



Marketing & Selling Wearever Incontinence Undergarments

Urinary Incontinence in Women



- **Urinary incontinence is the loss of bladder control.**

The two most common types of urinary incontinence that affect women are stress incontinence and urge incontinence, also called overactive bladder. Incontinence affects twice as many women as men. This may be because pregnancy, childbirth, and menopause may make urinary incontinence more likely. Urinary incontinence is not a normal part of aging, and it can be treated.



Urinary Incontinence: More Common Than You Think

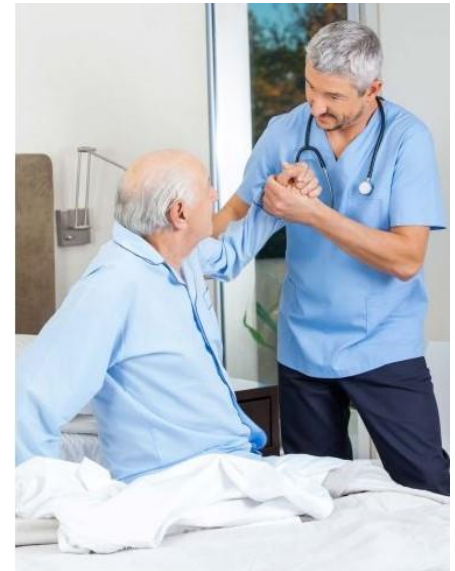
Urinary Incontinence in Men



- **Urinary Incontinence is the unintentional loss of urine.**

Weak or damaged bladder muscles, overactive bladder muscles, certain prostate conditions, and nerve damage are just some of the possible underlying causes of urinary incontinence in men.

There are different types of urinary incontinence in men, including stress incontinence, urge incontinence, and overflow incontinence.



A Better Way to Manage Incontinence



- **Choice of Absorbency level (Light, Moderate, Heavy)**
- **Choice of Materials**
- **Choice of Colors**
- **Choice of Sizes**
- **Machine Washable more than 200 Times**
- **Antimicrobial Fibers prevent bad Odor**
- **Patented and Manufactured to the highest ISO Quality Standards**
- **CE Certified Class 1 Medical device in the EU.**





Urinary Incontinence

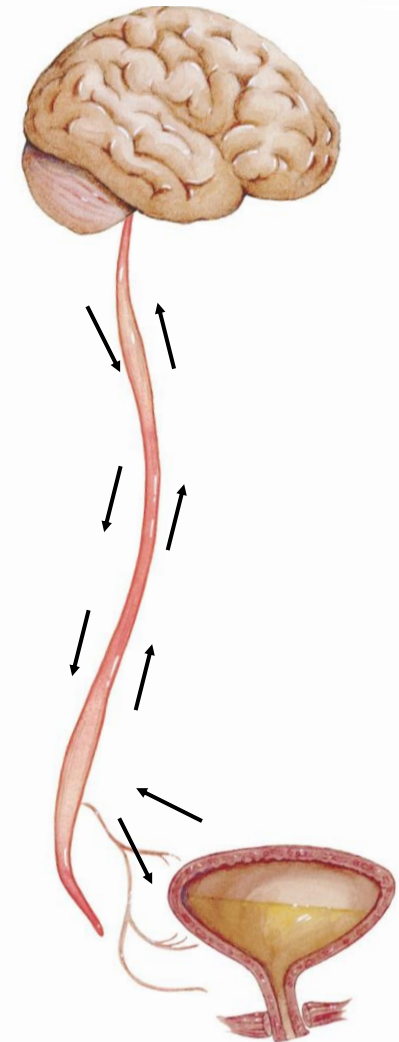
- Involuntary or inappropriate passage of urine.
- Can range from mild to severe
- A person's perception of their problem determines when they seek professional advice.
- Affects about 8,7% of the world population over 20 years old (423 million*).
 - 303 million females (12,4%)
 - 121 million males (5%)
 - In Long Term Care 50% of residents experience frequent urinary incontinent episodes.



