



Incontinence Basics: *What you need to know*

Provided by





Contents

Part 1: Incontinence Basics

What is incontinence?	5
What are its causes?	5
Types of incontinence	6

Part 2: Treatment Options

Talking to your doctor about incontinence	15
Treatment options	16
Absorbent products to manage incontinence	19

Part 3: Living with Incontinence

Choosing the right products for your needs	27
Paying for incontinence care products	32
Special tips for incontinence care	35



Incontinence Basics:
What you need to know

Provided by



Part 1:



Incontinence Basics

Welcome!

Incontinence is an intimate, private matter, which many are hesitant to discuss. However, more people experience incontinence than you might think. In fact, studies show **40% of women and 15% of men** over age 65 and living at home are managing some form of urinary incontinence.

The good news is – there are many ways to manage incontinence, and talking about it is the first step to getting help.

Source: Proprietary research commissioned by Tranquility/Principle Business Enterprises, Inc.



Facts

Incontinence is a common condition in the U.S. A recent study shows that **over 46 million** Americans experience some type of incontinence. That's **one in six** U.S. adults.



“People diagnosed with incontinence really need to be directed to an expert or at least a rich information source such as **TranquilityProducts.com.**”

George, WEARER, MARYLAND

Source: Proprietary research commissioned by Tranquility/Principle Business Enterprises, Inc.

What is incontinence?

Incontinence is the involuntary loss or accidental leakage of urine or stool. Incontinence is also referred to as loss of bladder control, bladder leaks, overactive bladder or bedwetting. It's a medical condition that can be temporary or permanent.

Incontinence is not a disease; it's a symptom or side-effect of a disease or another medical condition, including:

- **Disease:** Prostate cancer, diabetes, Parkinson's, Alzheimer's and dementia and autism
- **Medical conditions:** Nerve damage, weakened pelvic floor muscles, enlarged prostate
- **Physical changes:** Accidents that damage the body/organs, surgery, childbirth
- **Mental trauma or neurological disorders:** Such as cerebral palsy

Read our comprehensive incontinence guide at TranquilityProducts.com/Incontinence-Guide

READ MORE 

Types of incontinence



6 types of Urinary Incontinence:



.....

Did You Know?

“Typically, someone who experiences overflow, reflex or functional incontinence may need to contact a DME (durable medical equipment) provider to order higher-performance products, while lower-absorbency options will usually meet the needs of stress, urge or mixed incontinence.”



Janet Firestone
Tranquility National
Account Executive

Stress Incontinence

Stress incontinence is when there is a sudden pressure or stress on the bladder that causes urine to unexpectedly leak. Sudden pressure or muscle contractions on the bladder are caused by coughing, sneezing, exercising, heavy lifting or laughing. Stress incontinence is more common in women, as it can be a result of weakened pelvic floor muscles due to childbirth and menopause.





Urge Incontinence

Urge incontinence is a sudden urge to urinate that is so strong it cannot be held long enough to reach the bathroom. Urge incontinence is also known as overactive bladder (OAB). Urge incontinence or OAB can be the result of nerve damage, bladder spasms, stroke and other conditions.

Mixed Incontinence

Mixed incontinence shares the symptoms and causes of both stress and urge incontinence. Therefore, people with mixed incontinence experience both sudden stress on the bladder and a sudden urge to urinate, causing urine to leak before they can use the bathroom. It is common in women following childbirth and menopause, as well as with nerve damage, multiple sclerosis, diabetes, stroke and other medical conditions.





Overflow Incontinence

Overflow incontinence occurs when the bladder is unable to contain urine under pressure. The bladder fills up and eventually overflows, causing urine to leak. People with overflow incontinence may also feel like they cannot completely empty the bladder. Overflow incontinence is common for men with an enlarged prostate and in adults with a UTI.

Did You Know?

“Limiting bladder irritants such as coffee, alcohol and soft drinks can help you can improve your daily routine, with fewer trips to the restroom and fewer changes of your absorbent products.”



Jon Culver
Tranquility
Account Executive



Reflex Incontinence

Reflex incontinence is caused by bladder muscle contractions that cause urine to leak out without warning. Reflex incontinence is similar to urge incontinence; however, the difference with reflex incontinence is the absence of the warning or urge to go. Reflex incontinence is common in people with neurological impairments, such as spina bifida, multiple sclerosis and spinal cord injury. It can also be the side effect of surgery or radiation treatment.

Functional Incontinence

Functional incontinence occurs when a person cannot get to a bathroom fast enough or cannot recognize the need to go to the bathroom. It is often due to physical disabilities or mental impairments. Functional incontinence is often urinary and fecal.



Real-life protection that works

Superabsorbent protection that holds up to the true demands of everyday living, so you can focus on what matters most.

