

THE TRUTH ABOUT SUI

What is it? Stress Urinary Incontinence (SUI), is a common type of incontinence. It happens when you involuntarily leak urine after pressure is suddenly placed on the bladder

WHEN DO CANADIAN WOMEN WHO HAVE SUI EXPERIENCE IT?



of Canadian women with SUI experience it when they sneeze



experience it when they cough

67%

of women who suffer from SUI said they experience it at least once a week

27%

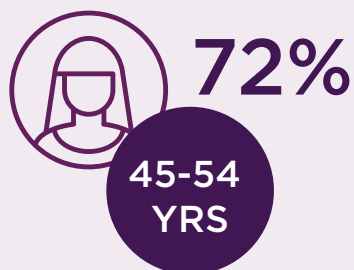
experience it once or more a day, this is over a quarter of those who suffer from SUI

MORE THAN

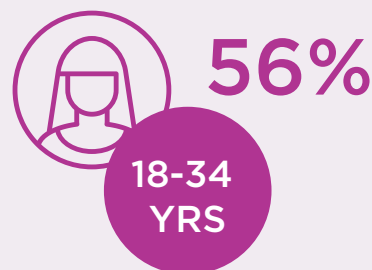
4 in 10

Canadian women between 18-44 with SUI (42%) experienced it for the first time post pregnancy or childbirth

SUI RESULTS IN NEGATIVE EMOTIONAL AND SOCIAL CONSEQUENCES

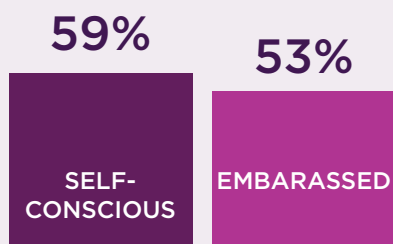


Of women feel self-conscious as a result of SUI

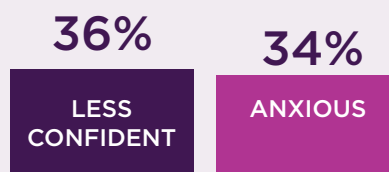


Of younger women feel slightly less self-conscious

Over half of Canadian women with SUI have felt these emotions as a result:



Over **1/3** felt less confident or anxious:



FILLING THE GAP IN SUI MANAGEMENT



The revolutionary Poise* Impressa* Bladder Supports are designed to help stop leaks before they happen, by providing women with a new, proactive management solution for those living with SUI

For more information on Poise* Impressa* Bladder Supports and other Poise products, please visit Poise.com

An online survey of 1005 Canadian women 18+ who currently suffer or suffered from SUI (stress urinary incontinence) within the past 5 years and who are Angus Reid Forum panel members was conducted between July 20 to July 30, 2015. The sample was regionally balanced on Canadian provinces.

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