* Global Forum on Incontinence 2018

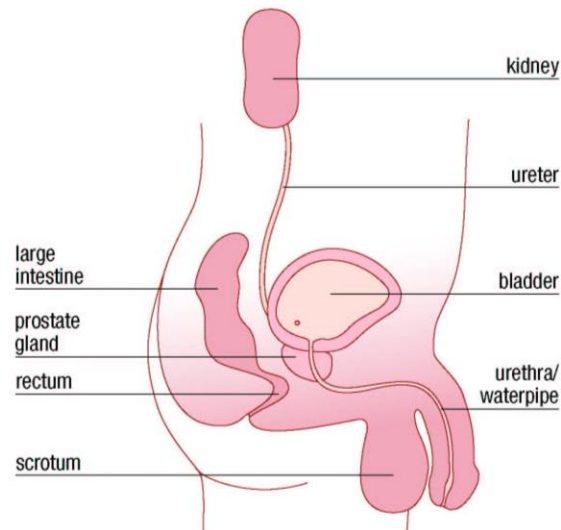
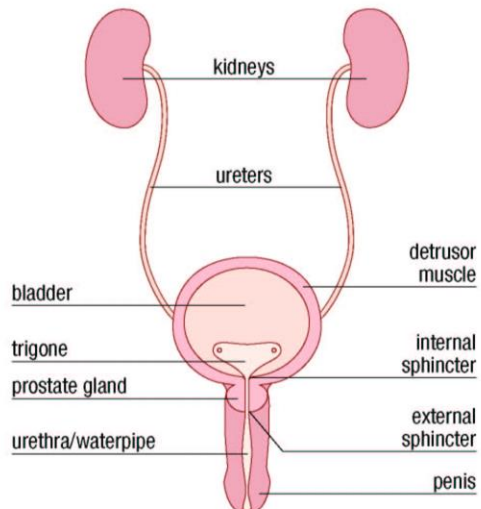
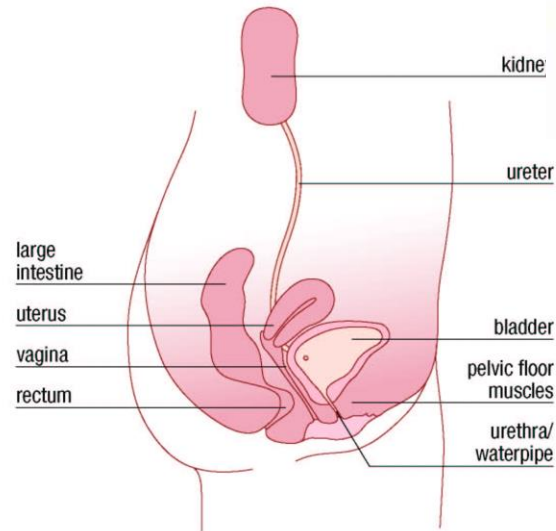
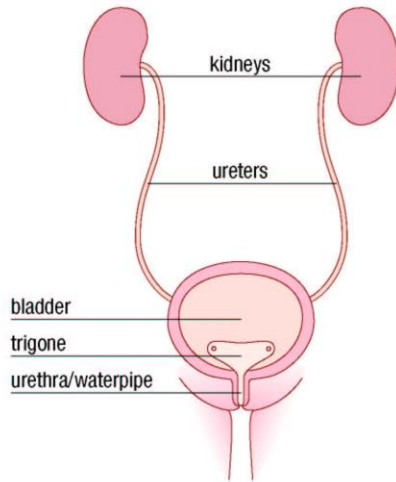
The Physiology of Voiding

- Involves coordinated “concert of events”
- Requires functioning urinary system, intact spinal column, higher center involvement
- Myths and misconceptions
 - Urinary incontinence is uncommon
 - Urinary incontinence is a normal part of aging
 - Surgery is the only option for treatment
 - Urinary incontinence only affects old people





