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TENA® Puts Stylish Spin on Marketing Bladder Weakness Products

New Advertising Campaign Takes Bold, Fashion-Forward Approach and Touts “The Evolution of Bladder Protection”

Philadelphia, PA (August 17, 2009) – SCA Personal Care North America, Inc., which markets bladder protection products and services under the globally-leading TENA® brand, today launched a stylish new advertising campaign that uses women’s fashion to redefine how consumers think about TENA and the bladder weakness category. The new campaign breaks from traditional category advertising by taking an open and honest approach to the condition of bladder weakness and positioning TENA as “The Evolution of Bladder Protection.”

The goal of the new advertising, which will appear in print, broadcast and online channels, is to speak honestly and effectively to modern women about bladder weakness. The campaign theme, “The Evolution of Bladder Protection,” parallels women’s fashion and how it has evolved over the years to become less restrictive, more comfortable and figure hugging.

Bladder weakness affects one in four women over age 40; and SCA wants to let them know the condition is not something to be embarrassed about and does not have to control their lives. The fashion connection resonates with women and provides an easily identifiable example of how their lives have changed and evolved over the years – and how the products they use need to adapt to meet their lifestyles.

The “Evolution” campaign will run through 2010 and will include a mix of national television, print and online messages. Developed by zig, a communications company within the MDC Partners network, the campaign’s television imagery shows fashion throughout history, while print messaging light-heartedly tells women, “One style does not fit all.”

Owned by SCA, the Swedish global consumer goods and paper company, the TENA brand reflects expertise that spans all aspects of bladder weakness management. Its history of innovation together with its modern approach to bladder protection has made it a global leader in the category.

“Bladder weakness is a reality for millions of women in the United States, but until now, no one has talked to them in a way that is relevant to their everyday life,” said Ankie Cedergren-Borg, Director, Brand Communications, SCA Personal Care North America. “Through this TENA advertising campaign, we want to help women feel more confident by understanding that they are not alone in experiencing the condition, and there are effective, contemporary options available that fit into their busy, active lifestyles.”

Earlier this year, SCA began offering its first gender-specific protective underwear lines, TENA® Men™ and TENA® Women™, which feature advanced design enhancements to meet the specific anatomical needs of men and women. The more contoured, form-fitting designs provide outstanding protection, fit and discretion.

“At SCA, we have more than 54 years of experience in the category and we are committed to making a real difference in the lives of men and women living with bladder weakness through innovative products and educational resources,” said Cedergren-Borg.

About TENA®

With more than 50 years of experience, TENA® is the worldwide leader in the management of bladder control issues, providing products and services for individuals and healthcare services throughout 105 countries. TENA provides a full range of absorbent products tailored to the distinct needs of men and women, including pantliners, daytime and overnight pads, male guards, protective underwear, briefs, skin care products, and underpads. TENA is at the forefront of developing products that minimize the impact of incontinence and improve the everyday lives of people living or working with bladder weakness or incontinence. TENA products feature innovative technologies, such as comfortable Dry Fast Core™ and advanced odor control, to ensure protection, comfort and discretion for wearers. For more information, please visit: www.tena.us.

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