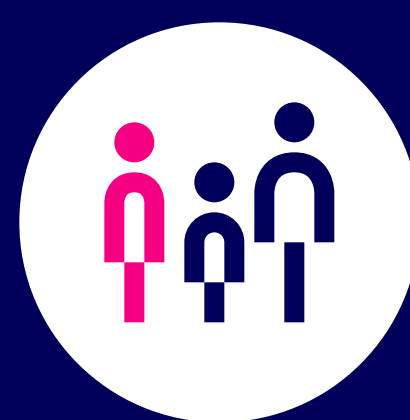


5 Facts To Break Incontinence Stereotypes

1.

Myth: Incontinence only affects the elderly

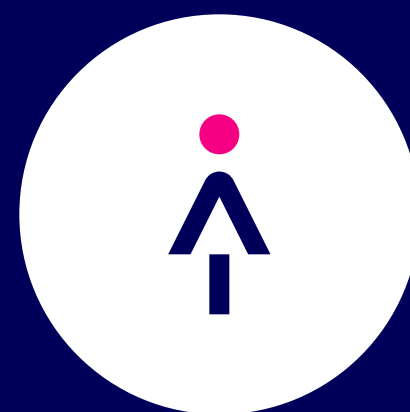
Fact: 1 in 3 women over the age of 35 experience urine leakage, including little leaks.¹



2.

Myth: Incontinence mostly affects women

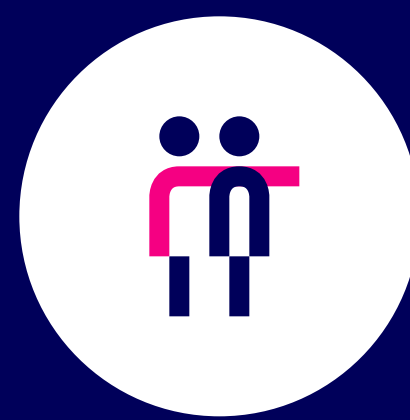
Fact: As many as 1 out of 4 men over the age of 40 have some form of leakage issues.²



3.

Myth: I don't know anyone with incontinence

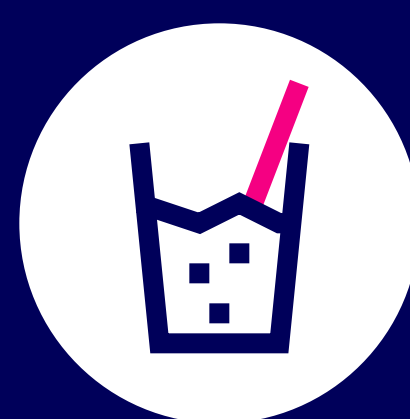
Fact: An estimated 400 million people worldwide are incontinent, so it is likely that you may know someone who is.³



4.

Myth: Drinking less fluids will help control urinary incontinence

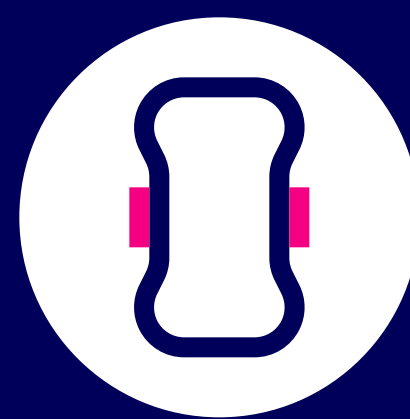
Fact: Drinking at least 6 to 8 glasses of water per day helps keep your bladder functioning properly.⁴



5.

Myth: Incontinence = bad hygiene

Fact: Using purpose-made products, which ensure dryness and discretion by locking urine and odor away from the body provides freshness, comfort and good hygiene.⁵



Learn more about incontinence by visiting HygieneMatters.com

#WCW17 #HygieneMatters



Sources

¹Abrams et al. 1 in 3 women, 50 plus. International Consultation on Incontinence (ICI), publication 2013.

²Hygiene Matters Report <http://reports.sca.com/2016-17/hygiene-matters-report/>

³Hygiene Matters Report <http://reports.sca.com/2016-17/hygiene-matters-report/>

⁴"Living Fearlessly with the Unexpected Leak" http://www.tena.us/tips-and-advice/tips-advice-for-living-with-unexpected-leak,en_US,pg.html

⁵"Living Fearlessly with the Unexpected Leak" http://www.tena.us/tips-and-advice/tips-advice-for-living-with-unexpected-leak,en_US,pg.html