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SCA's TENA® Launches the "TENA Conversation Couch" to Encourage Women to Sit Down and Open Up about Bladder Weakness

Program aims to help millions of women begin the conversation about personal health topics with their doctors

Philadelphia, PA (June 20, 2011) – Women go through various changes throughout life, many of which affect their bodies and their personal health which they openly discuss with their doctors – like pregnancy and menopause. However, one very common and natural change that millions of women experience but very few talk about is bladder weakness. To help spark the conversation, SCA, the maker of bladder protection products and services under the global-leading [TENA®](#) brand, launched the TENA Conversation Couch program to encourage women to take control of their health by sitting down and opening up.

The TENA Conversation Couch program was created in response to consumer research that shows for as much as women chat, nearly 85 percent of baby boomer women are not effectively communicating with their doctors about sensitive health issues. Recognizing the need to help tackle this unnecessary silence, TENA launched its newest women's health advocacy initiative to educate and inspire women to open-up about their personal health challenges. For instance, 1 in 4 women have bladder weakness, a common change in the body related to pregnancy, surgery or simply just one of those things in life. It's our hope that the TENA Conversation Couch will serve as a symbol of normalcy so women can feel comfortable with talking about those "oops" moments and ways to help manage bladder weakness.

Robert W. Wilson, Vice President Consumer Marketing North America for SCA said: "It's known that women often confide in friends and family around all sorts of topics, including their personal health. Those conversations oftentimes happen from the safety and comfort of a couch, but research shows that those health-related discussions aren't being had with their health professionals. To facilitate communication, we at TENA launched the Conversation Couch program as part of our commitment to start the conversation around bladder weakness and help women feel more comfortable when discussing personal, yet common health issues with their doctor."

The campaign officially launched on the popular CBS daytime show "The Talk," with OB/GYN Dr. Cynthia Hall, MD, Founder and Director of the Center for Women's Continence and Pelvic Health at Cedars-Sinai Medical Center. Dr. Hall shed light on the fact that many women are too embarrassed to talk about personal health issues, yet many issues, such as bladder weakness, are simply a normal part of life. Rather than stay silent, women are encouraged to sit down and speak up with their doctors and friends to help dispel the unnecessary taboo that clouds health issues that are experienced by millions.

The TENA Conversation Couch program features the following initiatives:

- **The TENA Conversation Couch Road Tour**

The brightly colored TENA Conversation Couch will be featured at a variety of women's and educational health events across North America, to engage and directly connect with women. At the events listed below, women will be able to participate in a one-on-one conversation with on-site local women's health experts such as Dr. Cynthia Hall on the TENA Conversation Couch. Event attendees will also receive relevant and practical women's health tips and information while also encouraged to sign the TENA Conversation Couch pledge wall, acknowledging their commitments to taking control of their health.

Initial events scheduled for 2011 include:

- [Baby Boom Show](#) in Ottawa, September 10-11, 2011
- [Life @ 50 AARP's National Event & Expo](#) in Los Angeles, September 22- 24, 2011
- [Ultimate Women's Expo San Francisco](#), October 8-9, 2011
- [Arizona's Ultimate Women's Expo Phoenix](#), October 22-23, 2011
- [The Zoomer Show](#) in Toronto, October 29-30, 2011
- [The Babytime Show](#) in Toronto, November 11-13, 2011

- **Grass Roots Education and Advocacy**

TENA will augment the conversation surrounding the importance of women's health by partnering with the internationally known [Red Hat Society](#). Through a number of live events, TENA will be supporting women's health education by distributing news, information and special TENA product offers while playfully celebrating the vivacity of the fanatical ladies through interactive games.

The TENA Conversation Couch, in conjunction with the [Red Hot Mamas](#), will also be featured at a select number of women's health events at local hospitals in the Northeast and Florida. At these events, TENA will host the discussion on health topics for boomer women including bladder health along with Red Hot Mamas' founder, Karen Giblin.

Wilson added: "Consumer research tells us that each day millions of women face the challenges of common health issues like bladder weakness. Many people are hesitant to pursue even the most routine daily tasks for fear of embarrassing accidental leakage. With the TENA Conversation Couch program, we are helping women to initiate a conversation to generate awareness and understanding of a natural and common part of life. Through the program, consumers will also learn about TENA's products and solutions that allow them to get back to living."

The launch of the TENA Conversation Couch education and advocacy program coincides with a newly launched "Nothing Gets in the Way" marketing and advertising program rolling-out in the United States and Canada starting this month. This program feature new creative spots appearing on network and cable television as well as print and online placements in leading women's publications including *AARP*, *Better Homes & Gardens*, *Family Circle*, *Good Housekeeping*, *Guideposts*, *Ladies' Home Journal*, *MORE*, *MidWest Living*, *Prevention*, *Reader's Digest* and *Woman's Day*.

For more information on the TENA Conversation Couch, please visit www.tena.us

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. Sales are conducted in 100 countries. In the United States, SCA manufactures and sells the Tork® line of towel, tissue and wipers used in businesses, and the TENA® line of incontinence care products. SCA has eight manufacturing facilities in the U.S. Global sales for SCA in 2010 were \$15 billion. SCA has approximately 45,000 employees worldwide. For more information, please visit <http://sca.com/us>.

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