



Incontinence Products

**Enjoy** every  
moment in your life!

# Urinary incontinence



Urinary incontinence is the condition in which a person is unable to hold urine and thus releases it, against his/her will. Bladder weakness may range from small amounts of urine (light incontinence, few drops per day), to a complete loss of bladder control (heavy incontinence).

## Who can be affected by Urinary Incontinence?

Urinary incontinence can happen to anyone, but it becomes more common with age (people after 65). Women experience incontinence twice as often as men.

### Causes of Urinary Incontinence:

Genetic disorders, surgical operations, injuries to the pelvis and the spine, neurological causes, infections, aging. Incontinence in women can also occur after childbirth or menopause due to hormonal disorders.

# Types of Incontinence

There are two main types of incontinence:

A. Light incontinence B. Heavy incontinence

## A. Light incontinence

Occasionally leaking urine, is usually what patients are experiencing when they cough or sneeze.

Also some people experience having an urge to urinate that's so sudden and strong that they don't manage to get to a toilet in time.

### Common causes:

Light incontinence can be caused by everyday habits, underlying medical conditions or physical problems (constipation, pregnancy, childbirth, changes with age, menopause, hysterectomy etc).

For most people, simple lifestyle changes, use of specialized incontinence products or medical treatment can ease discomfort or stop urinary incontinence.



Mostly occur to women

## B. Heavy incontinence

Usually permanent and pathological.

Loss of urine more frequently and in greater quantity, compared with light incontinence.

### Common causes:

People with impaired mobility, nerve disorder, atherosclerosis, diabetes, Parkinson disease.



It can occur to both men and women

## Incontinence is a common phenomenon, but it is not evident:

1 to 4 women over 18 experience incontinence

1 in 10 men over 40 experience incontinence



# Symptoms of urinary incontinence



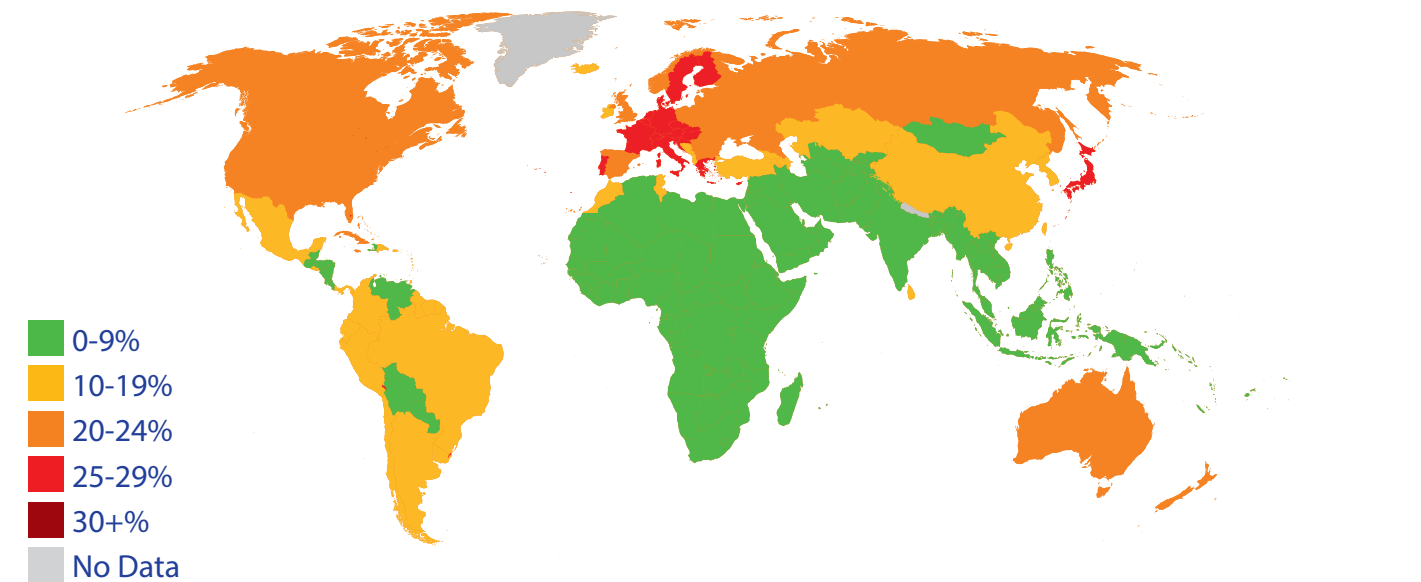
- Urine leakage when sneezing, coughing, laughing or during exercise.
- Urine leakage - incontinence - on the way to the toilet.
- Frequent urination to the extent that it impedes working or leisure times.
- Urgent urination or the feeling that "I'm not going to make it to the toilet, I'll wet myself".
- Nocturnal enuresis: when you have to get up to go to the toilet twice or more times during the night.
- Enuresis: urine leakage in bed while sleeping.
- Feeling that the bladder is not fully empty following urination.
- Reduced urine flow.
- Having to strain to fully empty the bladder.
- Recurring urinary tract infections.

