afternoon and I'm pleased, if a little shy, to report that while I was sweating pretty much everywhere, my bikini area remained delightfully dry.

I reached out to the company founder, Angela Newnam, to find out more. "It all started after I had my third child," she told me. "Whether it's sweating or you have a little 'oops' moment, why wasn't underwear keeping up with the advances in fabric that athletic clothes have?" (Lady problems—am I right?) So Newnam looked for fabric that would draw moisture away from your skin. "Our cotton has a technology that disperses moisture sideways, away from the body" she says. "This allows the moisture to evaporate more rapidly." (Note that if your problem is night sweats, they make a whole line for that, too.) She combined that wicking technology with fabric developed by a company that makes clothing for hunters and is designed to mask the human scent.

According to David E. Bank, a dermatologist in New York City, there are even more reasons to rejoice: "Moisture-wicking technology can keep the skin dry and reduce irritations, such as chafing, that are caused by damp material rubbing on the skin."

Underwear that eliminates chafing? Sold. I'm going to add these to the list of things I didn't know I needed until I tried them (the cronut, Snapchat, [wine in a little box](#)). It's going to be a good summer.