



NAVIGATE THE
INCONTINENCE
ASSORTMENT WITH
TENA PRODUCT
OVERVIEW



Our TENA products are based on specific needs, which means stocking the full range makes it simpler for shoppers to find the right product.

We are here to help you recommend the most relevant product to your shoppers in order to build trust, loyalty and to grow your business.





TENA Women Range: When to recommend



PRODUCT	DISCREET LINERS	DISCREET ULTRA PADS	DISCREET PADS	DISCREET PADS	LIGHTS SENSITIVE LINERS	LIGHTS SENSITIVE PADS	SILHOUETTE LINERS	SILHOUETTE PADS NOIR	SILHOUETTE UNDERWEAR CRÈME & NOIR	DISCREET PROTECT +	DISCREET PROTECT + NIGHT
ABSORBENCY	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	4 droplets	8 droplets
PRODUCT VARIANTS	Mini Plus	Mini & Normal	Normal	Extra & Extra Plus	Light, Normal & Long	Mini	Normal	Mini	Normal & Plus	Maxi	Normal Night & Maxi Night
PROTECTION	Light leaks	Light/ Moderate leaks	Moderate leaks	Moderate / Heavier leaks	Light leaks	Light/ Moderate leaks	Light leaks	Lighter leaks	Moderate leaks	Heavier leaks	Heavier leaks
SUITABILITY	Day	Day	Day	Day	Day	Day	Day	Day	Day	Day	Night
PRODUCT BENEFIT	Leakage security, dryness & odour control.	Designed for new entrants of inco category who want protection as thin as feminine towels that they have been using. With the security, absorption and odour control of an inco pad.	Leakage security, dryness & odour control. Up to 12 hours dryness	Leakage security, dryness & odour control. Up to 12 hours dryness	Specially designed for sensitive skin with 0% fragrances & dyes. Leakage security, dryness & odour control	Specially designed for sensitive skin with 0% fragrances & dyes. With leakage security, dryness & odour control	Designed for discretion & style With leakage security, dryness & odour control	Designed for discretion & style With leakage security, dryness & odour control.	Designed for discretion & style With leakage security, dryness & odour control.	Designed for women with more severe incontinence needs, looking for maximum security and comfort. Making them particularly relevant for new mothers	Designed for women with more severe incontinence needs, looking for maximum security and comfort. Night variants provide lie down protection while they're sleeping



TENA Men Range: When to recommend



PRODUCT	PROTECTIVE SHIELD EXTRA LIGHT	ABSORBENT PROTECTOR LEVEL 1	ABSORBENT PROTECTOR LEVEL 2	ABSORBENT PROTECTOR LEVEL 3	ACTIVE FIT MEN PANTS NORMAL	ACTIVE FIT MEN PANTS PLUS	ACTIVE FIT MEN PANTS MAXI
ABSORBENCY	5 water droplets	6 water droplets	7 water droplets	8 water droplets	7 water droplets	8 water droplets	9 water droplets
PROTECTION	Light dribs and dribbles	Drips and light leaks.	Moderate leaks and surges	Moderate/Heavy leaks	Moderate/heavy leaks	Moderate/heavy leaks	Heavy leaks
SUITABILITY	For use with regular underwear	For use with regular underwear	To use with regular underwear	To use with regular underwear	For use instead of regular underwear	To use instead of regular underwear	To use instead of regular underwear
PRODUCT BENEFIT	<p>100% discreet -> only 3 mm thin</p> <p>The only black shield on the market!</p> <p>Leakage security, dryness & odour control.</p>	<p>100% discreet -> only 3,5 ml thin</p> <p>Designed for man's body -> Comfortable cup-shape</p> <p>Leakage security, dryness & odour control.</p>	<p>100% discreet -> only 4 mm thin</p> <p>Designed for man's body -> Comfortable cup-shape</p> <p>Leakage security, dryness & odour control.</p>	<p>100% discreet -> only 10 mm thin</p> <p>Dual core secure absorption zone -> For extra security</p> <p>Designed for man's body -> Comfortable cup-shape</p> <p>Leakage security, dryness & odour control.</p>	<p>They're like regular underwear with a masculine color inside and out* and flexible soft-stretch material</p> <p>Made for men -> absorbent core upfront where men need it most</p> <p>Leakage security, dryness & odour control</p> <p><i>*unique feature on the market. None of the competitors is having colored core</i></p>	<p>They're like regular underwear with a masculine color inside and out* and flexible soft-stretch material</p> <p>Made for men -> absorbent core upfront where men need it most</p> <p>Leakage security, dryness & odour control</p> <p><i>*unique feature on the market. None of the competitors is having colored core</i></p>	<p>They're like regular underwear with masculine style, elastic waistband, discreet cut and cotton-like feel material</p> <p>Dual core -> dual absorbent core upfront for extra security</p> <p>Leakage security, dryness & odour control</p>