If you experience any of the aforementioned urinary incontinence or frequent urination symptoms, make sure that you choose incontinence products that are designed to offer you protection from leakage and unpleasant odours, and see a specialist immediately. Urinary incontinence is common and can be successfully treated - especially if diagnosed early - so do not hesitate or postpone taking action.

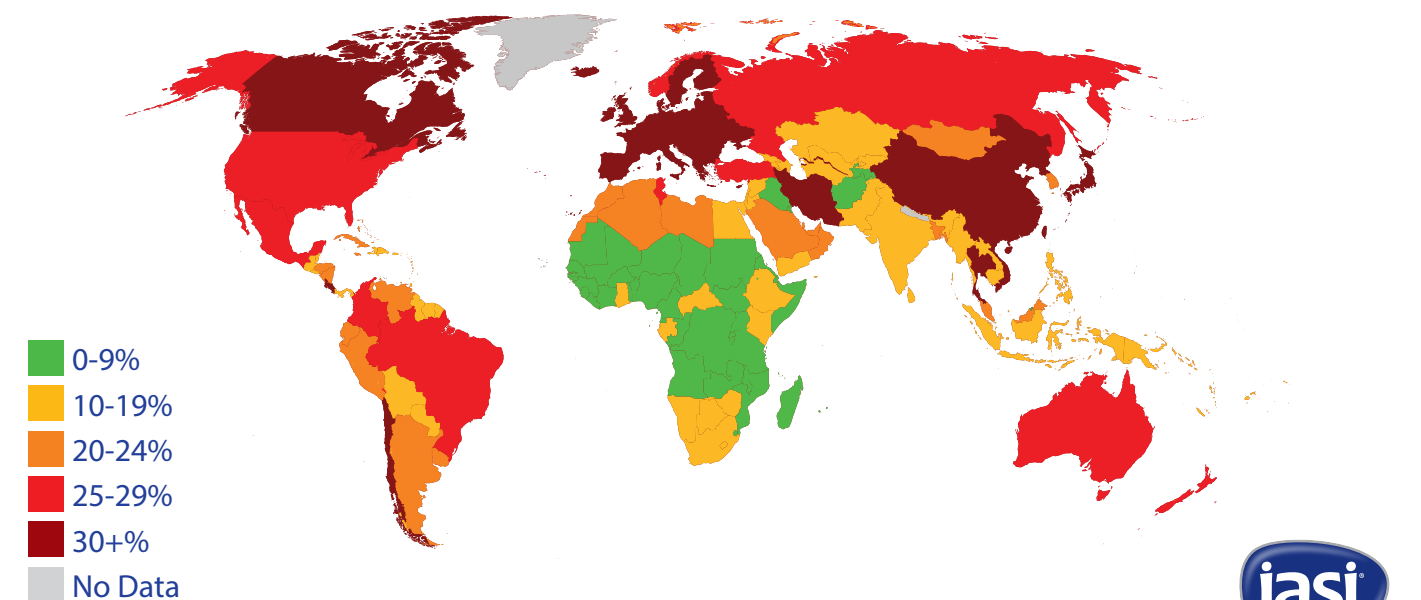
Kindly contributed by Urologist - Andrologist Surgeon,  
Dr Charalambos P. Asvestis

# Incontinence Demographic Data

2/3 of the global elderly population lives in developed countries.  
In 2050 this percentage is expected to be 80%.