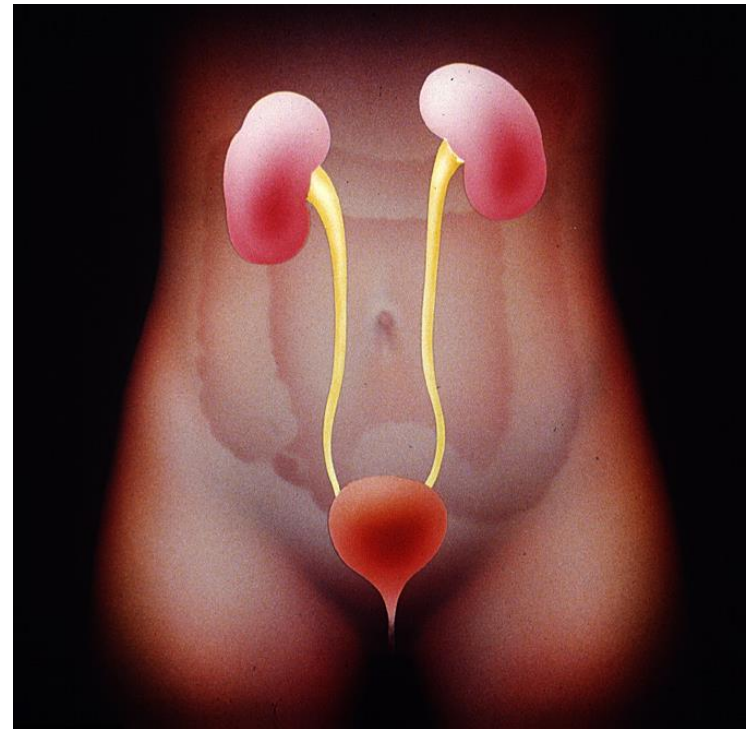
Female Anatomy



Male Anatomy

Changes in Urinary System with Aging

- Loss of functional nephrons.
- Decreased ability of kidney to concentrate urine.
- Bladder does not empty completely (retention).
- Increased nocturia (average 2 times per night).
- Postmenopausal changes contribute to urgency.
- Increased post-void residual.
- Decreased bladder capacity.





Classification of Urinary Incontinence

- Transient (acute)
 - Related to a specific illness or problem that is usually reversible
- Chronic
 - Stress
 - Urge
 - Reflex
 - Overflow
 - Functional
 - Mixed/Combination

Stress Urinary Incontinence

- Definition: Involuntary loss of urine associated with physical exertion such as coughing, sneezing or laughing that increases intra-abdominal pressure, but in the absence of detrusor activity
- Characteristics
 - Associated with loss of small amounts of urine (5 to 30ml per episode).
 - Symptoms associated with physical activity, standing or change in position.
 - Ranges from mild to severe.
 - Not associated with a sense of urgency.



Stress Urinary Incontinence: Management Options



■ Drugs

■ Surgery

- Directed toward repositioning or stabilizing the bladder neck and proximal urethra.
- Classified according to the operative approach.
- Surgery should only be considered after behavioral and drug interventions.

■ Non-surgical alternatives such as:

- Pelvic floor muscle exercises.
- Pessaries.





Urge Urinary Incontinence

- Definition: Involuntary loss of urine associated with a strong and abrupt desire to void (urgency).
- Other terms: overactive bladder, unstable bladder, neurogenic bladder.
- A common pattern of urinary incontinence in older adults.
- Characteristics:
 - Large amounts of urine
 - Urgency
 - Frequency
 - Nocturia (3-4 times a night)
 - Rush or hurry to toilet



Urge Urinary Incontinence: Management Options

- Bladder re-training to learn to suppress urgency.
- Pelvic floor muscle exercises to inhibit detrusor contractions.
- Fluid management: reduction of possible bladder irritants (e.g. artificial sweeteners, alcohol, caffeine, carbonated beverages).
- Drugs: May be a first line treatment based on severity of symptoms and patient preference.
 - Anticholinergics
 - Antimuscarinic
 - Various modes of delivery



Reflex Urinary Incontinence

- Definition: Involuntary loss of urine as the result of bladder instability in an individual who does not have normal sensations in the lower urinary tract.
- Characteristics:
 - Unpredictable bladder emptying.
 - Sensations of bladder filling are absent or diminished.
 - May experience atypical warnings (e.g., tingling in legs).
 - May have no awareness of bladder emptying.
 - May experience autonomic dysreflexia.
- Associated with neurogenic disorders:
 - Spinal Cord Injury.
 - Multiple Sclerosis.

