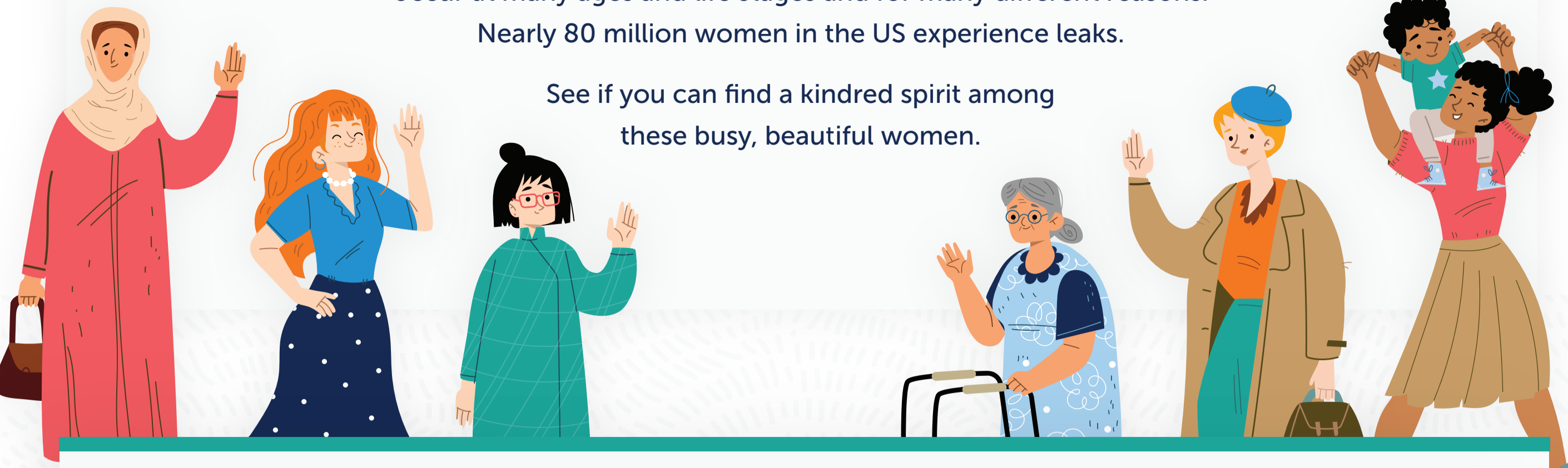


Who has bladder leaks?

Some of us are shocked and surprised to be dealing with bladder leaks. We can't understand why it's happening to us. But incontinence can occur at many ages and life stages and for many different reasons. Nearly 80 million women in the US experience leaks.

See if you can find a kindred spirit among these busy, beautiful women.



34 YEARS OLD | WORKING MOM

Megan

DAILY ROUTINE

Constantly on the go, go, go!
Juggles job and family.
Little time to focus on herself.

FRUSTRATIONS

Loses pee when she laughs, sneezes, coughs or strains.
Worries about accidents away from home.
Tries to deal by using period pads, but they don't work.



“Who knew leaks were a side effect of having kids? It's my embarrassing and stressful little secret.”

WANTS

Discreet protection under leggings and yoga pants—no granny panties!
Comfortable fit, no chafing or bunching.
To feel confident and like herself again.

