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Bringing Incontinence Out of the Bathroom and Into the Spotlight

*Men's Health Network, Us TOO International and SCA Personal Care North America,
Through its TENA® Brand, Team Up to Get Men Talking with
National Online, Offline and Grassroots Education Initiatives*

Philadelphia, PA (June 9, 2009) – While up to 3.5 million men in the United States are affected by urinary incontinenceⁱ, research shows they're the last to tell you. Men are far less likely than women to talk about their healthⁱⁱ, and when it comes to incontinence, the bathroom door is firmly closed on the discussion. Talking about urinary incontinence has long been considered taboo, but the condition is experienced by approximately one in ten men during their lifetimeⁱⁱⁱ and is a common side effect of prostate cancer treatment.

This month, SCA Personal Care North America, which markets bladder control products and services under the globally-leading [TENA®](#) brand (formerly known as Serenity®) is teaming up with [Men's Health Network](#), a leading men's health advocacy organization, and [Us TOO International](#), a nationwide prostate cancer education and support organization, to get men talking about urinary incontinence and help those who experience bladder control issues feel more in control of their condition. With a series of online, offline and grassroots activities, these efforts will provide educational tools to help spread awareness to men about causes and treatment solutions, while encouraging men and their loved ones to start talking about incontinence issues.

Each year, prostate cancer affects more than 185,000 men in the United States^{iv} and is the most commonly diagnosed cancer in American males. If detected early, the disease is often treatable, but it can take an additional mental and physical toll as men are faced with common treatment side effects such as urinary incontinence.

To bring men the information they need, Men's Health Network and SCA Personal Care North America, through its TENA® brand, worked together to create LockerTalk.com, a virtual "locker room" that provides men, including those suffering or recovering from prostate cancer, with the straight-talking educational resources they need to manage their urinary incontinence issues through a discreet community of resources.

As the country's premier men's health advocacy and education organization and founder of National Men's Health Week, Men's Health Network will also be helping to raise broader awareness of incontinence issues through educational materials, social media, grassroots outreach and community events.

“We know men talk about their favorite sports teams, but what they aren’t talking about is urinary incontinence, which may affect their ability to play or enjoy their favorite sports,” said Scott Williams, Vice President, Men’s Health Network. “We encourage men and their loved ones to visit LockerTalk.com to get the straight-talking information they need in language they can understand.”

“Not surprisingly, research indicates that the Internet is a man’s number one source for information about sensitive health topics such as incontinence,” said Spencer Deane, Vice President of Marketing for SCA Personal Care North America, a global leader in incontinence management. “We hope to provide men with a valuable resource they can turn to for information, guidance and support. We just launched TENA® MEN™, a line of protective underwear and guards designed specifically for men because we understand the importance of supplying men with resources and products created with their unique needs in mind.” 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.

To help reach men and their loved ones affected by this condition, Us TOO International, a grassroots, non-profit prostate cancer education and support network, will collaborate with SCA to develop educational resources including a male urinary incontinence brochure that will be made widely available free of charge. Us TOO helps men and their families learn more about prostate cancer, empowering them so they can make better decisions on treatment options and quality of life issues following treatment.

“Men recovering from prostate cancer go through a lot both physically and mentally. Once they get past the struggle with diagnosis and treatments they can be left with serious post-treatment issues like urinary incontinence, which can leave them feeling confused and embarrassed,” said Tom Kirk, President & CEO, Us TOO International. “Our goal is to provide men with valuable resources that help them manage the emotional and physical symptoms of urinary incontinence.”

For more information about male urinary incontinence, visit the Men’s Health Network/SCA TENA® Web site, www.lockertalk.com, as well as www.menshealthnetwork.org and www.ustoo.org.

About TENA®

With more than 50 years of experience, TENA® is the worldwide leader in the management of incontinence, 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. In March 2009, SCA launched TENA® MEN™, an innovative new line of incontinence management products anatomically designed for men, with a highly absorbent target zone that provides comfortable protection where men need it most. A close-fitting classic brief style cut with pinstripe pattern mimics traditional briefs, offering men a discreet solution they can wear everyday with confidence helping eliminate fear of accidents. With the TENA® brand, SCA 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.

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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 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 or call 800-80-UsTOO (800-808-7866) for more information.

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ⁱ "Incontinence in Men: Products, Diet & Lifestyle," WebMD, March 2009.

ⁱⁱ National Health and Nutrition Examination Survey, National Institute of Diabetes and Digestive and Kidney Diseases, 2005

ⁱⁱⁱ "Urge Incontinence," The New York Times Health Guide, August 12, 2008

^{iv} "United States Cancer Statistics: 1995-2005 Incidence and Mortality Web-based Report," Centers for Disease Control and Prevention, 2009