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**SCA Personal Care Advances North American Bladder Control Category with New TENA® Men's and Women's Protective Underwear and National Education Campaign**

*Company Expands Innovative Line of TENA® Gender-Specific Absorbent Products and Forms Strategic Collaborations with Top Advocacy Organizations to Boost Bladder Control Education and Awareness*

**Philadelphia, PA (March 24, 2009)** – SCA Personal Care North America, which markets bladder control products and services under the globally-leading [TENA®](#) brand, will be increasing support for Americans affected by bladder control issues in 2009. The TENA® brand, which is formerly known as Serenity® in the U.S., will begin offering its first gender-specific protective underwear line this month, along with an aggressive education campaign to increase awareness of and understanding about bladder control.

TENA® Men™ and TENA® Women™ will feature the most advanced design enhancements on the market to meet the specific anatomical needs of men and women for superior protection, fit and discretion.

The education campaign kicks off this month with an alliance with two leading men's health organizations – [Men's Health Network](#) and [Us TOO International](#) – to bring bladder control information, advice and solutions to men coping with this condition.

Owned by SCA, the Swedish global consumer goods and paper company, the TENA® brand reflects expertise that spans all aspects of bladder condition management stemming from a history of innovation that has made it a global category leader. With TENA®, the company brings this experience and innovation to the North American market to energize the burgeoning, but often overlooked, bladder control category.

“More than 25 million men and women in the United States currently suffer from bladder control issues<sup>1</sup>,” said Bruno Zepeda, President of SCA Personal Care in North America. “With more than 54 years of experience in this category, at SCA we recognize and appreciate the complex emotions

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<sup>1</sup> “Urologic Diseases Research Updates, Winter 2008,” National Institute of Health: National Kidney and Urologic Diseases Information Clearinghouse, March 2008.

surrounding this condition. We are committed to improving quality of everyday life for men and women living with bladder conditions by being a primary resource for products, solutions and educational information, which can make a real difference in their lives.”

### **Increasing Support for Men with First Anatomically-Designed Male Protective Underwear**

According to a recent survey conducted by the Urologic Diseases in America Project -sponsored by the National Institute of Diabetes and Digestive and Kidney Diseases, nearly one in ten men suffers from bladder control problems.<sup>2</sup>

“Our internal research shows that the majority of men who suffer from bladder control issues don’t use products designed specifically for them, and that sixty percent of them do not use any protection at all,” said Spencer Deane, Vice President of Marketing for SCA Personal Care in North America. “Our new TENA® Men™ products are designed specifically for the male anatomy to provide comfortable and discreet protection where men need it most.”

The new TENA® Men™ line of protective underwear features a highly absorbent target zone and is designed with a close-fitting, classic brief style cut with a pinstripe pattern. Beginning in March, TENA® Men™ Protective Underwear and Male Guards will be available in North America.

### **Putting a Spotlight on Male Bladder Incontinence**

In March 2009 SCA Personal Care will announce a comprehensive national education campaign surrounding male bladder control issues. As part of the initiative, the company is collaborating with two of the country’s leading men’s health organizations, [Men’s Health Network](#) and [Us TOO International](#), a prostate cancer education and support group network, to create online, offline and grassroots programs designed to bring attention to this serious condition that is often neglected or avoided by both the media and the general public.

“We are committed to letting men know that they are not alone in their condition, that there are tools to help them manage their bladder control symptoms, and that there are companies and organizations that are dedicated to offering information, support and guidance,” said Deane.

The campaign will begin with the launch of an educational Web site about male bladder control, where men can go for reliable information and expert advice.

“Not surprisingly, research indicates that the Internet is a man’s number one source for information about sensitive health topics such as bladder control issues,” added Deane. “We look forward to providing men with a place to receive expert advice and to connect discreetly with a community of others with the same experiences.”

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<sup>2</sup> National Health and Nutrition Examination Survey. National Institute of Diabetes and Digestive and Kidney Diseases, 2005.

## Reaching Women through Educational Solutions, Charitable Programs

According to a recent study in the Journal of the American Medical Association, one in four women over the age of 40 suffer from some type of bladder weakness. In January, the company launched its successful [Core Wellness](#) program into the United States. Core Wellness is a free pelvic health initiative with international pelvic fitness expert Kari Bo and her PELVICORE Technique to provide women with a free DVD of simple, effective exercises that strengthen pelvic floor muscles – the group of muscles located on the underside of the pelvis responsible for bladder control – thereby improving or curing symptoms of bladder weakness.

“We are dedicated to helping women take control of urinary incontinence,” said Deane. “Our Core Wellness program, like our products, is an easy and effective way to help women feel more confident in their condition.”

### About [TENA®](#)

**With more than 50 years of experience, TENA® is the worldwide leader in the management of bladder control issues, providing products and services for individuals and healthcare services throughout 105 countries. TENA® provides a full range of absorbent products tailored to the distinct needs of men and women, including pantliners, daytime and overnight pads, male guards, protective underwear, briefs, skin care products, and underpads. TENA® is at the forefront of developing products that minimize the impact of incontinence and improve the everyday lives of people living or working with bladder weakness or incontinence. TENA® products feature innovative technologies, such as comfortable QuickDry™ topsheets, super-absorbent Lock Away Core™, and Advanced Odor Protection, to ensure protection, comfort and discretion for wearers. For more information, please visit: [www.tena.us](http://www.tena.us).**

TENA® is owned by [SCA](#), a global consumer goods and paper company based in Sweden, which develops, produces and markets personal care products, tissue, packaging solutions, publication papers and solid-wood products.

*TENA® and Serenity® are registered trademarks of SCA Hygiene Products.*

### About Men’s Health Network

Men’s Health Network is a non-profit educational organization committed to improving the health and wellness of men and their families through programs that reach men where they live, work, play, and pray. Learn more at [www.menshealthnetwork.org](http://www.menshealthnetwork.org) or call 866-543-6461 x101.

### About Us TOO International

Founded in 1990 by five men who had been treated for prostate cancer, Us TOO International is a grassroots, non-profit prostate cancer education and support network of 325 support group chapters worldwide, providing men and their families with free information, materials and peer-to-peer support so they can make informed choices on detection, treatment options and coping with ongoing survivorship. Visit [www.ustoo.org](http://www.ustoo.org) or call 800-80-UsTOO (800-808-7866) for more information.

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