

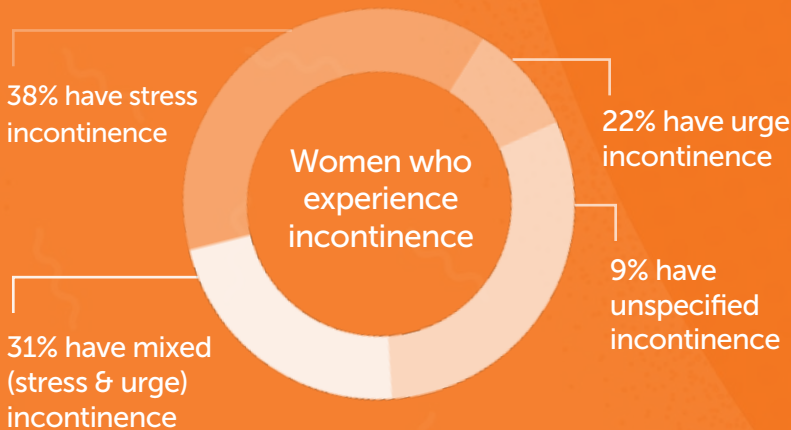
# FRESH FACTS ABOUT BLADDER LEAKS

## WHO LEAKS A LITTLE?

A lot of us in the U.S. Nearly two-thirds of women over 20 deal with bladder leakage—that’s 78 million of us!<sup>1</sup>

**1 in 3** experience urinary incontinence (UI) almost every day.<sup>2</sup>

**28 million** women experience moderate or severe urinary incontinence.<sup>1</sup>



## LEAKAGE HAPPENS FOR ALL KINDS OF REASONS

**Stress incontinence** is the most common type of bladder leak and the one most likely to affect younger women.<sup>3</sup>

### TYPICAL TRIGGERS<sup>2</sup>



**Urge incontinence** is a strong, sudden need to urinate without delay, leading to leaks and accidents.<sup>4</sup>

Nearly a **third of women** have experienced the urge!<sup>1</sup>

**Tell yourself**

“Does being dehydrated, humorless and inactive sound like any way to live?”

**Ask Yourself**

“No leaky bladder is going to define or confine me. I’m finding my Fresh Start!”



**DO**

Stay hydrated and healthy

**DON'T**

Limit liquid intake



**DO**

Live life fully

**DON'T**

Hover next to bathrooms



**DO**

Keep moving

**DON'T**

Skip the gym



**DO**

Laugh a lot

**DON'T**

Skip comedy clubs



**DO**

Use the best protection

**DON'T**

Make do with period pads

(1) Source: University of Wisconsin Study (2) Source: University of Michigan National Poll on Healthy Aging (3) Source: US Department of Health & Human Services, Office on Women's Health (4) Source: Medlineplus.gov (5) Source: Mayo Clinic