45 YEARS OLD | ACTIVE CAREER & SOCIAL LIFE

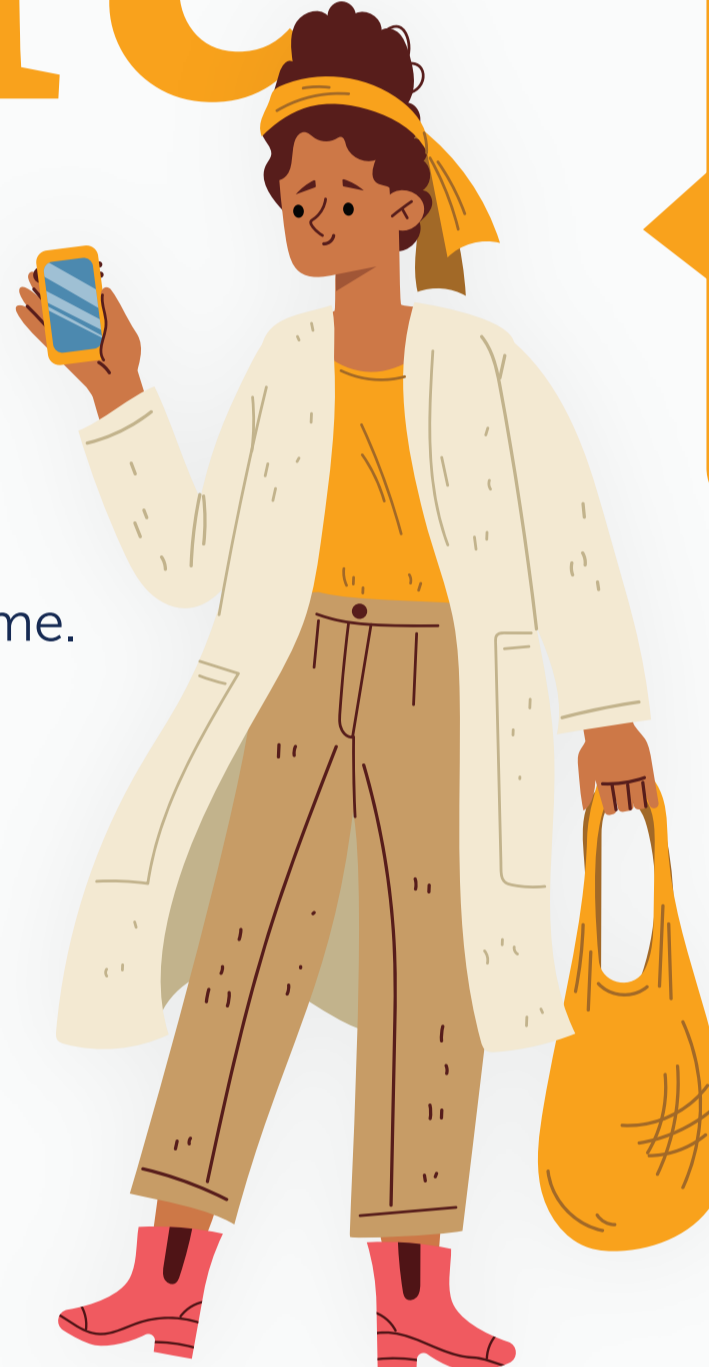
Claire

DAILY ROUTINE

Loves to stay fit and active.
On an upward trajectory at work.
Travels and volunteers in her free time.

FRUSTRATIONS

Hates getting the urge when she's halfway into her morning run.
Products on the market feel bulky, geriatric, limiting.
Managing leaks takes too much energy and chips at self-esteem.



“Just as I'm hitting my stride, my estrogen starts to slack off. Doctor says it's perimenopause. I'm too young to have leaks!”

WANTS

Well-designed products that fit a full, active, modern life.
Effective odor control—doesn't need that stress at work too!
To still feel vital, interesting, active and attractive.

56 YEARS OLD | EXECUTIVE & EMPTY NESTER

Lisa

DAILY ROUTINE

Investing more in her health and work-life balance.
Part of a strong support network of women.
Yoga in the morning; BritBox at night.

FRUSTRATIONS

Anxiety about symptoms undermines her effectiveness at work.
Heavier absorbency products are uncomfortable, noisy, too noticeable.
Lower estrogen also causes more sensitive skin that gets chafed or irritated.



“Hot flashes, night sweats, mood swings, now bladder leaks. The 'change' is making me miserable!”

WANTS

Soft, stretchy, breathable underwear that is invisible under clothes.
Products that don't just absorb; they wick moisture away from skin.
To attend long meetings or give presentations without worrying about leaks.

73 YEARS OLD | BUSY RETIREE

Judy

DAILY ROUTINE

Walks with friends close to home.
Takes classes at the community center weekly.
Volunteers or babysits grandchildren.

FRUSTRATIONS

Fear of accidents limits where she goes, what she does and for how long.
Wearing bulky protection diminishes self image.
Anxious about accidents at night; interrupted sleep leads to fatigue.



“I've had an amazing life. I'm determined to keep it going and not let bladder leaks define or confine me. But it's not easy!”

WANTS

Comfortable, dependable protection that still feels feminine.
Great wetness and odor control even on days (and nights) with heavy leaks.
To feel like a strong, capable woman with options.