

## 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 occur 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 and 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

Occasional urine leaks are usually what patients experience 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 occurs to women

## B. Heavy incontinence

Usually permanent and pathological.

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

#### Common causes:

People with impaired mobility, neurological disorders, atherosclerosis, diabetes, Parkinson disease.



It can occur to both men and women

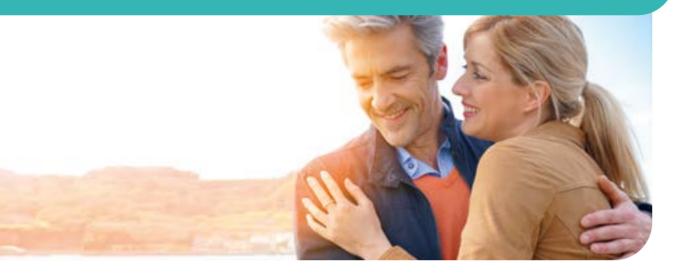
#### Incontinence is a common phenomenon, but it is not evident:

1 to 4 women over 18 experience incontinence

1 in 10 men over 40 experience incontinence



# Symptoms of urinary incontinence



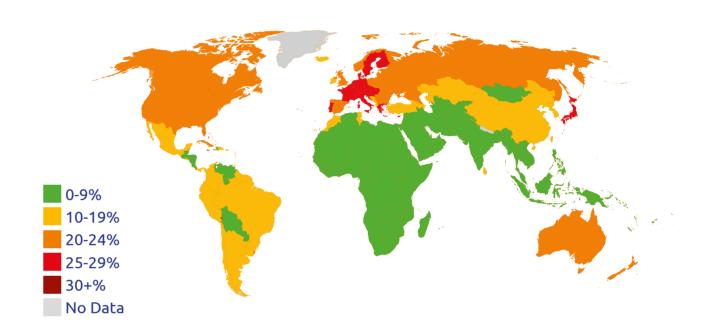
- Urine leakage when sneezing, coughing, laughing or during exercise.
- Urine leakage on the way to the toilet.
- Frequent urination to the extent that it impedes working or leisure times.
- Urgent urination or the feeling that "I'm not going to make it to the toilet, I'll wet myself".
- Nocturnal enuresis: the need to visit 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 odour and visit 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

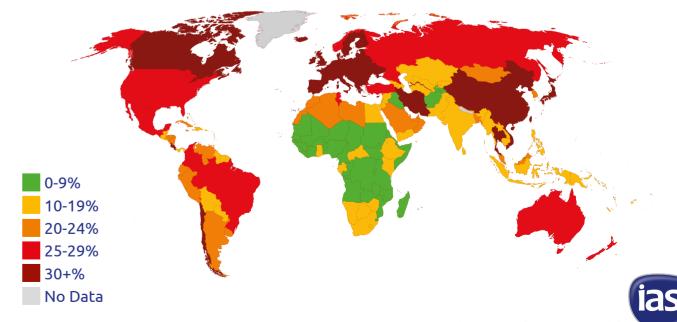
## Incontinence Demographic Data

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.





**Source:** www.un.org , www.helpage.org/global-agewatch/

# Ten countries with the largest share of persons aged 60 years or more\*, 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.

## 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







(even temporarily)

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



The average buyers - caretakers is 46 years old



buyers - caretakers with children



37% of elderly live with the caretakers



buvers - caretakers

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 symptoms. In 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 you. Until incontinence is treated, you can continue your daily activities normally, following some practical advice and choosing the right care products. **lasi incontinence product range** offers effective skin friendly protection from leakage and unpleasant odours.

## Natural ways to deal with light urinary incontinence

- 1. Maintaining the right body weight weight loss, if needed, 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.



## 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'll 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. Listen to, 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!



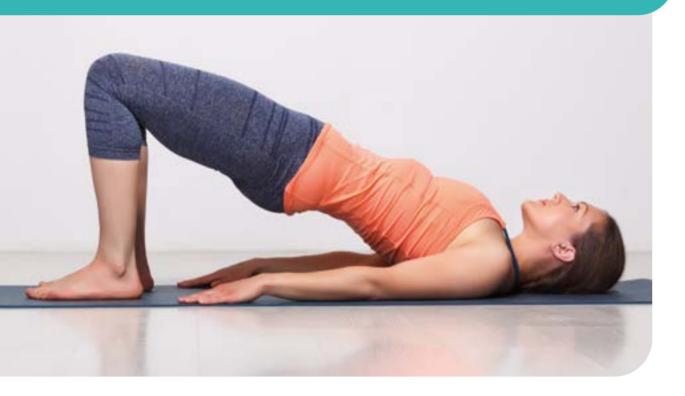
Most people dealing with urinary incontinence symptoms avoid talking to their doctor and their loved ones, as they tend to believe that incontinence is a problem that affects older people and that makes them feel embarrassed or even ashamed. The truth, however, is that incontinence can appear at any age and for many different reasons. You should, in any case, know that both light 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, face the unpleasant and often uncomfortable symptoms of incontinence, now is the time 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 needs, you will receive 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, 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 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 friendly 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 / 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 for 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 sitting or standing, while we are driving, at the office and even during 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 MEGA 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, Babylino, 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 "ingredi**ents" 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 first companies in Europe that have installed pioneering high speed inspection cameras in all production machines, controlling every single product.

