

# Odour-eliminating pants are hot seller in Japan

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Underpants which are claimed to neutralise the smell of flatulence are proving a hit in Japan, whose hard-working businessmen seem to like the idea of breaking wind without getting rumbled.

A Japanese textile company has developed a range of underwear which it says prevent unwelcome odours.

"It took us a few years to develop the first deodorant pants that are comfortable enough to wear in daily life but efficient in quickly eliminating strong smells," said Nami Yoshida, a spokeswoman for the company, Seiren.

"At first we thought about selling them to those who require [nursing care](#) and to hospitals.

"But to our surprise, lots of ordinary people, like businessmen who are in positions that require them to see people on a daily basis, bought them," she said.

The underwear is manufactured with niff-absorbing [ceramic particles](#) in the material fibres.

Seiren developed the technology after being contacted by a doctor who wanted something to disguise the regular parps emitted by people suffering from [irritable bowel syndrome](#).

The company's range has now expanded to 22 items, including [socks](#) that prevent feet from smelling and t-shirts that mask the whiff of sweaty armpits.

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