



Trusted
by millions of men¹

The man talk

- leading the conversation around incontinence





We at TENA talk to thousands of men every year and have gained deep knowledge about men and their attitudes around health. That is why we developed this conversation support to inspire different ways for pharmacists to overcome the emotional hurdles around incontinence – and better serve male customers who are dealing with it.

How to start and lead the conversation:



Identify
customers in
need of help



De-dramatize
the topic



Provide
lifestyle
advice



Recommend



Identify customers in need of help

Many men feel ashamed about incontinence. **Making male incontinence products visible at the pharmacy** is a good first step to de-dramatize it. It increases the chance for male customers to easily find the product – and to also identify customers who may need guidance and tips about incontinence. Our studies have shown that men prefer a calm, private space for advice. A good way to **start the conversation is to approach the customer with a common and comfortable open-ended question**, and then offer to speak with him in a discreet setting.

Questions to ask:

- “Do you need help with what you’re looking for today? I would be happy to help. Would you like to go somewhere private and speak?”
- “If you would like additional information, there are leaflets in the shelf that you can take with you home. I can also provide you with some helpful lifestyle tips on improving your condition.”
- “Many men with this condition sometimes experience dribbles and leaks. If this is something you need support with, there are plenty of good options to manage it.”

Tips:

- Offer to go somewhere private. (a quieter area in the pharmacy or a separate room)
- Use the term ‘urine leakage’ if the condition seems to be less severe.
- Be observant of medical conditions that can cause urinary symptoms: diabetes, stroke, Parkinson’s Disease and Multiple Sclerosis are a few examples.





De-dramatize the topic

The first step is to reassure men that they are not alone: **1 in 4** men over 40 suffers from it¹. Learning what the cause is, can be a big help to find the right treatment of the problem. There are also things men can do to prevent urine leakage. The next is to help overcome the biggest emotional hurdle: the feeling of control loss. Pharmacists play an important role in inspiring help to prevent it.

Questions to ask:

- “You are not alone - 1 in 4 men experience leakages. Are you staying active with walks, outdoor activities?”
- “Do you experience any dribbles after you’ve been visiting the toilet? Many men with experience this condition and there are many good options to manage it”.

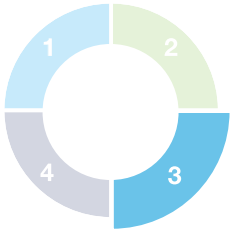
Tips:



- **Display the products in the men’s health section. Make products visible and easy to find.**
- **Co-display products with other health related products that can improve the condition. (e.g. moisturizer, food supplements)**
- **Run in-store campaigns in connection to local events.**

1. Male Urinary Incontinence Prevalence Study, 40+ year old men, UK, US, DE, IT, MEX, RU, self-reported methodology. SCA Study, 2013. Data on file.





Provide lifestyle advice that prevents the condition

Our studies have shown that men appreciate lifestyle advice that may help improve their condition – it builds self-confidence and comfort around the topic. Most incontinence is not medical and can be alleviated through lifestyle improvements. Provide them with tips on what action they can actively make to manage the condition. Provide reassurance, explain how they are able to alleviate the symptoms. Try to find out as much as you can about the consumer's lifestyle by asking questions.

Questions to ask:

- “Describe a typical day (relationships, work, exercise, eating and drinking habits, bowel habits). Which situations do you experience problems with urinary leakage the most?”
- “Do you experience a lot of stress? It can actually aggravate the symptoms.”
- “When do leakages occur? (Day-night, when active, etc.)



Lifestyle tips:



- Common problem for men with dribbles after urination is caused by urine stuck in the urinary tract - they can remove this urine by milking out the left overs with their hand.
- Pelvic floor exercises can prove beneficial in many cases.
- Contract the pelvic floor muscle strongly, immediately after voiding or gently pressing on the urethra, behind the scrotum, can help to push out the remaining urine.
- Caffeine and/or alcohol reduction has a range of additional benefits.
- Keeping the skin clean prevents irritations – for sensitive skin you can use barrier creams for protection.
- It is also healthy for the bladder to maintain a healthy weight, exercise regularly, have regular bowel movements and manage stress levels and psychological well-being.
- Remember to drink enough water – dehydration concentrates urine, which can promote urge incontinence.
- Avoid drinking two hours before bedtime to minimise night-time urination.



Recommend

Men mostly worry about discretion and security when it comes to incontinence protection. This could mean that they end up choosing the wrong product, selecting either too much or too little absorbency. There are a wide range of absorbency products and aids that are available for men of all ages and levels of activity – with your expertise, you can guide the customer to their ideal product, one that can be easily incorporated into a healthier continence routine.

Questions to ask:

- “Describe the amount (a few drops or more/ Day time or night time/ When you’re active?)”
- If it is a rush to get to the toilet in time or frequent toilet visits (day time or night time)?
- Drops and dribble after urination? Recommend milking out the urine that is stuck in the urinary tract after urination.”
- ‘Do you have other related problems like skin irritation?’
- “We recommend [supporting product available in the pharmacy] to improve urinary leakage and your overall well-being. I can show you our available selection.”
- “There is additional help you can get. Would you like me to advice on more actions you can take?”