Percentage of 65+ year old people in Total Population per country. 2015  
2050



Source: [www.un.org](http://www.un.org) , [www.helppage.org/global-agewatch/](http://www.helppage.org/global-agewatch/)

# Ten countries of areas with the largest share of persons aged 60 years or over\*, in 1980, 2017 and 2050

1980			2017		2050	
Rank	Country of area	Percentage aged 60 years or over	Country or area	Percentage aged 60 years or over	Country or area	Percentage aged 60 years or over
1	Sweden	22.0	Japan	33.4	Japan	42.4
2	Norway	20.2	Italy	29.4	Spain	41.9
3	Channel Islands	20.1	Germany	28.0	Portugal	41.7
4	United Kingdom	20.0	Portugal	27.9	Greece	41.6
5	Denmark	19.5	Finland	27.8	Republic of Korea	41.6
6	Germany	19.3	Bulgaria	27.7	China, Taiwan Providence of China	41.3
7	Austria	19.0	Croatia	26.8	China, Hong Kong SAR	40.6
8	Belgium	18.4	Greece	26.5	Italy	40.3
9	Switzerland	18.2	Slovenia	26.3	Singapore	40.1
10	Luxembourg	17.8	Latvia	26.2	Poland	39.5

Data source: United Nation (2017).  
World Population Prospects: The 2017 Revision.

\*Of 201 countries of areas with at least 90.000 inhabitants in 2017.

# Population by age group (percentage) Global

Age	1950	2017	2030	2050
0-14	34.3	25.9	23.7	21.3
15-59	57.8	61.3	59.9	57.4
60+	8.0	12.7	16.4	21.3
65+	5.1	8.7	11.7	15.8
80+	0.6	1.8	2.4	4.3

# Population by age group (percentage) Europe

Age	1950	2017	2030	2050
0-14	26.3	15.9	15.2	15.0
15-59	61.8	59.5	55.3	50.5
60+	11.8	24.7	29.6	34.5
65+	8.0	18.2	23.1	27.8
80+	1.0	5.0	6.3	10.1

# Population by age group (percentage) Australia

Age	1950	2017	2030	2050
0-14	26.6	18.9	18.3	16.8
15-59	60.9	60.9	57.0	54.6
60+	12.5	20.2	24.7	28.7
65+	8.2	14.9	19.3	22.8
80+	1.2	3.9	5.6	8.3



# Incontinence Demographic Data

25%



25% of women above 18 years old will face incontinence issues (even temporarily)

10%



10% of men above 40 years old will face incontinence issues

46  
years old



The average age of the buyers - caretakers is 46 years old

66%



66% of buyers - caretakers are married with children

37%



37% of elderly leave with the caretakers

75%



75% of buyers - caretakers are women

More than 200 million people worldwide experience today some form of incontinence, according to the World Health Organization.

# Incontinence just needs the right handling, as all things in life.

## How to deal with urinary incontinence

To start with, it all depends on the severity and extent of the urinary incontinence issue. In very many cases, incontinence can be countered with mild exercises that train the muscles and restore their function. There are, however, more intensive treatments. In certain cases, your doctor may prescribe medication, while other cases require surgery. Depending on the case, your doctor will decide on the best solution for your incontinence. Until the incontinence has disappeared, you can continue your daily activities normally, following some practical advice and choosing the right care products. Iasi incontinence product range offers effective protection from leakage, skin irritation and unpleasant odours.