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 mannequins from the internationally recognized specialized lab SGS Lab France to control the absorbency of the products.
- Internal qualitative panel tests.

#### External Laboratories:

- SGS France (France) and HY-TEC Hygiene Technologies (Germany)
- EUROFINS (Italy) and Dermatest (Germany)
- OEKO-TEX® ASSOCIATION (Austria)
- UNIVERSITY OF MEDICINE OF ATHENS (Greece)
- GALAB (Germany)
- INNOVHUB (Italy)
- OLFASENSE (Germany)

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



<sup>\*</sup> 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.

## lasi Incontinence Products



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

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

Thanks to the deep knowledge of the category, the above special product types have been developed to cover the different needs of mobile users, with light 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	iasi	iasi)		
No.2 MEDIUM	iasi	lasi)	iasi	
No.3 LARGE	iasi	iasi	iasi	
No.4 EXTRA LARGE	iasi		ias)	
No.5 EXTRA EXTRA LARGE	iasi			
Fresh (Lightly scented)				iasi fresh
Unscented				(as)

lasi incontinence products have CE mark.

For more information visit our websites **www.iasi.com.au / www.iasi-inco.com** 

## IASI innovations Product USP'S



### Scientifically proven odour control protection for 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 Odour Control technology of the lasi range of care products. They are made with a new technology core that guarantees excellent absorbency and effective reduction of odours. The Odour Control technology is certified through 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 reduction, with proof! The special Odour Control technology by Olfasense laboratories guarantees the reduction of odours (mainly due to ammonia) for up to 8 hours\*.

\*Significant reduction 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 Extra 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 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 friendly 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. Iasi products are fully breathable, thanks to their multiple elastic technology that offers elasticity for excellent 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 for, more than anything else, effectiveness (absorbency) and comfortable fit in **incontinence products of their preference.** It is hard for the consumers to distinguish on the shelf which incontinence product has better fit. The unique technology **Comfi-Fit™ by 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.









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

#### **Incontinence Unisex Pants**

- Special core to ensure fast absorption of moisture.
- Special Odour Control technology that offers proven odour reduction for up to 8 hours, certified by studies and measurements conducted by the specialized Olfasense laboratories (Germany).
- Proven skin friendliness certified by Oeko-Tex® Standard 100, for the absence of harmful substances.
- Clinically tested with excellent results by Dermatest Laboratory (Germany).
- Hygienic, extra soft topsheet impregnated with Vitamin E and Aloe Vera extracts.
- Special Comfi-Fit elastics that offer comfort and excellent fit on the body.
- Anatomical ultra-thin design for discretion and ease of movement.

**Available sizes:** Small, Medium, Large, Extra Large, Extra Extra Large.























**Enjoy** every moment of your life! 23











## MEN

Elasticated incontinence pants for men, specially designed based on the anatomy of the male body, offering comfort and discreet protection. Suitable for medium to heavy incontinence. Specially sealed sides allow easy disposal.

#### **Incontinence Men Pants**

- In light blue color.
- Special core to ensure fast absorption of moisture.
- Designed based on the anatomy of the male body, with enhanced absorbency in the front.
- Odour control system in the core.
- Comfi-Fit technology for excellent fit on the body.
- Hygienic, extra soft topsheet.
- Very thin and discreet.
- Clinically tested, with excellent results by Dermatest Laboratory.
- With breathable textile topsheet.
- Dermatologically tested.





























Real

Underwear





Super thin and discreet elastic pants, designed specially for women, with medium to heavy incontinence. Specially sealed sides allow easy disposal.

#### **Incontinence Lady Pants**

- In nude colour for extra discretion.
- Low-waist design.
- Special absorption technology core that blocks inside a high quantity of moisture.
- Odour control system in the core. Lighty scented.
- Comfi-Fit technology for excellent fit on the body.
- Super thin and discreet.
- Clinically tested, with excellent results by Dermatest Laboratory.
- With breathable textile topsheet.
- Dermatologically tested.