This provides a great opportunity to recommend a range of products, both for incontinence care and other related issues. Make sure that you conclude by asking if there’s anything further the customer would like to discuss. If the condition seems to be severe, it’s important that you refer the customer to a doctor.

Tips:



- Use the TENA guidelines and samples to explain and show each product benefit for your customer.
- Give samples for at home trial.
- Inform about promotion or loyalty program.
- Inform about pharma/MDS services particularly relevant for incontinence product purchase. (home delivery, web shop)
- Wider the recommendation to TENA skin care products if needed and any cross sell linked to life style improvement.







Finding the right product

There is male protection for all kinds of urine leakage, no matter how light or severe the issue may be. Different sizes and absorption levels offer protection for everyone. The TENA Men range builds on true consumer insights and offers secure and discreet protection with absorbency control for security against leakage and surges. Read the TENA guidelines for which type of product best suits the symptoms. Provide the customers with samples if possible.

Level 1-3, new package design



Product-Name	Protective Shield	Absorbent Protector Level 1	Absorbent Protector Level 2	Absorbent Protector Level 3	Active fit Men Pants	Premium Fit Men Pants
When to recommend	<p>Sudden urges when needing to go to the toilet</p> <p>Drips and dribbles during the day</p> <p>Post-urination drips or dribbles</p>	<p>Uncontrolled leakage or surges throughout the day and/or at night</p> <p>Uncontrolled leakage when laughing, sneezing, coughing, heavy lifting or exercising</p> <p>Uncontrolled leakage when needing to go to the toilet</p>			<p>Tailor-made pants for active men</p> <p>Uncontrolled moderate to large leakage, both day and night</p>	<p>Designed like regular masculine underwear</p> <p>Uncontrolled moderate to large leakage, both day and night</p>
Absorbency	Extra Light 💧	Light 💧💧	Medium 💧💧💧	Super 💧💧💧💧	Plus 💧💧💧💧💧	Maxi 💧💧💧💧💧💧
Thickness	3mm	5mm	7mm	11mm	NA	NA
Length	18cm	23cm	27cm	27cm	NA	NA
Size	One size fits all	One size fits all	One size fits all	One size fits all	Medium & Large	Medium & Large

Male incontinence

– risks & recommendations

There are multiple types and causes of male urine leakage, and prevalence increases with age¹. Below, you can read more about the most common types. It's advisable to recommend a visit to a doctor or healthcare professional, so individuals can discover the underlying cause of their issues, and the best course of treatment for their needs.

Urge urinary incontinence

Urge or urgency incontinence is defined as the involuntary loss of urine associated with a strong desire or urgency to urinate². There are many different factors that cause urgency feelings, for example; urinary tract infection, coffee and energy drinks, bladder stones, constipation, medication (like diuretics) and bladder outlet obstruction which can be caused by an enlarged prostate³. Drinking too much can lead to the production of large amounts of urine and frequent toilet visits⁴, as too can low fluid intake⁵ – as the urine gets too concentrated and irritates the bladder lining. In many cases, the cause of urge urinary incontinence cannot be defined.

Stress urinary incontinence

While stress urinary incontinence (SUI) is the most common type of incontinence in women, it is not so common in men. SUI occurs when the support for the urinary tract and bladder does not function as it should. In men, SUI is most commonly a side effect of prostate surgery⁶.

Post micturition dribble

Some men experience drips and dribbles after visiting the toilet. This happens when there is any urine remaining in the urethra after urinating. It is often the result of weak pelvic floor muscles⁷.

Terminal dribble

Another issue some men may face is terminal dribbling. This is when the urine flow slows to a trickle or dribble, which is then usually hard to shut off and finish².

Neurogenic bladder

Problems associated with brain function, damage to the spinal cord or nerves can also reduce bladder control. This can be caused by conditions like stroke, MS, Parkinson's Disease, diabetes etc^{8,9}.

Overflow urinary incontinence

Overflow urinary incontinence occurs when the bladder cannot empty completely and is filled past its capacity¹⁰. This causes an over expansion of the bladder and involuntary urinary leakage. This is usually related to an enlarged prostate¹¹ and symptoms may include; difficulty in starting to urinate, feeling that the bladder is not emptied after urinating, an interrupted or weak urine stream, a frequent urge to urinate and frequent night time urination¹². As well as urethral obstruction, overflow urinary incontinence can also occur from certain types of medications or nerve damage¹³.

Checklist:



Provide facts about incontinence.



Advice on lifestyle changes – “what more can I do?”



Guide them to the ideal product for their needs.



Provide further information: local doctors, online forums, therapy groups, help-lines etc.



Advise to visit a doctor if the condition seems to be severe.

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#1

global leader in
continence care

Partner with TENA to give control back to men

- **1 in 4 men** over the age of 40 experience urine leakage², but many don't use appropriate protection.
- TENA **partner with you** to increase awareness and help you meet growing demand through our consumer campaign and business support.
- With the **innovative TENA Men range**, you can offer your customers masculine security and comfort that meets their top needs.

Recommend TENA Men and make a real difference
to your customers and business.

1. Based on global sales and market research data, over 3 million men use and trust TENA globally.
2. Male Urinary Incontinence Prevalence Study, 40+ year old men, UK, US, DE, IT, MEX, RU, self-reported methodology. SCA Study, 2013. Data on file.