## Natural ways to deal with light urinary incontinence

1. Maintaining the right body weight - weight loss contributes to better bladder function.
2. Regularizing bowel movements - countering constipation always helps counter incontinence, as a full bowel exerts pressure on the bladder.
3. Consuming liquids - a good consumption rhythm during the day is necessary, as well as avoiding diuretic beverages, such as chamomile, tea, coffee, carbonated drinks, alcoholic beverages, etc.
4. Hygiene aimed to counter urinary tract infections - recurring urinary tract infections may lead to a weakening of the urinary tract.
5. Kegel exercises - exercises that strengthen the muscles of the pelvis.

Kindly contributed by Urologist - Andrologist Surgeon, Dr Charalambos P. Asvestis





# Self - confidence and incontinence



## Incontinence: so what? Look on the bright side

Seven thoughts that will help boost your self-confidence and take positive steps towards dealing effectively with incontinence.

1. You are not alone. Urinary incontinence is an issue that many people around you face, although you'd never know it.
2. Incontinence is not a permanent or incurable condition - Even if you need to take medication or undergo surgery, incontinence can be treated.
3. Incontinence in women is not related to age - Even young women experience urinary incontinence.
4. At some point in our lives, all of us will have to live with a health problem... Incontinence is one of the mildest such problems.
5. By now, you know how to listen to your body. Learn it, observe it and take the right care of it.
6. Learn to share your burdens and trust other people. It's time for you to speak up...and see how much support you can get from your loved ones.
7. Self-confidence is...dealing with a situation and solving your problems. When you realize how you can calmly and methodically solve a problem that used to overwhelm you, then you'll see that everything has a solution and that you are the right person to find it!



Most people dealing with urinary incontinence issues avoid talking to their doctor and their loved ones, as they tend to believe that incontinence is a problem that affects older people and that makes them feel embarrassed or even ashamed. The truth, however, is that incontinence is a symptom that can appear at any age and for many different reasons. You should, in any case, know that both mild and severe forms of incontinence can nowadays be treated with an effectiveness that reaches 100%. So, if you are among those who, following surgery or a pregnancy or even due to age, are faced with the unpleasant and often uncomfortable symptom of incontinence, now is the time for you to start enjoying the quality of life you deserve on a daily basis and to put yourself in the right frame of mind so you can enjoy every minute.

The first and most important step in that direction is to speak to your doctor and to get the right information. Remember: you have nothing to be ashamed of! With the right information and the specialized help you will receive from your doctor, which is always tailored to your specific case, he or she will be able to offer you the right treatment to handle your incontinence symptoms. Other than possible medication, your doctor will be able to suggest different ways of dealing with the issue, such as surgery or simple Kegel exercises or yoga, that will help you get better control of your bladder.

Change daily habits that exacerbate incontinence symptoms. Make sure you stop smoking, as it can alter the pelvic muscles. Keep to a healthy body weight, that will help your bladder to function better. Don't drink too many diuretic beverages, such as chamomile, tea, coffee, carbonated beverages and alcoholic drinks from the afternoon onwards. Lastly, make sure you get the right incontinence products that will offer you safety, will be kind to your skin and as discreet as you need them to be so that you can get around freely and confidently. Iasi incontinence product range is here to offer you the right product for you and your needs!

For more information visit our websites [www.iasi.com.au](http://www.iasi.com.au) / [www.iasi-inco.com](http://www.iasi-inco.com)





# Kegel: The exercises that strengthen the pelvic floor muscles and how they can help you



A sedentary lifestyle, long hours behind the wheel, and ignorance about the importance of exercising this group of muscles result in the exacerbation of conditions such as urinary incontinence. Well-exercised pelvic floor muscles enhance sexual pleasure in both men and women. The term “pelvic floor muscles” refers to all muscles located between the lower surface of the pubic bone and in front of the sacrum (coccyx); in fact, they form a swing which supports the rectum, the urinary bladder and the uterus in women.

Arnold Kegel (1894-1981) was an American gynaecologist who, in 1948, devised exercises that strengthen the pelvic floor and that bear his name, as a non-surgical treatment for pelvic relaxation.



