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SCA Launches New Category of Adult Absorbent Products with the first Ultra Thin Pads for Moderate and Heavy Bladder Protection

Revolutionary New TENA® Ultra Thins Redefine Discretion, Comfort, and Protection for Women with Moderate and Heavy Bladder Weakness

Philadelphia, PA (March 23, 2010) – SCA Personal Care North America today introduced a new category of adult absorbent products with the launch of the first Ultra Thin pads for moderate and heavy bladder protection. Available in the [United States](#) and in [Canada](#), the new TENA® brand Ultra Thins reflect the company's continued dedication to improve the quality of life for the more than one in four women above the age of 40 affected by bladder weakness. The TENA® Ultra Thins utilize innovative and revolutionary airlaid core technology resulting in a thinner pad - without sacrificing absorbency or odor protection.

On shelves this month, the TENA Ultra Thins were designed after consumer research identified that women suffering from moderate to heavy bladder weakness craved the option of discreet protection, but were not willing to move to a thinner pad because of the fear of leaks. TENA Ultra Thins' unique airlaid core technology offers women the same security and odor absorption as thicker pads, in a thin and discreet product. It accomplishes this through the use of a three-dimensional network of fibers that creates a highly flexible structure that positions super absorbent microbeads so as to prevent bunching-up during use, but at the same time is able to absorb 18x its own weight. The new Ultra Thins adapt their shape to the movements of the wearer, maintaining a high degree of comfort. At less than one-third of an inch thick (7.3 millimeters), the Ultra Thins are further proof that the globally-leading TENA® brand continues to evolve the bladder protection market through the development of solutions that can make a positive impact on the quality of life for the millions of people who suffer from all levels of the condition.

"SCA's mission is to create innovative personal care products for bladder weakness that deliver greater protection, comfort and above all, peace of mind," said Spencer Deane, Vice President of Marketing for SCA Personal Care North America, a global leader in incontinence management. "Thanks to in-depth research and more than 50 years of experience, we understand the unique challenges facing women with moderate and heavy bladder weakness. TENA Ultra Thins with airlaid core technology represents a revolution in the category and provides women with a great new choice in leakage protection."

To support the introduction of TENA Ultra Thins, [SCA](#) will announce a number of high-profile partnerships that will expand its BladderTalk campaign, which was launched in the United States in June of 2009. The campaign's goal is to evolve the dialogue around bladder weakness and engage,

educate and empower women to bring this common condition out of the closet. This year, the company will bring this successful program to Canada with a series of awareness and advocacy efforts to inform women and break the taboo. The BladderTalk national survey of women suffering from bladder weakness found that nearly forty percent of women with the condition across the U.S. and Canada refuse to talk about it with anyone.

In addition to the high-profile partnerships, SCA will expand its North American Evolution advertising campaign, launched in August 2009 to educate women about the latest evolution in moderate and severe bladder protection products.

About the Airlaid Core Technology

To address the unique needs of women with moderate to heavy bladder weakness, TENA Ultra Thin pads feature airlaid core technology, which incorporates absorbent microbeads imbedded in a soft and pliable absorbent matrix to provide the kind of protection often associated with the bulkier “fluff-pulp” core products, without the bunching typically experienced with those types of products. At less than one-third of an inch thick (7.3 millimeters), TENA Ultra Thins provide the same absorbency of a traditional moderate/heavy pad, but with unsurpassed flexibility, odor control, comfort and fit. The new TENA Ultra Thins feature:

- Enhanced, curved shape that comfortably conforms to the contours of the body
- Advanced odor protection – pH balanced to fight odors
- Moderate and heavy absorbency in an ultra thin, discreet pad
- Soft, flexible and resilient design fortified with super-absorbent micro beads to lock in liquids quickly
- Soft, quick-dry topsheet that pulls in liquid to ensure dryness
- A soft and feminine printed design
- Individually folded and wrapped packaging for convenience

Product Availability

Available starting in March, TENA Ultra Thins will be available at leading mass market retailers and drug store chains including [Walgreens](#), [Wal-Mart](#), [Rite Aid](#) and [Duane Reade](#) in the United States and [Wal-Mart](#), [Jean Coutu](#), [Famiprix](#), [Uniprix](#), [Brunet](#) and [Proxim](#) in Canada. TENA Ultra Thins will be available in Moderate Absorbency, 42-count and Heavy Absorbency, 32-count varieties.

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 or www.tena.ca.

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 50,000 employees. More information at www.sca.com

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