



# TENA'S INCONTINENCE CONVERSATION GUIDE

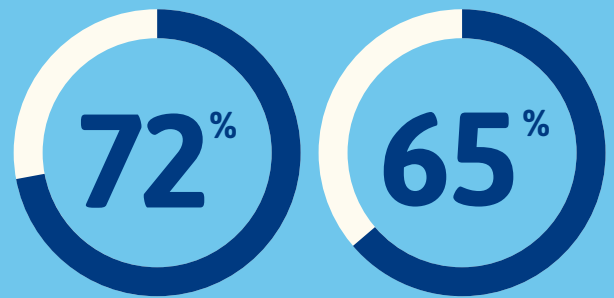
Helping to simplify conversations around  
incontinence for you and your shoppers.



# HELPING SIMPLIFY CONVERSATIONS AROUND INCONTINENCE

This Conversation Guide will help you interact with shoppers on the topic of incontinence, providing a simple step-by-step journey to follow — ensuring your shoppers get the best service from you, whilst creating a safe and comfortable shopping environment.

Our research has shown that when it comes to incontinence, shoppers prefer to go to pharmacies (where they have the option to speak to a knowledgeable expert) over and above other retailers.



72% of caregiver relatives and 65% of male and female incontinence shoppers prefer to shop in pharmacies.\*

On the other hand, we know that 1 in 3 shoppers struggle to navigate the incontinence category, with product ranges and technical information being the key drivers.\* Equipping yourself for conversations on the topic will help generate better product selection, greater shopper satisfaction, and loyalty.

# OUR STEP-BY-STEP GUIDE

We'll guide you through conversations around incontinence based on our knowledge of the topic and TENA's understanding of the different audiences who are in need of incontinence products. This conversation guide will follow four stages helping you effectively recommend TENA products to your shoppers based on their needs.

## Our shoppers

**Men buying for themselves**

**Women buying for themselves**

**Family carers buying for their loved ones.**

## Our 4 stage process

**1.**

Identify shoppers  
in need of help

For some shoppers, this could be their first time buying incontinence products. The wide assortment of different products can be overwhelming and customers may not know which product they should be choosing. Making the products visible in your pharmacy is a good first step. It increases the chance of shoppers easily finding the product, and when browsing this section, it can also help indicate to you which shopper might need guidance on the topic.

Creating an open environment for shoppers to ask questions is important. A good way to start the conversation is to approach the shopper with a common and comfortable open-ended question, and then offer to speak with them in a comfortable setting.

**2.**

Reassure them that they're  
not alone and there are  
products for their needs.

Incontinence issues are common and can compromise the lifestyles of many. Those who suffer with incontinence related issues globally would make the 3rd biggest country in the world. There are many causes and it can affect all ages and genders, but it's not always permanent.

With your guidance, we can liberate those affected by it, and allow them to get back to their day- to-day life. Your shopper may be feeling uninformed about their issues. Our guide will speak to these needs, and will reassure your shopper that they're not alone with this condition. This helps remove taboos, and allows your shoppers to feel at ease when talking to you.

**3.**

Establish what lifestyle they  
are buying products for

Working out who your shopper is buying for, what their lifestyle is like, their size and level of bladder leakage will allow you to recommend the right product. Without the right product in place, shoppers can experience unnecessary leakages or discomfort affecting their day-today independence. Asking about this in a sensitive way is important. You'll find some helpful guidance within this document.

**4.**

Recommend

We have products for varying degrees of incontinence — and for different lifestyles too. Recommending the right product is easier once you've learnt about your shoppers' needs. And for additional guidance, you can always use our Product Selector Tool.

# 1.

## Identify shoppers in need of help.

*Whether shoppers are standing by the incontinence shelf, or actively approaching you for support, you can encourage a dialogue by asking a few simple questions.*

*Once you've established their answers to these initial questions, you'll be well placed to follow either of the following guides for Men, Women or Family Carers.*

"Do you need help with what you're looking for today?"

"Are you buying the product for yourself or someone else?"

"Incontinence can be a daunting topic for many people — if it's helpful I can tell you what I know and we can work out which products might be able to help... There are also leaflets on the shelf that you can read in your own time, if you'd rather"



## 2.

## Reassure them that they're not alone and there are products for their needs.

*Take the taboo out of incontinence and make your shoppers feel more comfortable talking to you, nurturing more loyal customers for your pharmacy.*

FAMILY CARERS	MEN	WOMEN
<p>“You are not alone. 1 in 5 people globally are family carers.”</p> <p>“Incontinence-related issues are very common amongst carers as well, as 1 in 3 women over 35 and 1 in 4 men over 40 suffer from bladder leakages.”</p> <p>“There are a whole range of incontinence products available — they vary based on the level of bladder leakage your caree experiences, and their level of mobility too”.</p>	<p>“It’s much more common than you think – 1 in 4 men over the age of 40 experience drips and dribbles. If this is something you need support with, then there are plenty of good TENA products for you use.”</p>	<p>“You are not alone - as many as 1 in 3 women over the age of 35 have experienced bladder leaks.”</p> <p>“It’s very common for women to experience bladder leaks at particular moments throughout life, such as pregnancy, post-partum and during the menopausal years.”</p> <p>“It can be very manageable with the right support... and beyond products, TENA have a range of online resources and service which can help — such as lifestyle tips on exercise and diet.”</p>

