



Contact: Kerry Butler
SCA Personal Care North America
610-546-4546
kerry.butler@sca.com

The Evolution of Bladder Protection Continues with the New and Improved TENA® Super Plus Protective Underwear for Men and Women, Now With 40% More Absorbency

TENA® Protective Underwear Offers Men and Women More Discreet Protection and an Underwear-like Fit and Feel for Those Seeking Moderate to Heavy Protection

Philadelphia, PA (October 12, 2010) – SCA, the maker of bladder protection products and services under the globally-leading TENA® brand (www.tena.us), today unveiled its new and improved TENA® Men™ and TENA® Women™ Super Plus Protective Underwear. Designed to meet the unique needs of men and women seeking maximum, yet discreet and comfortable protection from moderate to heavy bladder leakage, the new underwear features a cottony-soft feel, a more secure cut and fit, and 40% more absorbency than before.

Available this month, TENA Underwear continues TENA's commitment to the evolution of bladder protection. Created using the same laminate woven material technology used in previous TENA products, TENA Underwear is a modern solution that provides those suffering from heavy bladder leakage protection and comfort in an underwear-like design. TENA is so confident that users will prefer TENA Underwear for men and women that it is offering consumers a risk-free money back guarantee.

"We have heard directly from consumers that they would like to have a product that looks, feels and fits more like regular underwear as long as they do not have to sacrifice absorbency or protection. We believe that our new and improved TENA underwear - with the 40% increased absorbency, combined with our breakthrough cut and design – will redefine what consumers should expect from their bladder protection products," said Spencer Deane, Vice President of Marketing for SCA Personal Care North America. "Our preliminary feedback from consumers shows that they really appreciate our new underwear's absorbency, softness, fit and durability."

TENA Underwear Product Features

To address the unique needs of men and women with heavy bladder control issues, TENA Underwear features 40% more absorbency than before, a re-designed core, as well as a more secure cut and fit. It also retains many of the popular qualities of the previous TENA Underwear - the cottony-soft material and fitted design, which are achieved through the use of laminate material technology. As a result, TENA Underwear wearers should experience significantly less bunching than commonly experienced with this type of product. Additional TENA Underwear features include:

Better Protection

- 40% more absorbent than before
- Re-designed core shape
- Secure cut and fit that stays in place
- Super-absorbent microbeads for advanced leakage protection during the day and night
- Advanced odor protection - pH-balanced to fight odors

Designed Specifically for Men and Women

- Anatomically designed with increased coverage and security where men and women need it most
- Body-hugging feminine fit for women and a classic, brief-style cut with pinstripes for men

Modern, Underwear-like Design

- Cottony-soft material, tailored waistband, modern cut and fit and back-tag to resemble everyday underwear

TENA Underwear is the latest addition to the innovative range of incontinence products sold in North America under the TENA brand designed to meet the unique needs of those facing the condition – from pads to heavy protection underwear. This includes the revolutionary new Ultra Thins pads, which provides heavy protection in a thin pad.

Product Availability

Accompanying the product launch will be an integrated advertising and marketing campaign. TENA's homepage (<http://www.tena.us/>) will also feature interactive product information and promotional offers.

On retail shelves now and available online, TENA Super Plus Protective Underwear will be available at leading mass market retailers and drug store chains throughout the US where other TENA products are available. TENA Super Plus for Women will be available in 18-count (Small/Medium), 16-count (Large), 14-count (XL) and in 16-count (Medium/Large) and 14-count (XL) varieties for Men. All varieties feature an increased two-pack count at no extra cost.

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. 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.

About SCA:

SCA is a global hygiene and paper company that develops and produces personal-care products, tissue, packaging solutions, publication papers and solid-wood products. SCA has many well-known brands, including the global brands TENA and Tork. In 2009 global sales were \$14.5 billion. SCA conducts sales in 100 countries and has 45,000 employees. More information at www.sca.com

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