• • • • • **FREE SAMPLES AVAILABLE** • • • • •

Visit TranquilityProducts.com/sample

Part 2:



Treatment Options

Facts

Incontinence is typically a condition that results from another disease, condition, disorder or age-related body change. It becomes more common to experience loss of bladder or bowel control as one ages. However, you may be surprised to learn the largest segment of Americans who experience incontinence are middle-aged. This group, ages 40-64, **accounts for 46% of people with bladder or bowel loss!**

Source: Proprietary research commissioned by Tranquility/Principle Business Enterprises, Inc.



Talking to your doctor about incontinence

The average person waits four years before speaking with a healthcare professional about their bladder or bowel issues. But the fact is – this is a necessary, important next step to living better!

You may wish to start by talking with your primary care physician, who can then refer you to a urologist.



Here are some questions you may wish to ask during your appointment:

- What treatment options are available?
- What kind of tests do I need to take?
- Can medication help?
Can it cause or worsen incontinence?
- Is surgery an option?
What are the risks and benefits?

Treatment options

There are several different steps you can take to treat or at least improve management of incontinence. In the next few pages we will explore some options, including targeted exercises, medications, surgeries or medical procedures, and incontinence care products.

Surgery: Your doctor may recommend a surgery or medical procedure that can help improve your bladder or bowel control. A few of the more common practices include sling surgery, urethral bulking agents and artificial urinary sphincter surgery. Incontinence can also result from a surgery; for instance, removing the prostate, bladder or a kidney as a treatment for cancer may cause incontinence.

Medical devices: Nerve stimulators and other electrical stimulation machines, urethral inserts and catheters. A catheter is a thin, semi-flexible tube inserted through the urethra and into the bladder, allowing urine to drain.



Pelvic floor exercises can help strengthen the pelvic floor and bladder muscles, allowing them to fully contract, relax and function properly for improved bladder control. A popular example is Kegel exercises. Other activities involve abdominal stretching, diaphragmatic breathing, oblique rotation and bridging.

NOTE: This information is meant to be used as a guide but should not be considered a replacement for medical advice. We strongly urge you to talk to your doctor before beginning any new workout routine.

Medications: Your doctor may recommend medication as an early attempt to treat your incontinence symptoms.



There are many medications designed to treat specific symptoms. For instance, some medications help manage urge incontinence by relaxing the bladder, while

others are meant to help treat stress incontinence by tightening the bladder muscles.

Like with most medications, you may experience side effects, so make sure to let your doctor know if your medication is producing unwanted complications.

.....

For a list of brand name and generic incontinence medications, visit [NAFC.org/pharmaceutical](https://nafc.org/pharmaceutical)

VIEW LIST



Absorbent products to manage incontinence

Absorbent incontinence care products are available in many styles, sizes, shapes and functions. Your choice of which type to use depends on the intensity of bladder or bowel loss you experience, your body shape, mobility, ability to change the products by yourself, and other factors.

In this guide, we have laid out products by protection level, ranging from light to severe incontinence.



Light incontinence

If you experience dribbles of urinary loss, this typically can be managed using liners, personal care pads and guards. These items are worn inside traditional underwear for discreet protection that helps you minimize embarrassment while allowing you to resume everyday activities.



Moderate to heavy incontinence

If you experience more than sporadic drips of urine loss or also need to manage occasional fecal discharge, tape-tab briefs and pull-on protective underwear may be right for you.

Used in place of regular underwear, these disposable garments shield against leaks and keep your skin dry to avoid discomfort and potential skin issues. This is important, because studies show that just 15 minutes of skin exposure to wetness can lead to skin damage.

Moderate to heavy incontinence (continued)

Products in this tier also come in a range of absorbent capacities and designs to match your lifestyle. For example, you can select from “slim” products made for a higher activity level or daytime use. Or you can choose nighttime products that are a bit thicker, yet still comfortable, with higher absorbent capacity for longer wear time, to allow a full night’s rest.

This product level is where you start to see a significant difference in the performance of national retail brand products when compared to superabsorbent, higher-quality products like Tranquility.

Did You Know?

“By using our Tranquility Premium OverNight™ Underwear, you will be able to get a full night’s rest with leakage protection up to 34 oz!”



Jon Culver
Tranquility Account
Executive

Severe incontinence

The average adult urinary void is 8-12 oz of fluid. Those who experience severe incontinence may release a full void in just a few seconds, overloading regular-capacity briefs or pull-ons. This leaves the skin moist and susceptible to pressure injuries and UTIs.

To protect against these dangerous conditions, it's important that you choose maximum-capacity products that quickly absorb fluid and hold it in.



