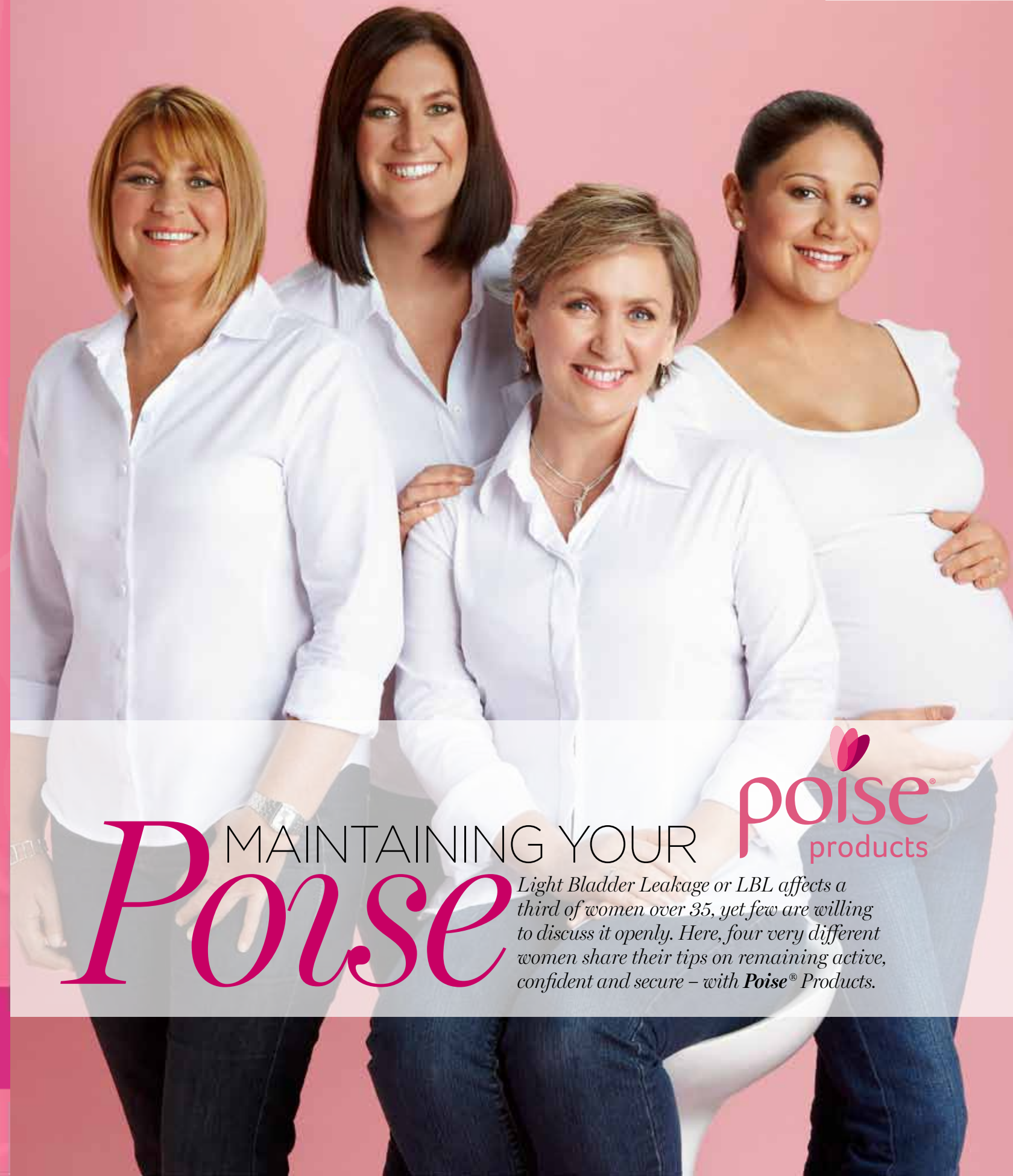


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*Make a wee problem
even smaller.*



poise
products

MAINTAINING YOUR *Poise*

Light Bladder Leakage or LBL affects a third of women over 35, yet few are willing to discuss it openly. Here, four very different women share their tips on remaining active, confident and secure – with Poise® Products.



Poise® Liners are near invisible and specifically designed for **LBL** or light bladder leakage. So they protect you better than period only liners. For a free sample, visit www.poise.com.au

Did you know?