Available sizes: Small, Medium and Large.





























#### **Incontinence Bedpads**

- Soft topsheet.
- Waterproof backsheet.
- Offer extra protection from leakage, thanks to their extra absorbing surface.
- Easy-to-place on the bed, the sofa, the car seat, the wheelchair, or whenever extra protection of leakage is needed. Suitable for incontinence, post-surgical situations, or other cases demanding extra protection from leakage.

#### Available in:

Lightly scented and unscented variants.













## We take the future personally.

At MEGA, our self-commitment to Sustainable Development stems from our own principles and values. For this reason, we became pioneers decades ago and we introduced the "sensitive concept", choosing cotton over plastic as the topsheet of several of our products. Our sensitive products, which are based on friendly materials, both to the skin and the environment, represent a milestone of indisputable value for personal hygiene in Greece and internationally. Because for us, everything begins with the respect we feel towards consumers, our people, our partners and the environment.

Our vision is to have a positive impact on society through sustainability and to promote responsible production and consumption through our activity to ensure a better future for the next generations.

As a Greek industry, but also as one of the largest production units of personal hygiene products in Europe, we are aware of our pivotal role in conserving natural resources and protecting the environment. At the same time, we consider personal care and wellbeing to be inextricably linked to the wellbeing of the planet.

Therefore, we employ both the international and Greek innovative thinking which takes place in our laboratories to introduce the "Act Green: Redesign - Reduce - Recycle" program. Today, that our planet faces unprecedented environmental challenges, we intensify our efforts. Through the Act Green Program, we put into practice the core element of our DNA, care, while through environmentally beneficial operational practices and initiatives that continually reduce our environmental footprint, we reaffirm our commitment to continue acting responsibly with respect and integrity.

All of us at MEGA, more than ever, offer our know-how, resources and collaborations at the service of the planet, significantly reducing our environmental footprint, while providing improved life quality for our consumers through our products.

## MEGA's Circle of Sustainability

Our products are a result of responsible procedures, recycling systems which reach 100% and a continuous reduction of electricity and water consumption in the production units.

All lasi products are produced with 100% Green Energy.

Absolute efficiency based on responsible resources, such as renewable wood pulp from sustainable FSC™ forestry.



100% recyclable packaging made from up to 95% recycled material and product redesign to introduce recyclable material wherever it is possible in our portofolio.

Raw materials that are friendly to the skin and the environment.

Continuous reduction of plastic use and replacement with renewable materials of plant

## Sustainability Strategy 2050



#### Redesign

We are constantly redesigning our products and processes, we choose certified natural raw materials, aiming at increasing environmental performance at all LCA























We are constantly reducing the total volume of packaging materials of our products, the use of plastic, our water footprint, while at the same time we use 100% green energy in our production facilities.









We use 100% recyclable packaging; we are constantly increasing the usage of recycled material and we inform consumers about the benefits of the Circular Economy.











# Environmentally friendly design.

**lasi** products have been produced for years with a design that is proven to be friendly not only for the skin, but also to the environment. More specifically:







lasi products improve their environmental footprint. 100% green energy is used for their production. Moreover, MEGA received the international certification Zero Waste to Landfill at "Gold" level as in 2020 its production unit achieved 99% recycling and Energy Recovery.



The fluff pulp used for the production of Iasi Pants, Iasi bedpads as well as Iasi Lady and Men Pants consists of fiber produced by sustainable forestry, certified by FSC™, thus limiting the effects on the environment.



## Responsibly sourced packaging



100% Recyclable With 30% recycled material lasi packages are 100% recyclable. MEGA as a producer participates since 2003 in an Alternative Management System (Hellenic Recovery Recycling Corporation, HERRCO) and contributes financially to the recycling of the packaging.

#### Recycled material



All Iasi packages contain 30% recycled material. The scrap from production of polyethylene bags (PE) in our factory are collected and recycled and finally reborn as primary raw material (polyethylene granules) then it returns to our supplier, who produces bags contining 30% of this reborn PE. This procedure creates a complete, complete, closed recycling cycle, with absolute control over quality and origin of recycled material. All cartons of Iasi consist of up to 100% recycled material.



MEGA has received the sustainability certificate for the protection of the environment and the promotion of a sustainable supply chain model through its participation in the Pooling system of CHEP, contributing to reducing timber, carbon dioxide emissions and waste emissions.

## Committed to sustainable development.









For more information visit our websites www.iasi.com.au/www.iasi-inco.com











Perfect fit





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Incontinence Products