Reflex Urinary Incontinence: Management Options

- Intermittent catheterization
- Collection / containment



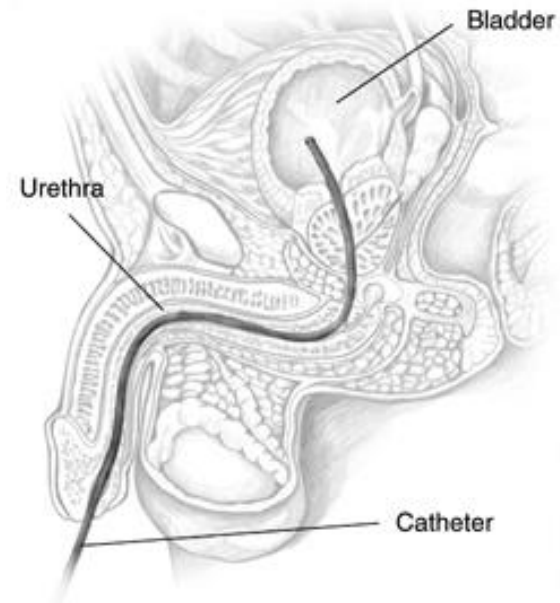
Overflow Urinary Incontinence



- Definition: Involuntary loss of small amounts of urine associated with an over-distended bladder.
- Causes: Bladder muscle weakness resulting in poor contractility, bladder continues to fill and overflows with leakage.
- Characteristics:
 - Hesitancy
 - Dribbling
 - Feeling of “never feeling empty”

Overflow Urinary Incontinence: Management Options

- Relieve / reduce obstruction (enlarged prostate, impaction, etc.).
- Drugs to enhance detrusor contractility.
- Intermittent catheterization.



Functional Urinary Incontinence



- Definition: Involuntary loss of urine caused by factors outside the lower urinary tract such as environmental or functional factors, or cognitive or mental disorders.

- All types of incontinence can be exacerbated by functional incontinence and complicate the management options available for the incontinent patient.

- Characteristics:
 - Associated with decreased mental status
 - Associated with decreased function or mobility
 - Loss of large volumes

Functional Urinary Incontinence: Management Options



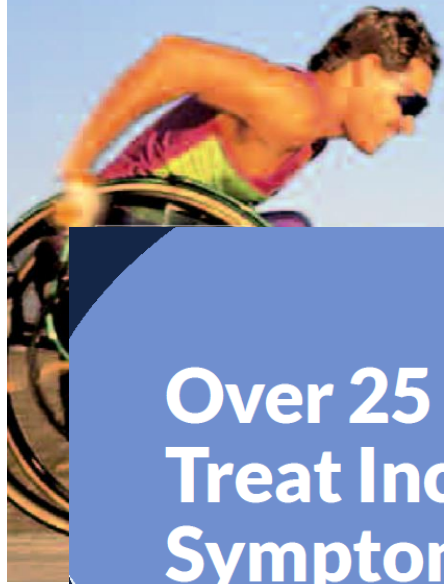
- Environmental manipulation
- Medication adjustment
- Toileting program
- External collection devices