The key to the Kegel exercises' success is to understand exactly which muscles we need to contract and relax. The easiest way to do this is to willingly interrupt urination. Of course, this must be done just a few times, until we have understood the group of muscles to which we refer: willingly interrupting urination may lead to urinary tract infections. That's why the correct way to do Kegel exercises is on an empty bladder.

## Kegel exercises

Initially, we should make sure the muscles are contracted for 2-3 seconds. Once we have mastered the technique, we can have a programme of at least 5 sets of 10 repetitions of the contractions.

Kegel exercises can be done while we are in our chair or standing; they can be done while we are driving, at the office and while we are cooking. Lastly, they can also be done during intercourse, when the penis is in the vagina, a technique which will add pleasure and guarantee a stronger orgasm for you and your partner, and, of course, help you with any incontinence issues.

In fact, French doctors do not perform incontinence surgery on women unless they have previously completed 3-6 months of Kegel exercises: they have observed that surgery has better results following a set of exercises, as the tissues have become stronger.





# Mega's proposal for urinary incontinence



MEGA DISPOSABLES S.A. is today one of the largest manufacturing companies of personal hygiene products in Europe. It offers a full range of top quality products, high quality and excellent skin-friendly properties.

With a portfolio of well-known brands, such as: EveryDay, Pom Pon, Baby-Care, Babyfino, Sani, Tipers, Wet Hankies and others, MEGA Disposables holds not only leading position in the Greek market, but also a strong presence in 4 Continents. The company has offered a unique proposal in personal hygiene: a complete range of products designed for all age groups, with top quality standards and skin-friendliness representing the ultimate priority in their design.



Behind every product, there are years of research, careful design and, above all, top quality standards for raw materials and highly strict quality control procedures.

Investment in research and development is un-interrupted in MEGA. The company regularly follows the trends in consumer needs, and carefully plans the appropriate product design and technology adjustment actions. Constantly not only investing in state-of-the-art technology and quality control equipment, but also in experienced personnel, MEGA encompasses today a valuable combination of modern technology and excellent know-how in its field.

MEGA Disposables is a strategic partner for retailers, both in Greece and abroad, suppliers and collaborating companies, setting standards higher and higher, and always aiming at offering more. Excellent quality, innovative product design, exceptional skin-friendly properties and respect to the needs of the consumer represent for MEGA all the necessary "ingredients" of a product in order for it to be complete. Firm commitment to these high standards has allowed MEGA to gain increasing loyalty of consumers, un-interrupted trust of retailers in Greece and abroad for both branded products and private labels, as well as important co-operations with large multinational companies in the field of personal hygiene products, that have entrusted MEGA with the production of their very own brands, under contract manufacturing.



# Safety - A non negotiable promise



MEGA has set maximum consumer safety as a non-negotiable priority. It is the global founder of the Sensitive Concept for the category of personal hygiene products for healthy care. MEGA, with strict commitment to the highest quality, operates daily through an integrated Quality Control system of products at all levels of production.

Quality at all stages of the production process is ensured by the existence of relevant quality systems. As part of the effort to ensure the best quality, MEGA has been one of the very few companies in Europe that have installed pioneering vision control system in all production machines.

The control cameras, combined with the in-process control procedures of the quality control department, can be applied to any production unit to ensure the strict adherence to the specifications of each product.

MEGA Disposables operates daily through a product quality control and certification system consisting of the Internal QA System (Continuous Evolution, Fully Automated and Computerized) and the External System - External Laboratories.

The QA System includes a control system that monitors the evolution of products at all levels of production, as well as full control of the machinery and production units:

- Choice of suppliers.
- Quality control of raw materials, specifications of new materials and machinery.
- Network and mechanical equipment testing.
- Continuous in line process control with skilled personnel.
- Internal Laboratory Tests \* of Materials, according to EDANA / INDA Methods.
- Internal Laboratory tests \* completed.
- Department of analysis and processing of messages, comments, consumer complaints.
- Qualitative and quantitative consumer surveys conducted in Greece and abroad.
- Microbiological testing.
- Effectiveness control of the products. The lab is equipped with special dolls from the internationally recognized specialized lab SGS Lab France to control the absorbency of baby diapers.
- Internal qualitative tests for testers.

