# **5 Facts To Break Incontinence Stereotypes**



Myth: Incontinence only affects the elderly

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





### 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.<sup>2</sup>





### 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.<sup>3</sup>



## Myth: Drinking less fluids will help control urinary incontinence

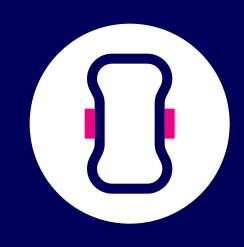
Fact: Drinking at least 6 to 8 glasses of water per day helps keep your bladder functioning properly.<sup>4</sup>



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.<sup>5</sup>



### Learn more about incontinence by visiting HygieneMatters.com

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#### Sources

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

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

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

<sup>4</sup>"Living Fearlessly with the Unexpected Leak" http://www.tena.us/tips-and-advice/tips-advice-for-living-with-unexpected-leak,en\_US,pg.html

<sup>5</sup>"Living Fearlessly with the Unexpected Leak" http://www.tena.us/tips-and-advice/tips-advice-for-living-with-unexpected-leak,en\_US,pg.html