Educational Resources



Journey: Living with
Spinal Cord Injury



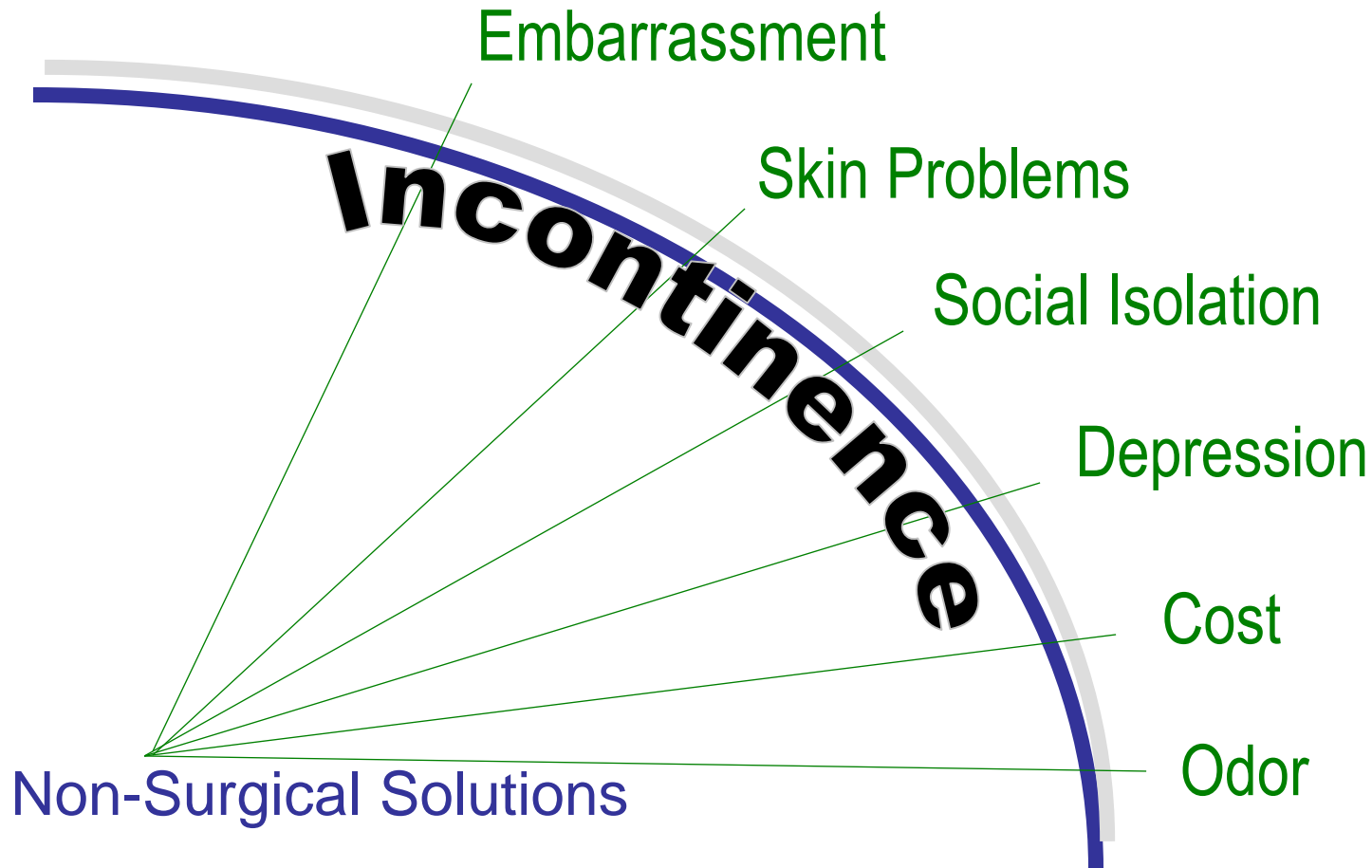
Over 25 Ways to Treat Incontinence Symptoms

A Publication of
wearever

weareverincontinence.com

- The Buoniconti Fund to Cure Paralysis:
www.thebuonicontifund.com
- National Association for Continence
www.nafc.org
- The National Spinal Cord Injury Association:
www.spinalcord.org
- The Simon Foundation for Continence:
www.simonfoundation.org

Incontinence Problems ...Wearever Solutions





Positioning

- Physically active women 50+ years old in the community with stress incontinence who represent 70% of market.
- Users of disposable absorbent diaper and pad products (see next slide).

Wearever® Undergarments Are Better Than Disposable Absorbent Products



Which Product Is More Economical?	Wearever can be washed and reused more than 200 times, the cost per day is less than \$0.20 per day	The cost of using a disposable diaper is \$2.00 to \$4.00 per day. Also, one must consider the cost to transport, store and dispose of these products
Which Product is Better for the Skin?	Wearever are woven and breathes through large pores, e.g. allows perspiration to evaporate from the skin, keeping the skin cooler and minimizing the conditions for skin maceration and break down. Incorporating Agion silver ion impregnated fibers in the garment inhibits bacterial growth further protecting the skin	Diapers trap moisture and heat creating a moist environment that is conducive to bacterial growth and skin breakdown.
Which Product Is More Comfortable?	Wearever are sized to fit and mold to body contours. They are woven without rigid seams or pressure points. The feel and comfort is the same as one's ordinary undergarment.	Diapers do not stretch or follow the body's contours. Because the materials are not woven and are bulky, they do not have any inherent fit to the body's contours.
Which Product Offers the Greatest Convenience?	Wearever are worn as normal underwear. There are no special devices or inserts. Simply wear and launder as you would normal underwear	Diapers are inconvenient as they represent an additional item to carry, wear and dispose of.
Which Product Offers Greater Dignity and Peace of Mind?	Wearever allows the user to wear normal fitting underwear that serves to help manage leaks. Because it fits / functions as normal underwear, the user need not worry about public perception.	Diapers are an additional burden and concern for the user. The user has another device to purchase, store, wear and dispose of discretely.