\* In-house laboratory tests: The laboratory is equipped with state-of-the-art machinery while experienced staff monitors our product specifications on a daily basis and performs benchmarking with competitive products.

## Outdoor Laboratories:

- SGS France (France) and HY-TEC Hygiene Technologies (Germany)
- EUROFINS / DERMSCAN group (France) and Dermatest (Germany)
- SYGGROS DERMATOLOGICAL HOSPITAL (Greece)
- OEKO-TEX® ASSOCIATION (Switzerland)
- UNIVERSITY OF MEDICINE OF ATHENS (Greece)

For MEGA, the safety of the products it produces is a non-negotiable promise to consumers.

# IASI Incontinence Products



MEGA Disposables S.A. produces a wide range of incontinence products, including:

- Unisex elastic pants.
- Elastic pants specially designed for men.
- Thin and discreet elastic pants for women.
- Bedpads.

Thanks to the deep knowledge of the category, the above special types have been developed to cover the different needs of mobile users, with moderate to heavy incontinence. All Iasi products are designed with skin friendly materials, for additional care to the skin. Our company has manufacturing license for production of the mentioned medical devices, issued by the National Organisation for Medicines.

	IASI Pants Unisex	IASI Pants Lady	IASI Pants Men	IASI Bedpads
No.1 SMALL				
No.2 MEDIUM				
No.3 LARGE				
No.4 EXTRA LARGE				
Fresh (Lightly scented)				
Unscented				

Iasi incontinence products have CE mark.

For more information visit our websites  
[www.iasi.com.au](http://www.iasi.com.au) / [www.iasi-inco.com](http://www.iasi-inco.com)





# IASI innovations

## Product USP'S



### Scientifically proven anti odour protection up to 8 hours

The release of unpleasant odours is a true concern for all users of incontinence products, be they mobile or not, and for their carers. This is the need met by the Anti-ODOUR technology of the lasi range of care products. They are made with a new technology core that guarantees excellent absorbency and effective minimization of odours. The Anti-ODOUR technology has also been certified following studies and measurements performed by the specialized Olfasense laboratories (Germany). As a result, lasi incontinence products are a dynamic response to users' need for odour minimization, with proof! The special Anti-ODOUR technology of Olfasense laboratories guarantees the absorption of odours (mainly due to ammonia) for up to 8 hours\*.

\*Significant decrease of odours for up to 8 hours, scientifically proven by in-use tests conducted by the Olfasense laboratories.



**\*Scientifically proven  
odour reduction  
for up to 8 hours  
(in-use-tests).**

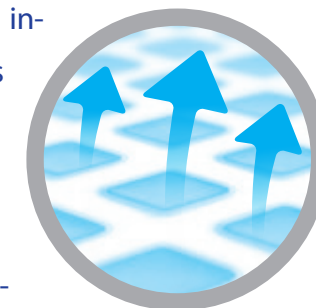
### Skin friendly protection

Delicate protection and the avoidance of irritation are absolute priorities for the category of incontinence products, due to the fact that they are worn for many hours every day. lasi incontinence products have been designed based on the Sensitive Concept, which combines maximum absorbency with skin friendly protection. MEGA was the first company in the world to develop this concept, in Greece, aiming at better meeting the needs of sensitive skin. All lasi incontinence products have been developed in accordance with cutting-edge technology that is reflected in their sensitive design: the choice of materials with exceptional skin-friendly properties along with the use of soothing extracts such as Aloe Vera and Vitamin E, for extra skin care. The unique combination of effectiveness and skin-friendliness was chosen not just to offer safety and protection, but to be as kind to sensitive, vulnerable skin as possible!



### Breathable technology

Skin health and incontinence care are naturally linked. If the air inside an incontinence product becomes too humid it can lead to friction, loss of cells and growth of microorganisms, making skin fragile. lasi products are fully breathable, thanks to their multiple elastic technology that offers elasticity for better fit while allowing air to flow through the product, humidity to evaporate and moisture to be trapped inside the core, capturing leaks effectively.



