



FOR IMMEDIATE RELEASE

Contact: Karen Davis
212.299.8962
karen.davis@zenogroup.com

GETTING IN SHAPE FROM THE INSIDE OUT FOR THE NEW YEAR

Core Wellness Puts Spotlight on Pelvic Fitness

Free DVD of New PELVICORE Exercise Routine Helps Women Stay in Control of Their Bladders

Philadelphia, PA (January 13, 2009) – As women resolve to focus on fitness for the New Year, they shouldn't neglect what they can't see. Having a strong pelvic floor - the group of muscles located on the underside of the pelvis responsible for bladder control - is vital to help women stay in control of their body and live an active lifestyle. According to a recent study in the Journal of the American Medical Association, one in four women suffers from some type of bladder weakness. Many women think that bladder weakness is a reality of pregnancy or getting older, but simple exercises can vastly improve symptoms of a weakened pelvic floor. Now a new DVD, **free** at www.corewellnessprogram.us during the month of January, helps women easily improve their pelvic fitness.

Core Wellness, a new program sponsored by **TENA**® (formerly known as Serenity®), the worldwide leader in the management of incontinence, puts the spotlight on the importance of pelvic fitness. The program helps women improve the tone and control of their pelvic floor muscles with the **PELVICORE Technique**. Designed by Kari Bo, an international expert in exercise science and physiotherapy, the **PELVICORE Technique** is a gentle, quick and easy exercise routine for women of all ages and levels of ability. The routine helps increase overall pelvic strength and stability and improves posture and tummy tone. A very practical benefit is its proven ability to both prevent and, in 60 to 70 percent of women with stress urinary incontinence, *cure* bladder weakness.¹

“Little time is spent explaining to women the role of their pelvic floor and the impact of neglect or damage. Even more importantly, women don't know how to train these muscles to prevent future problems or reduce current symptoms,” says Bo. “Many women consider weakened pelvic floor muscles and the symptoms they are suffering a natural part of life, but the **PELVICORE Technique** is a proven, quick and easy way to get back in control.”

-more-

The [PELVICORE Technique](#) is designed to make exercising these muscles quick and easy with a simple 20 -minute daily routine. Created for women and men of all ages and ability, the exercises can be done in a variety of positions, including standing up or sitting on a chair, and will be just as effective as floor exercises.

“What makes the [PELVICORE Technique](#) unique is that it combines exercise and physiotherapy techniques to not only strengthen the pelvic floor muscles but also help support the body’s core to improve posture, movement and control,” says Bo.

To order the DVD that features the step-by-step program led by Kari Bo, please visit www.corewellnessprogram.us.

¹ Bø K., Hagen: “Is There Still a Place for Physiotherapy in the Treatment of Female Incontinence?” EAU Update Series, Volume 1 , Issue 3 , Page 145.

About the [Core Wellness Program](#) and Kari Bo:

The PELVICORE Technique is produced by Core Wellness, an international campaign supported by [TENA](#)[®], aiming to improve women’s health and wellbeing. Professor Kari Bo is an exercise scientist and physiotherapist at the Norwegian School of Sport Sciences, Oslo. She has spent 20 years researching pelvic floor disorders and developing techniques for sufferers and is considered a leading expert of pelvic floor muscle training world-wide.

About [TENA](#)[®]

With over 50 years of experience, TENA[®] (formerly known as Serenity[®]) is the worldwide leader in the management of incontinence, providing products and services for individuals and healthcare services throughout 90 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 QuickDry™ topsheets, super-absorbent Lock Away Core™, and Advanced Odor Protection, to ensure protection, comfort and discretion for wearers. For more information, please visit: www.tena.us.

TENA[®] is owned by [SCA](#), a global consumer goods and paper company based in Sweden, which develops, produces and markets personal care products, tissue, packaging solutions, publication papers and solid-wood products.

TENA[®] and Serenity[®] are registered trademarks of SCA Hygiene Products.

###