Promotion and Creating Demand



A. Offering products to Consumers without intermediaries

1. Marketing directly to consumers

- a) Info-commercials on TV (initially local channels, then regional, then national) to create demand (initially two minutes, then one minute then 30 seconds).
- b) Potential customers call the distributor's customer service number and trained employees answer questions and take orders.
- c) Distributor delivers directly to the home of patients.

2. Direct mailings to the homes (or e-mail addresses) of potential customers

- a) Buy mailing lists and mail flyers to key segments (e.g. women over 60 years old)
- b) Buy e-mail addresses to target customer profile groups (e.g. Facebook).

B. Offering products in collaboration with Special Strategic Partners

3. Selling to Government at national or local levels

- a) Ideally gaining reimbursement.
- b) Even without reimbursement Government can obtain great savings with better outcomes compared to adult disposable diapers (and it is greener).

4. TV channels themselves or companies specialized in direct to consumer TV selling

- a) TV channels place free ads in unfilled spaces and get a percentage of sales generated.
- b) Specialized firms invest in the TV ads and get a percentage of the sales obtained.

6. Web sites of pharmacy chains (e.g. Walgreens in USA; Boots in the UK).

Pharmacy or Distributor carries the inventory and ships to the home of customers and helps in creating demand.

Promotion and Creating Demand



A. With intermediaries

1. Sales to e-commerce sites that specialize in incontinence and home health care products.
2. Sales to catalog companies that focus on incontinence and home HC products.
3. Sales to pharmacy chains to sell in their physical stores (or even big box retailers). But they do not generate demand and they require a creation of demand campaign.

B. In all the above scenarios

4. Calling on key decision makers (e.g. continence nurses).
5. Visiting or making alliances with key interest groups (e.g. incontinence patient associations).