### Perfect Fit Technology

Recent surveys revealed that incontinence product users look, more than anything else, from the product of their preference effectiveness (absorbency) and comfort fit. It is hard for the consumers to distinguish on the shelf which incontinence product has better fit. The unique technology Comfi-Fit™ of Fulflex guarantees to lasi incontinence products' users a more comfortable and anatomic product which offers excellent body fit, thanks to the special Comfi-Fit™ elastics. Comfi-Fit elastic logo can be found on every lasi pant packaging.





# Unisex

Elasticated incontinence pants for comfort and discreet protection, designed for medium to heavy incontinence. Specially sealed sides allow easy change.

## Incontinence Unisex Pants

- Special core to ensure fast absorption of moisture.
- Anti-odour technology which absorbs odour for up to 8 hours.
- With Comfi-Fit technology for excellent fit on the body.
- Hygienic, extra soft topsheet.
- Topsheet impregnated with Vitamin E and Aloe extracts.
- Very thin and discreet.
- Anatomically shaped.
- Dermatologically tested.

## Available sizes:

Small, Medium, Large, Extra Large.



# Unisex



\*Scientifically proven odour reduction for up to 8 hours (in-use-tests).







Elasticated incontinence pants for comfort and discreet protection, designed for medium to heavy incontinence. Specially sealed sides allow easy change.

#### Incontinence Men Pants

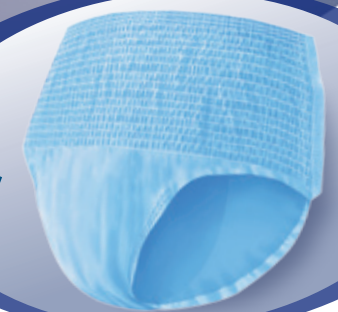
- In light blue color.
- Special core to ensure fast absorption of moisture.
- With odour control system in the core.
- With Comfi-Fit technology for excellent fit on the body.
- Hygienic, extra soft topsheet.
- Very thin and discreet.
- Anatomically shaped.
- With breathable textile topsheet, that allows skin to breath.
- Dermatologically tested.

Available sizes:

Medium, Large, Extra Large.



**Real Underwear** *fit*





Super thin and discreet elastic pants, designed specially for women.

#### Incontinence Lady Pants

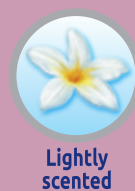
- In nude colour for extra discretion.
- With low-waist design.
- With special absorption technology core that blocks inside a high quantity of moisture.
- With odour control system in the core. Lightly scented.
- With Comfi-Fit technology for excellent fit on the body.
- Super thin and discreet.
- With breathable textile topsheet, that allows skin to breathe.
- Dermatologically tested.

Available sizes:

Small, Medium and Large.



