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## NATURALLY CONFIDENT BLADDER PROTECTION

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### Bladder Weakness

An uncomfortable subject for some - Stress Urinary Incontinence is much more common than many people think, with 1 in 3 people between ages of 20 and 85 experiencing bladder leakage. This can occur with something as little as a sneeze, cough, laugh, or when lifting or exercising. Extra stress placed on the valve of the bladder causes an accidental leak.



Stress incontinence is a potential cause for embarrassment but it's important to remember that bladder weakness affects millions of women of all ages and stages, although most often after childbirth or during menopause. Having comfortable yet reliable protection is a must to ensure everyday confidence.

### Soft, Discreet Protection

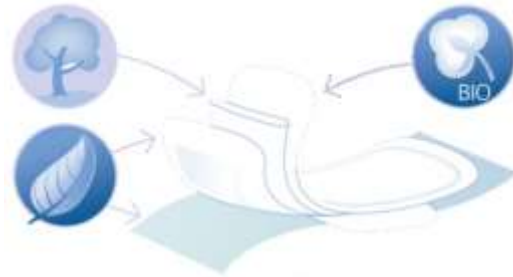
Natracare Dry & Light pads for light incontinence now come in Slim and Plus sizes, so women can choose the right level of protection for their personal needs. Made from sustainable, totally chlorine free materials, the pads offer security whilst avoiding materials and chemicals that could leave skin sore or irritated; this is essential for pads used on a daily basis.

### How It Works

To protect against small leaks the pads have a double layer of absorbent cellulose, and no nasty super-absorbents. Compressed for a discreet fit, the core quickly and effectively absorbs liquid, whilst the leak-proof backing layer made from plant starch ensures dry, comfortable protection at all times. Encased in a 100% certified organic cotton cover, the Dry & Light pads are gentle on the skin, allowing it to breathe. The product comes in two levels of absorbencies: *Slim* for light protection, and *Plus* for women needing a little extra protection.

### **Incredibly Environmentally Friendly**

Unlike the average incontinence pads which are made from 90% plastic materials, Natracare pads are free from petroleum-derived super absorbents (SAPs) and plastics, making them biodegradable and compostable so they only leave a soft footprint on the earth. For convenience and ease of disposal the pads are individually wrapped in biodegradable purse packs. **Natracare Dry & Light are the only natural alternative on the market, offering women a natural choice for stress incontinence.**



**With Natracare Dry & Light pads incontinence can be managed in a way that takes care of health and the environment.**

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**For more information, product samples and high-res images, please contact:**

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#### **Notes to editors:**

**Natracare** is the first company in the world to provide plastic-free, certified organic cotton tampons and totally chlorine-free sanitary pads and panty liners. Natracare products are biodegradable and can even be composted. Susie Hewson created the brand in 1989 in response to the growing danger to human health and the environment from dioxin pollution in the pulping industries with the chlorine bleaching of paper products.