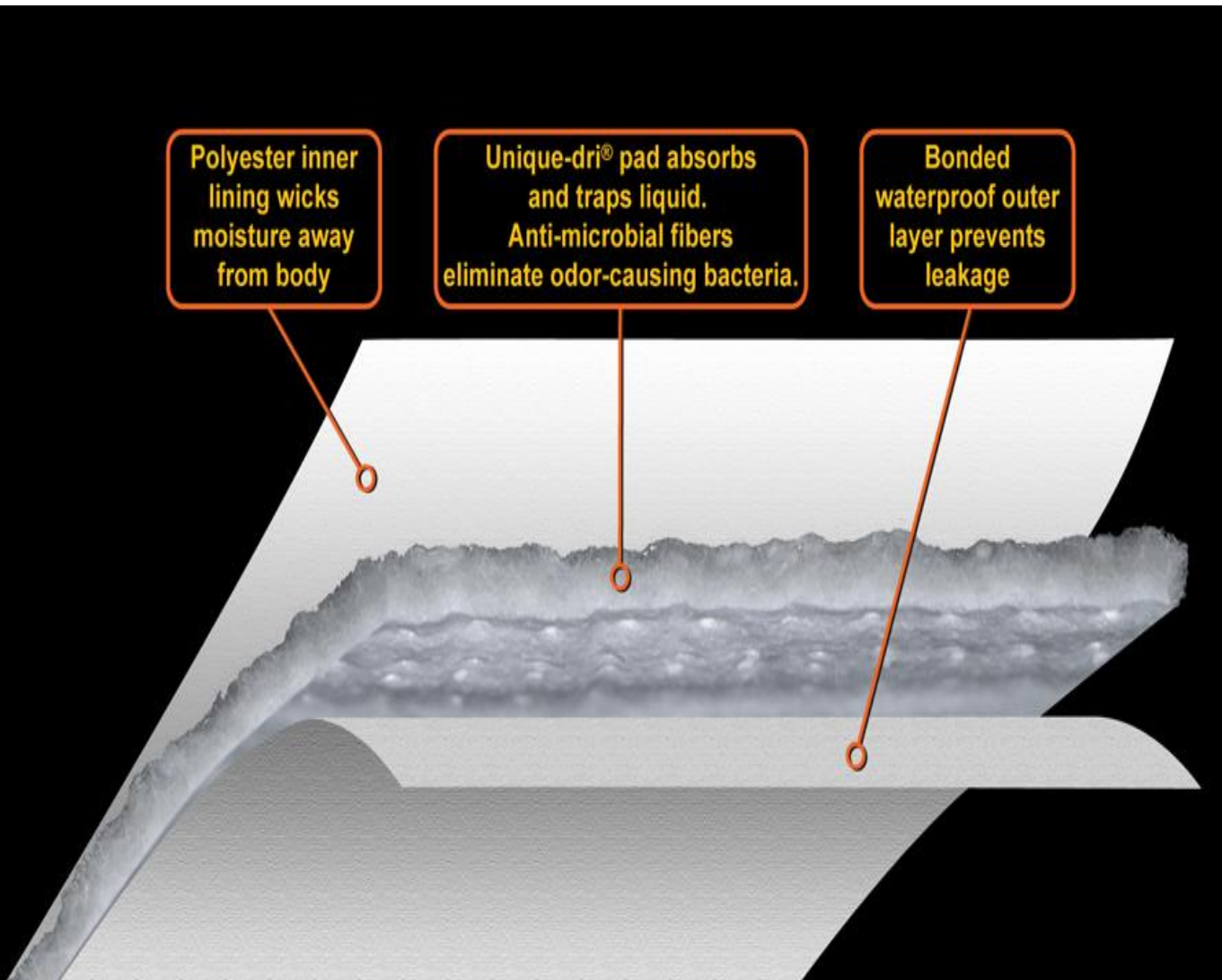


Wearever Technology

- **Patented**
- **Washable, Reusable**
- **Built-In Absorbent Pad**
- **Odor-Control Fibers**



Triple-layer Hydrex™ and Unique-Dri™ Systems with silver ion impregnated fibers



- The top layer lets urine pass in.
- The middle layer moves urine out to the edges of the fabric, preventing pooling; and silver ion impregnated fibers inhibit bacteria growth and odor.
- The urethane bottom layer prevents leak-through, containing the urine within the undergarment₂₇



Videos Demonstrating Wearever Unique-dri™ Triple Layer Design

Men's

click to play the video

Women's

click to play the video

Cost Savings Analysis



Comparison Wearever Incontinence Undergarment and Disposable Absorbent Pad

	Wearever Products	Asbsorbent Product
Cost per unit	\$20.00	\$0.50
Number of units used daily	N/A	4 to 6
Number of units used annually	6	1,460 or 2,190
Number of times garment can be washed	200+	N/A
Cost per year	\$120.00	\$730 to \$1,095
Cost per day	\$0.33	\$2.00 to \$3.00
Cost savings per year	\$610 to \$975	



In Support of Claims

Performance after Number of Washings

Tests Performed by Non-Wovens Cooperative Research Center, North Carolina State University, May 2007

Absorbency

Tests Performed by UL-STR (www.STRQuality.com), Canton, MA Jan. 15, 2013

CE Mark / EU Classification as a Medical Device

Wearever undergarments complies with ISO 11948-1 and has been granted CE mark and Medical Device Class 1 requirements.



Instructions for Use

Stress Incontinence, the most prevalent condition among women, results in small amounts of urine loss. This is normally in the 1 to 2 oz. range (30ml to 60ml) per episode. Please choose an undergarment for the absorbency level required.