TENA CGR Range: When to recommend



PRODUCT	TENA PAD	TENA PROSKIN PANTS	TENA PROSKIN PANTS NIGHT	TENA PROSKIN STRETCH DAY & NIGHT	TENA PROSKIN SLIP	TENA PROSKIN FLEX
ABSORBENCY	Various					
PRODUCT VARIANTS	Various	Normal, Extra, Plus, Super, Maxi	Super, Maxi Night, Plus Night,	Super Day, Super Night	Plus, Super, Maxi, Ultima	Normal, Plus, Super, Maxi, Ultima
PROTECTION	Lighter or Moderate Leaks	Moderate or Heaver Leaks	Dependent on Pants or Pads	Moderate or Heavier Leaks	Moderate or Heavier Leaks	Moderate or Heaver Leaks
SUITABILITY	More Mobile or Independent	More Mobile or Independent	More Mobile or Independent	For those experiencing issues with mobility/flexibility.	For those who can't move about well	For those who can't move about well
PRODUCT BENEFIT	They fit easily into everyday underwear	They're like regular underwear and are easy to pull on and off	Night variants provide lie down protection while they're sleeping	Easier to handle means LOs can change themselves - giving them a little independence back.	Secure protection and easier to change while they're in bed	Belt fastening to make it easier to change lying or standing



TENA CGR Pants Range: When to recommend



PRODUCT	TENA PROSKIN PANTS NORMAL	TENA PROSKIN PANTS PLUS	TENA PROSKIN PANTS SUPER	TENA PROSKIN PANTS MAXI	TENA PROSKIN PANTS NIGHT
ABSORBENCY					
PRODUCT VARIANTS	S, M, L, XL	S, M, L, XL	S, M, L, XL	S, M, L, XL	M, L
PROTECTION	Moderate or heavier Leaks				Moderate or heavier leaks
SUITABILITY	More Mobile or Independent				More Mobile or Independent Night usage
PRODUCT BENEFIT	They're like regular underwear and are easy to pull on and off				Lie down protection while they're sleeping



TENA CGR Range: When to recommend



PRODUCT	PROSKIN WASH CRÈME	PROSKIN WASH MOUSSE	PROSKIN WIPES	PROSKIN ZINC CREAM	PROSKIN BARRIER CREAM	SMARTCARE™ CHANGE INDICATOR
SUITABILITY	Perineal skin cleansing (heavy inco)	Perineal skin cleansing (heavy inco) When spray can is preferred (quick and easy application)	Frequent perineal skin cleansing (heavy or light inco) Everyday personal hygiene	Protecting chapped/chafed skin	Protecting skin with redness and/or on the verge of breakdown	Tech that reduces the need for intrusive checking, providing increased wellbeing between CGR & loved one.
PRODUCT BENEFIT	3-in-1 - cleanses, moisturizes, and protects fragile skin Convenient no-rinse formula Freshly scented or perfume-free	3-in-1 - cleanses, moisturizes, and protects fragile skin Convenient no-rinse formula Freshly scented	3-in-1 - cleanses, moisturizes, and protects fragile skin Convenient no-rinse formula Freshly scented Plastic-free option available	Soothes irritated skin with 10% zinc oxide Allows smooth application and removal	Protects fragile skin against irritants with water repellent layer Transparent formula allows visibility of skin condition	Helps you know when it is time to change incontinence product.