INCONTINENCE PROTECTION

CONSUMERS’ CHOICE FOR SECURITY AND SKIN HEALTH
Consumers agree on what’s highly important in bladder and bowel protection products, but they are less satisfied with the performance of current products.

**SKIN HEALTH AND COMFORT:**
- Comfort
- Preventing skin irritation
- Staying dry next to the skin

**SECURITY AND DISCRETION:**
- Leakage
- Absorbency
- Odor control
- Fit

Because cotton is natural, consumers trust it as safer and healthier for their skin. They also believe products made with cotton will be softer, comfortable, more absorbent and less irritating.

BUILD A BETTER PRODUCT WITH COTTON!
Two-thirds of consumers are interested or very interested in bladder and bowel protection products made with cotton.

Compared to their current product, the majority of consumers agree cotton will improve key product benefits:

- **80%** Softer
- **76%** Hypoallergenic/Healthier for Skin
- **71%** More Environmentally Friendly
- **70%** More Comfortable

75% say including fiber content on the package would influence their purchase decision.

59% are willing to pay more for cotton protection products than they pay for their current brand!

**CAPTURE A TARGET MARKET WITH COTTON!**
ENVIRONMENT

Consumers believe natural fibers to be extremely safe for the environment. In fact, 90% of consumers surveyed rated cotton as SAFE for the environment, surpassing perceptions of rayon and other petroleum-based synthetics.