Pelvic floor exercises strengthen your pelvic floor – the large hammock of muscles across the bottom of your pelvis. Making these muscles fit and firm will help you regain control of a weak bladder. To get maximum benefit from pelvic floor exercises, you should do other forms of regular light exercise such as walking or swimming and consciously engage the pelvic floor throughout your day. **Visit www.poise.com.au to learn how Poise® Pilates can help strengthen your pelvic floor muscles.**

Pregnancy and LBL

LBL is a common condition while pregnant. The female body goes through a million wonderful, crazy and mysterious changes during pregnancy. As your baby grows, it puts pressure on your bladder, so a sneeze, cough or even a hearty laugh can tip the scales for you to experience LBL.

CHIARA MATTHEWS, 31, TECH ASSISTANT
“Since becoming pregnant, whenever I felt the urge to relieve myself, even a small amount of urine in the bladder would send an urgent ‘too full’ message, which would in turn stress me out, making it more difficult to get to a bathroom in time. As soon as the urge to go hits me, I try to take my mind off it, even things like doing sums in my head or counting backwards helps.”

Any advice to other women with LBL?
“Don’t be self-conscious, understand it’s a common issue among most women, and make sure you have some liners handy.”

“I like being able to share my story with other women who may be feeling the same way, but have been too shy to talk about it.”

four

WOMEN SHARE THEIR EXPERIENCE...

CECILE KELLY, 45, HEALTH WORKER

“Well, let’s just say I never thought that three children would change my body so much! I’ve now had LBL since my mid-20s, but as of late it has worsened. All of my pregnancies were very strenuous, especially my first one. I think that played a huge part in the fast-tracking of my pelvic floor muscles weakening.

How do you manage LBL? “Well, I can’t start any exercise regime without having an empty bladder, so I always make sure I go to the bathroom first, that way I’m confident of exercising in public. I’ve increased my pelvic floor exercises over the years, and most recently I’ve started to concentrate on my core muscles too. When my LBL first started I ignored it, but found that to just be more stressful. I now use Poise Liners to help me manage my LBL.”

What advice can you give other women with LBL? “In the industry I work in, I often deal with people who experience similar issues, so now I’m more relaxed and able to talk freely about my worries. Don’t think you’re the only person who feels this way! Many women experience LBL – so make sure you talk to someone.”

“I work hard on my pelvic floor exercises. And I always make sure I am prepared, just in case.”

CATHERINE MALONEY, 50, AGED CARE NURSE



“I have had LBL since my second child over 28 years ago! To this day I’ve not been able to shake it, I always thought it wouldn’t affect me, since I had a caesarean, but over the years the condition has worsened. It’s now something I experience daily.”

Any weird behaviour you have adopted as a result of LBL? “Funny you should ask: my children laugh when I do it, but I have a habit of always quickly crossing my legs tight if I’m about to sneeze. I also have to refrain from jumping up and down cheering for my footy team when they get a win! I’ve taken an active approach and am very conscious of working harder on my

pelvic floor exercises. And I always make sure I have some Poise Liners with me, just in case.”

What advice can you give other women with LBL? “It’s crazy to let something as common and manageable as LBL get in the way of doing the things you love.”

JO SMITH, 34, SALES MANAGER

“I’ve had LBL coming up two years now, after the birth of my second child. I gave birth to an 11-pound baby, so needless to say there was some weakening of my pelvic walls. After my first baby, I was always doing my pelvic floor exercises daily. But when my second child came along, I really noticed the difference. Suddenly all of my good work was undone!”

How do you manage LBL?

“I guess I’ve become more aware of having to cross my legs tight if I start laughing, and just the simple things like jumping on the trampoline with my two boys is something I try to avoid. Well, now I have a bit more free time at home with my youngest just having turned two, I’ve started doing my pelvic floor exercises. I always make sure I leave the house with an extra liner in my handbag.”

Any advice to other women with LBL?

“Please don’t be afraid to talk about it! As women, we should be comfortable to bring the topic up, and now with Poise having so many different products, no woman should have to suffer in silence.”



FEEL CONFIDENT WITH POISE® LINERS

With a range of products specifically designed for light bladder leakage, **Poise®** Liners allow you to get on with living an active, dynamic life. They’re just as discreet as regular, period-only liners, but three times more absorbent, with a top layer that draws wetness away from the skin, and a super-absorbent core that locks in fluid.



FOR MORE INFORMATION ON **POISE®** PRODUCTS AND HOW TO MANAGE LIGHT BLADDER LEAKAGE, VISIT **WWW.POISE.COM.AU**