

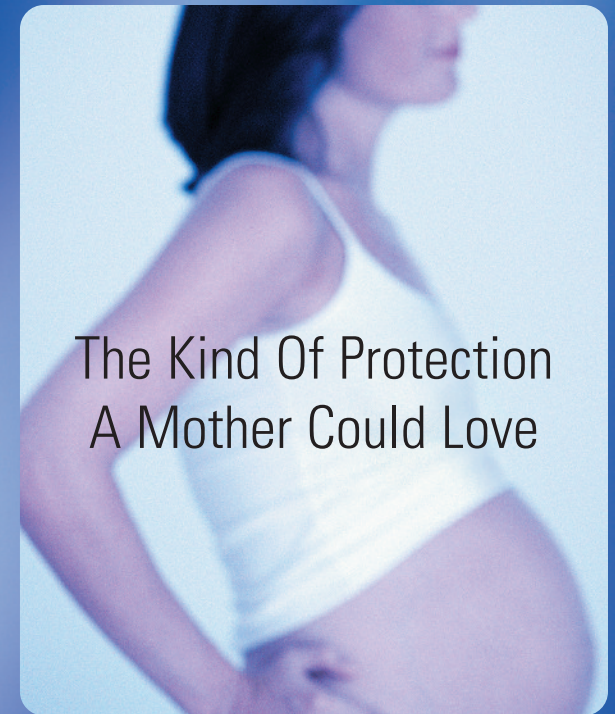
*Congratulations.* You're expecting a baby.  
But were you expecting bladder weakness?  
Probably not. And you're not alone.

Bladder weakness affects one third of first time mothers and up to 50% of all new mothers. Luckily, TENA Serenity has an effective, specially designed solution for this small amount of weakness.

TENA Serenity Pantliners.

Here's the proof that all pantliners are not created equal. TENA Serenity Pantliners are specially designed for greater protection than ordinary pantliners. They also come individually wrapped for convenience, and are now available in three discreet sizes: small, regular and long.

Whatever you choose, TENA Serenity Pantliners provide incredibly thin protection ... OdaSorb Plus™ to help control odors ... and a very special delivery of confidence.



The Kind Of Protection  
A Mother Could Love

Consult your doctor about bladder control problems.  
TENA Serenity is a registered trademark of SCA Hygiene Products.



# Bladder Control and Pregnancy

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## Bladder Leakage Affects One Third of First Time Mothers.

Every pregnant woman observes the many changes that take place in her body during and after pregnancy. Some of these changes are commonly discussed, like weight gain or breast changes. Others, such as loss of bladder control, are not.

Yet, loss of bladder control, known as urinary incontinence, is also very common during and after pregnancy. In their first pregnancy, about one third of women will experience involuntary loss of urine by the third trimester. At least another 7% will develop urinary incontinence right after delivery.

Many women were not aware that these changes could happen to their bodies after pregnancy. In the busy and challenging period after birth this unexpected problem is often ignored. Increased public awareness is needed so that women do not suffer in silence. There are numerous treatments for incontinence and proper evaluation can lead to cure or successful management in most cases. Today there are specially designed absorbent products for bladder leakage. These products, unlike feminine hygiene products, are manufactured with super absorbent polymer to draw the urine deep inside the pad, keeping you dry.

The most prevalent type of urinary incontinence related to pregnancy is stress urinary incontinence (SUI). Women with SUI leak urine during activities such as coughing, sneezing, lifting, or exercising. SUI and other problems related to sexual

functioning, bowel control, and pelvic organ support are thought to occur because of injury to the muscles, ligaments, and/or nerves in the pelvis that are directly affected by pregnancy and birth. These structures are referred to as the "pelvic floor."

## Do You Kegel?

Fortunately, there is something a woman can do to lower her risk of urinary incontinence related to childbearing. Learning to perform pelvic muscle exercises, known as "Kegel" exercises,

and performing them regularly during and after childbirth can reduce the risk of incontinence. Kegel exercises are designed to strengthen your pelvic muscles and help you avoid bladder leakage. They're so effective that as many as 65%-70% of women see an improvement. And it's never too late to start. Be sure to have your doctor or nurse help you to identify the correct muscles to exercise and then have them check to see that you are doing the exercises correctly.

## New Discoveries.

For many women the problem of urinary incontinence goes away naturally during healing after giving birth. However, in recent years doctors have had a growing awareness of some of the long-term

consequences of pregnancy and birthing and the problems which do not completely go away in the recovery period. Studies show that 6-26% of women who develop urinary incontinence related to pregnancy will still be incontinent 3-6 months after the birth. One study has found that if incontinence is still present at 3



months after giving birth, there is a 92% chance that the woman will have incontinence 5 years later. Even if it has gone away by 3 months, there is a 42% chance that the woman will have urinary incontinence 5 years later.

This growing evidence that vaginal birth negatively affects the pelvic floor has generated an increasing interest in better understanding the risk factors for incontinence problems after pregnancy. Medical professionals today are actively focusing on the risk factors concerning pregnancy and vaginal delivery including: the role and type of episiotomy which may increase the risk of bowel incontinence; the choice of forceps assisted versus vacuum assisted delivery; the length of time that pushing is encouraged during the second stage of delivery; and the possible protective role of Cesarean section and the question of Cesarean delivery by choice. Researchers are also working to discover whether they can identify, before the onset of labor, which women are at risk for pelvic floor injury. Ask your doctor about each of these factors and how they might relate to your individual situation.

## Time to Enjoy.

At a time in a woman's life when the joys and challenges of motherhood are foremost in her mind, these problems can put a damper on enjoying a new baby. Many new mothers are very busy with new responsibilities and find it difficult to make time for themselves. But caring for all of these problems especially persisting incontinence is vital, not only to relieve symptoms and improve your quality of life, but to reduce the risk of worsening problems over time.

Help is available; there is an increasing number of doctors who are interested and knowledgeable in the treatment of incontinence. So speak to your healthcare provider today and decide the best option for you.