Real Life Protection

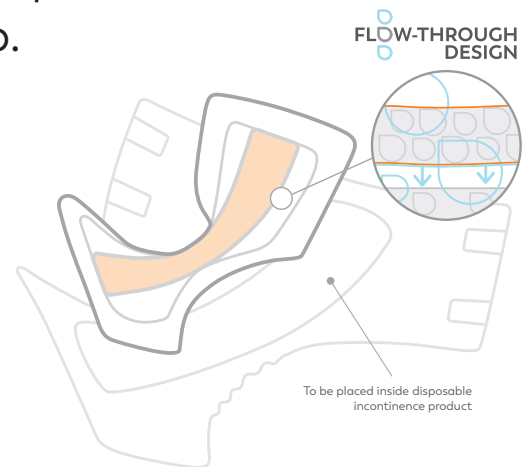
Tranquility disposable garments feature a maximum absorbent capacity of 34 oz – that's over a quart of liquid! Plus, the special core design locks in fluid so it will not be squeezed back out onto the skin during regular, everyday activities.

Supplementary Products

In addition to selecting maximum-capacity, superabsorbent products to manage severe incontinence, you can use **supplementary incontinence care products** to avoid potential accidents and help with cleaning up.

- **Booster Pads:**

These are worn inside disposable products to add capacity. They allow fluid to then pass through to the disposable absorbent beneath it, so they should never be worn in regular underwear.



Tranquility TopLiner® Booster Contour Super-Plus Pads absorb up to 27 oz of additional fluid!

- **Underpads:**

A last line of defense against leaks, these large pads help protect beds, furniture, wheelchairs and other surfaces, if accidents do occur.



- **Moisture Management:**

Tranquility ThinLiner Sheets are an all-purpose moisture management solution that protect skin all over the body, in a variety of ways. Can be tucked, folded and wrapped in or around skin folds, the groin area, under breasts – wherever light-to-moderate moisture is present.



Give him the
best protection,
with the right fit.
At no cost.*
.....

Your Medicaid or Waiver program may cover
premium incontinence products for children ages 3+*



- **Extended Wear Times** with superabsorbent technology
- **Better Skin Health** with quick-wicking core
- **More Youth Sizes** not available through grocery store brands

CLICK HERE 

Free Sample Available

* You may be eligible for free products under your state's Medicaid or Waiver program. Incontinence products are not covered by Medicaid in all states. We may be able to help you find a Medicaid provider in your state that offers covered Tranquility products. Sample product offered may be subject to your state's coverage guidelines.

Part 3:



Living with Incontinence

Facts



A study by the NAFC (National Association for Continence) found on average, consumers try **7 different incontinence products** before

they find one that works for their needs.



Did You Know?

“Tranquility offers free samples of most products to help find the perfect fit for you or someone in your care. Additionally, our many size options, from youth to 5XL, make it easy to find the right product and fit to help you manage your incontinence.”



Lori Mika
Tranquility Account
Executive

Choosing the right product for your needs

We've talked about several absorbent protection levels that are available to manage varying degrees of incontinence. Now let's explore four additional factors you should consider when finding the right product for your individual needs:

- **Size**
- **Product Features**
- **Materials**
- **Cost**



“My brother’s incontinence had negatively affected his dignity and self-esteem. He tried Tranquility® Premium OverNight™ Underwear, and he was so delighted. He said it was comfortable, absorbent and did not leak, and that he could get back to enjoying his life again.”

FAMILY CAREGIVER, WISCONSIN

Size

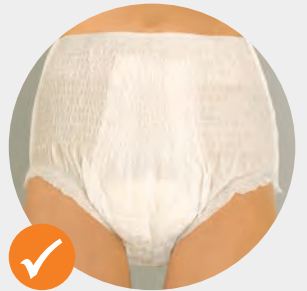
Sizing might be the most important factor in getting the best comfort and leakage protection out of a disposable incontinence garment. Ask your product provider for free samples of a few different sizes, to ensure you have the right fit.

- **Briefs** should fit snugly with the placement of the tape tabs **on the hips** and no gaps around the legs.
- **Underwear** should fit snugly **touching the crotch** with no gaps around the legs.

Good Fit – Briefs



Good Fit – Underwear



Tranquility specializes in offering hard-to-find products for people of all body shapes and sizes, with varieties in both briefs and pull-on products.

Youth – Toddler and youth sizes when a child has outgrown baby-sized products.

Bariatric – We pioneered plus-size superabsorbent products, offering full-stretch comfort for up to 108" waists.








Product Features

Look for these features when selecting products that meet your specific needs:

- **Superabsorbent core:** Locks in wetness to keep skin dry and neutralizes pH to reduce odor.
- **Adhesive strip:** Secures product to prevent sliding.
- **Leg cuffs:** Channel fluids into the core, helping to contain high-volume episodes.
- **Breathable materials:** Allow air to circulate around the body, promoting skin integrity.
- **Change indicator:** Line that switches color or fades when product reaches capacity.

