

Age and Life Circumstances

Incontinence is a sensitive subject and no one is completely exempt from **bladder issues**; it can affect anyone, such as athletes, young adults who are postpartum or obese, and seniors. Buying an **adult diaper** for the first time can be a difficult task if you're not prepared.

We found some interesting statistics in the article *No Gender Discrimination: Urinary Incontinence Affects Both Men and Women* written by Jaimie Lazare provided by Today's Geriatric Medicine:

According to the American Urological Association (AUA), 15 million men and women suffer from UI. Specifically, UI affects about 33% of older women, 15% to 20% of older men, 50% of frail elders, and 60% to 80% of nursing home residents.¹ One study that looked at the impact of UI on the quality of life of people aged 65 and older showed older adults find that UI affects their quality of life to a greater degree than do chronic conditions such as diabetes and arthritis.

The Good News

Today there are more options for managing adult incontinence. For example, the product category for adult diapers is continuing to expand.

Since it will be against your skin for multiple hours a day, be sure your **diaper** top sheet is not made of plastic, like many on the market. Included in the list of ingredients to analyze are both the absorbent core (should be effective) and outer layer (should be breathable). Your comfort is what matters most. That's where cotton comes in.

Given the strong preference for Purified Cotton™, it's interesting that most of the adult incontinence products on the market today have extruded films or synthetic fibers in the topsheet, which is the critical component of the product that comes in direct contact with delicate skin. Logic would make one think that this fabric would be cotton, but in most cases, it's not.

When it comes to shopping for an adult diaper, why cotton? According to Cotton Incorporated, there are a variety of reasons why cotton is preferred for bowel and bladder protection. With cotton, they believe it's:



Why You Need to Think About Adult Incontinence Right Now

80% Softer

76% Hypoallergenic/Healthier for Skin

71% More Environmentally Friendly

70% More Comfortable

You may not be able to fully control incontinence issues, but you *can* control what incontinence products you use. Your skin is sensitive and the last thing it needs is plastic up against it for several hours a day. Your body deserves the best diapers on the market, those of which are made with Purified Cotton.