**Real Underwear fit**





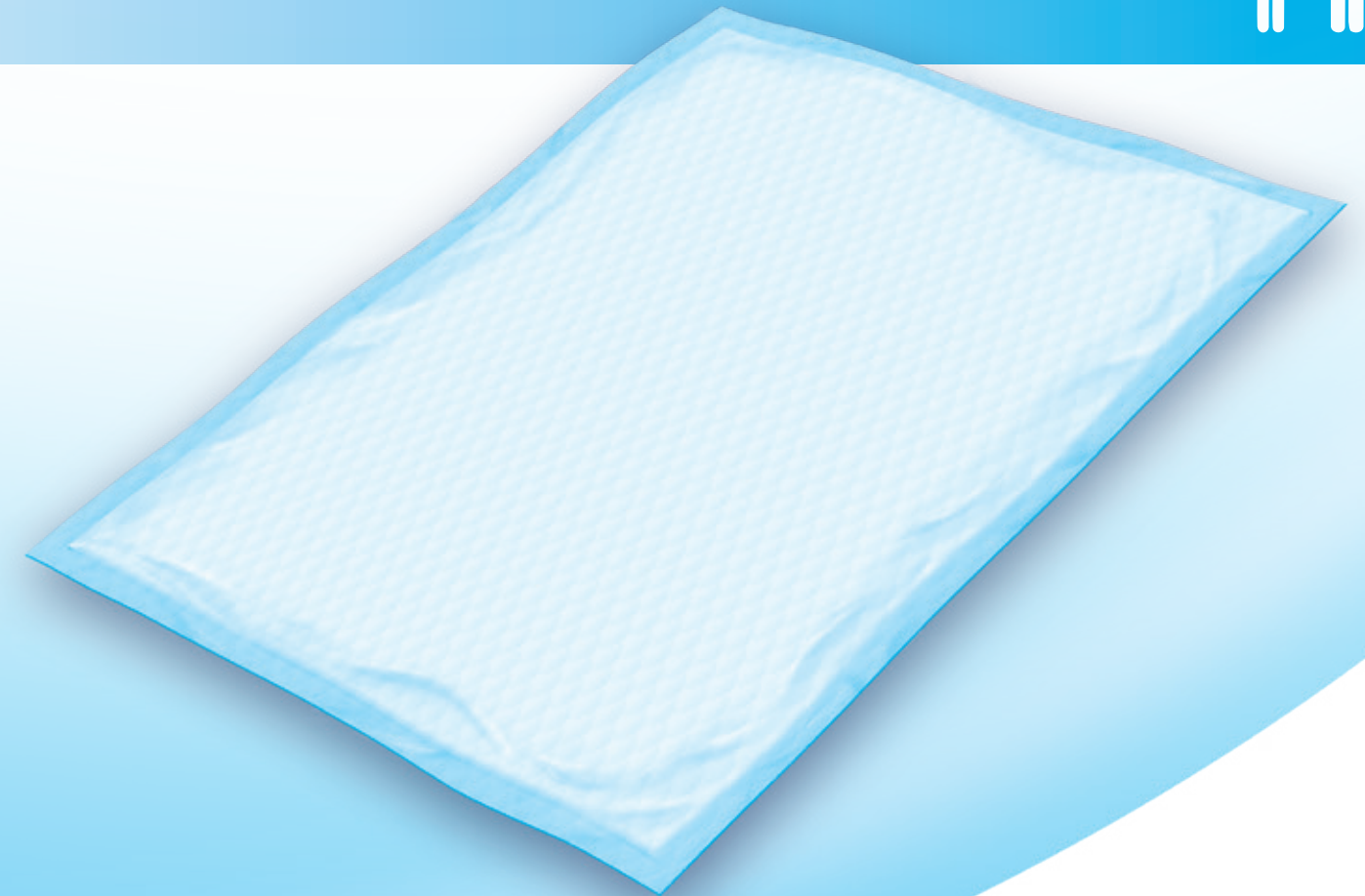


#### Incontinence Bedpads

- With soft quilted topsheet, to better absorb moisture.
- With waterproof bottom layer, to protect from leakage.
- Offer extra protection from leakage, thanks to their extra large absorbing surface.
- Easy-to-place on the bed, the sofa, the car seat, the wheelchair, or whenever extra protection of leakage is needed. Place the bedpad with the quilted absorbing side up for hygienic protection and cleanliness. Suitable for incontinence, post-surgical situations, or other cases demanding extra protection from leakage.

Available in:

Lightly scented and unscented variants.



**XL**  
Extra Large  
absorbing surface



Suitable for all cases  
demanding extra  
protection from leakage





# Product Range



For more information visit our websites  
[www.iasi.com.au](http://www.iasi.com.au) / [www.iasi-inco.com](http://www.iasi-inco.com)



Extra  
absorbency



Odour  
Control



Skin  
friendliness



Perfect  
fit





MEGA Disposables  
148, Dekelias St.  
136 78 Aharnes, Athens Greece

[www.iasi.com.au](http://www.iasi.com.au)  
[www.iasi-inco.com](http://www.iasi-inco.com)  
[www.megadis.gr](http://www.megadis.gr)



Incontinence  
Products