Did You Know?

Packaging is another important feature! Did you know that Tranquility uses cup icons with all its products, which makes it easy to tell absorbency levels?

Product Absorbency Protection Capacity may vary by size or style		 = 8 oz
MODERATE Up to 13.5 oz/400 mL		
HEAVY Up to 19.0 oz/562 mL		
SUPER Up to 25.0 oz/740 mL		
MAXIMUM Up to 34.0 oz/1005 mL		

Materials

Disposable incontinence garments are designed from two main material types: Clothlike and “poly-backed,” or plastic.

- **Clothlike:** Soft and gentle against your skin, this material produces less rustling noise for improved discretion. It also comes in partially or fully breathable designs that allow air to circulate, keeping skin dry and healthy.
- **Poly-backed:** This traditional material provides visual assurance that your product contains a moisture-proof barrier. Keep in mind, however, that both clothlike and poly-backed products have moisture-proof backing that stops leak-through.

Choose the materials that fits your needs and provides you peace of mind and security.

Have questions about incontinence products?
Find answers at TranquilityProducts.com/blog

FIND ANSWERS



Cost

Let's be real – incontinence care products can be very expensive, especially if you are on a fixed income and are paying out-of-pocket. If you are newly diagnosed with incontinence, this is a new cost you must work into your personal budget.

At first, it may feel like buying lower-priced, mass-retail products from the big-box stores is your only option. However, you may learn that these products offer inferior quality and protection, requiring you to change more often and use additional products, which offsets any savings.

If cost is a major consideration, there are programs that may be able to help cover the cost of your supplies. These will be discussed on the next page.



Did You Know?

“Durable Medical Equipment dealers (DMEs) have access to higher-performance products like Tranquility. Call 1-866-865-6101 for assistance finding a dealer online or in your area.”



Janet Firestone
Tranquility National
Account Executive

Paying for incontinence care products

As mentioned in the last section, it can be challenging to afford the incontinence care products you or your loved one deserve. Private health insurance and Medicare are unlikely to provide any coverage, but before you pay out of pocket, make sure to look into these programs that may be able to assist, depending on your medical or financial situation.



Medicaid – Medicaid may cover medically necessary products (including incontinence products) for the elderly, disabled or children with complex healthcare needs, starting at age 3 or 4. Because Medicaid rules

are different for each state, you will have to look into your state's guidelines to see if and how you may qualify.

Get started learning about Medicaid coverage at TranquilityProducts.com/medicaid-incontinence-supplies-guide

LEARN MORE



.....

If you do not qualify for incontinence product benefits under Medicaid or State Waiver programs, here are a few other services worth researching.

VA Benefits – If you have served in the military, you may be eligible for incontinence supplies at no cost to you when you have a prescription through your primary physician. Visit www.VA.gov for healthcare benefits through Veterans Affairs.



Flexible Spending Account (FSA) – Your employer may have an FSA (or “HSA” – Health Savings Account) program that allows you to set aside a portion of your pay for medical costs. You can then use this fund to purchase incontinence products or other medical supplies and take advantage of special tax benefits to save you money. Ask your Human Resources for details.



Diaper Banks – There may be organizations in your community that distribute adult diapers to those who cannot afford them. Visit TranquilityProducts.com/adult-diaper-banks for more information.

Special tips for incontinence care

Even though incontinence is experienced by over 46 million Americans, it remains a topic that is not easy to discuss with others. Perhaps because of this, there have been plenty of beliefs spread that are not 100% correct. Here are a few special tips for incontinence care that debunk common myths.

Double Diapering – Wearing two incontinence garments on top of one another does not double the absorbency and protection of these products. In fact, “double diapering” causes leaks, traps in harmful heat and moisture, and costs you twice as much! Use **booster** pads instead; these products are designed to be



placed inside another disposable product to increase absorbent capacity and extend wear time.

Restricting Fluids – Limiting what you drink is not the right way to reduce the chance of potential leakage or accidents. Preventing fluid consumption is actually



dangerous, especially for those of advanced age. Instead, drink evenly throughout the day, cut back a bit in the evening if necessary, and empty the bladder right before going to bed.

Barrier Cream – This medical product is meant to create a protective, waterproof layer that keeps urine away from the skin. If your incontinence product does not provide adequate absorbency and fluid retainment, a light barrier cream may provide critical skin protection. However, excess cream will actually rub off onto the incontinence product and prevent urine from absorbing into it, causing leaks and unhealthy, moist skin.



If you or a loved one are experiencing incontinence, Tranquility can help!



Contact our Customer Care Center today to find out which superabsorbent products are right for you.

Call 1-866-865-6101, Monday-Friday, 8 a.m. to 5 p.m. ET

Email CustomerService@pbenet.com, anytime

Visit TranquilityProducts.com to learn more