Ensure you have the right absorbency level for the amount of liquid to be absorbed – Wearever is offered in:

- Light absorbency – for up to 3 oz. (up to 100 ml)
- Moderate absorbency – for 4 oz. to 5 oz. (120 ml to 150ml)
- Heavy absorbency – for 10 oz. to 12 oz. (300ml to 360ml)

Wearever offers groundbreaking undergarments for people with urinary incontinence, providing the first and only reusable, washable alternative to adult diapers. The men's briefs and women's panties are especially beneficial for active individuals who want to continue their normal lifestyle without worry or emotional stress resulting from incontinence. The garments' innovative absorbency stems from its Unique-dri™ three-layer fabric system, made up of a non-woven material of polyester, rayon and anti-microbial fibers. It offers the ultimate in protection, as follows:



Instructions for Use (cont'd)

1. Wash the garment once before using to open the rayon fibers
2. The fabric and undergarments are designed specifically to work with the human body and as such proper fit is essential

If you have any questions, please contact your local representative.

Proper Fit For Best Results



Wearever Size Conversion

Wearever Women's	US Size	UK Size	Euro Size	Hip Size (inches)(cm)	Waist Size (inches)(cm)
	XS	S (8)	36	32"-34" (81-86 cm)	25"-27" (64-68cm)
	S	M (10)	38	35"-37" (89-94cm)	28"-30" (71-76cm)
	M	M/L (12)	40	38"-40" (96-102cm)	30"-32" (76-81cm)
	L	L (14)	42	41"-42" (104-107cm)	32"-34" (76-86cm)
	XL	L /XL (16)	44	43"-44" (109-112cm)	36"-38" (91-96cm)
	2XL	XL	46/48	45"-48" (114-122cm)	38"-40" (96-102cm)
	3XL	XXL	50	49"-51" (124-130cm)	40"-42" (102-107cm)
	4XL	3XL	52	52"-54" (132-137cm)	43"-45" (109-114cm)
	5XL	4XL		55"-57" (140-145cm)	46"-48" (117-122cm)
	6XL	5XL		58"-60" (147-152cm)	49"-51" (124-130cm)
	7XL	6XL		61"-63" (155-160cm)	52"-54" (132-137cm)
	8XL	7XL		64"-66" (163-167cm)	55"-57" (140-145cm)

Wearever Men's	Size	UK Size			Waist Size (inches)(cm)
	XS	S	4		28"-30" (71-76cm)
	S	M (34)	5		30"-32" (76-81cm)
	M	M/L (36)	6		34"-36" (86-91cm)
	L	L (38)	7		38"-40" (96-102cm)
	XL	L /XL (38)	7		40"-42" (102-107cm)
	2XL	XL (40)	8		44"-45" (112-114cm)
	3XL	XXL (42)	9		46"-48" (117-122cm)
	4XL	3XL			49"-51" (124-130cm)
	5XL	4XL			52"-54" (132-137cm)
	6XL	5XL			55"-57" (140-145cm)
	7XL	6XL			58"-60" (147-152cm)
	8XL	7XL			61"-63" (155-160cm)

Frequently Asked Questions



Question – How absorbent is the underwear?

All of the women's garments hold 4 to 6 ounces (120 to 180ml) except the Wearever Super Panty. The Super Panty holds 8 to 10 ounces (240 to 300ml). The Men's Classic Brief and Boxer brief absorb 6 ounces (180ml). The Wearever Super Brief absorbs 10 to 12 ounces (300 to 360 ml).

Question – How long does the underwear last?

All of our garments have the same life span as a regular pair of underwear. Also, the pad will not break down before the rest of the underwear.

Question – Do I need to add a pad or insert to the underwear?

No, the pad is sewn into the garment. There are not any inserts for the underwear.

Question - How do I wash and dry the underwear?

You can wash your Wearever underwear just like all of your other clothes. We do not recommend using bleach or fabric softener though.

Question – How do I know what size I should order?

Women: We size our underwear by hip size. Please refer to the sizing chart for your size.

Men: We size our underwear by waist size. Please refer to the sizing chart for your size.

Question – Is the underwear only for Urinary Incontinence?

Yes, the underwear is only for urinary incontinence. It will not work for fecal incontinence.



***“Incontinence is often curable and always manageable.
To do nothing is the worst thing in the world.”***

- The Simon Foundation





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