### Helpful tips

FAMILY CARERS	MEN	WOMEN
<p>Acknowledge the emotional realities of caring for a loved one. Family carers come from all walks of life, and no two situations are the same, so you should always try and treat everyone individually.</p>	<p>Avoid outdated and unhelpful stereotypes about men. For example, that personal health issues should be kept to yourself. Or that only women suffer with incontinence-related issues. All ages and genders can suffer with this condition.</p>	<p>Never imply that they are to blame or that this is a result of something they have done that could have been avoided. Stress the fact that this experience is very common amongst women, but it’s not something that needs to hold them back. There are many steps that can be taken to ease or manage it.</p>

And beyond products, TENA have a range of online resources and services that help carers — for incontinence and more.

### 3.

## Establish what lifestyle they are buying products for.

*Before recommending the right product it's important to learn about the level of leaks of your shoppers, as well as when, where and what the product is needed for.*

### Level of leaks

#### FAMILY CARERS, MEN, AND WOMEN

What level of leakage do they/you experience (describe the amount — a few drops, or something more)?

### Lifestyle

#### FAMILY CARERS.

Which of their activities do they need protection for (e.g. out and about vs. at home vs. travelling)  
How would you describe their level of mobility? Are they dependent on others to change them?

#### MEN AND WOMEN

Describe a typical day for you (e.g. exercise, eating and drinking habits, bowel habits)  
Which of your activities do you most need protection for (e.g. out and about vs. at home vs. travelling)?

### When do leaks occur

#### FAMILY CARERS.

When do their leakages generally happen? (i.e. Day or night?) Does this vary?  
Is it a rush to get them to the toilet in time or frequent toilet visits (day time or night time)?

#### MEN AND WOMEN

When do your leakages generally happen? Day or night? Does this vary?  
Are leaks more likely to happen where you're exerting yourself - like when you cough, or sneeze, laugh, or do certain physical activity like lifting weights or running?  
Is it a rush to get to the toilet in time or frequent toilet visits (day time or night time)?

### Skin Health

#### FAMILY CARERS.

Does your loved one have sensitive skin? And do they have incontinence-related problems like skin irritation?

#### MEN AND WOMEN

Do you have sensitive skin, or encounter problems like skin irritation?  
What type of products do you use for your intimate hygiene (i.e. regular soap vs pH balanced products)?

## Helpful tips

It can be difficult to understand what level of leakage your shopper has, and what little, moderate or heavy leaks are. Guide your shoppers by referring to drops, half a cup or a full bladder, to better the absorption level of the products.

Understanding the lifestyle is important as this might impact the priority and balance between discretion/thinner products and security. Finding the right product can help maintain your shoppers' skin health and prevent irritation.

Encourage your shoppers to speak to their healthcare professional if they are worried about their health.

#### MEN

Some issues can be linked to prostate problems or surgery. If the shopper is complaining of a slow stream and increased urgency, this could be due to an enlarged prostate. Always recommend them to see a doctor if they haven't already done so.

# 4.

## Recommend.

Based on your shoppers' needs, there are several resources that allow you to recommend the right product.

See our TENA product range



### TENA droplet system



### Different products for day and night



### Skin health products



You can also use **the online TENA Product Selector Tool**. If your shopper would like ongoing support with incontinence, there are resources on the TENA website to help you. They can read up on the different products available, across all different needs.

## Helpful tips

### FAMILY CARERS

The skin care assortment is optimal when combined with your core absorbent products, for a total skin care routine.

### MEN

Common problem for men with dribbles after urination is caused by urine stuck in the urinary tract — they can remove this urine by pressing out the remaining urine 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.

### WOMEN

Pelvic floor exercises are always beneficial to do.



## HERE ARE SOME ADDITIONAL TIPS TO DRIVE SHOPPER LOYALTY



### Simplifying the shopper experience

Make products easy to find in the store and consider displaying products alongside other products that can benefit their situation (e.g. moisturizers or creams for improved skin health).

Run in-store campaigns to improve product visibility and category awareness.

Give samples for trial at home if it's helpful, and explain that there are easy ways to purchase incontinence products online for home delivery via the TENA web shop.

### Wider health tips relating to bladder leakage

Be observant of medical conditions that can cause incontinence related symptoms: diabetes, stroke, Parkinson's disease and Multiple Sclerosis are a few examples. Always refer them to healthcare professionals to get a proper diagnosis and information on how to manage and treat the issue.

Caffeine and alcohol reduction have a range of additional benefits, beyond helping reduce the occurrence of leaks.

Avoid drinking two hours before bedtime to help minimize night-time urination.

Remember to recommend drinking enough water – dehydration concentrates urine, which can promote an overactive bladder.


Maintaining a healthy body weight, exercising regularly, having regular bowel movements and reducing stress are some examples in how to improve bladder health.

Some medications can also cause side effects that affect the bladder and bowel, so understanding what medication the shopper is on is also important.

### Wider skin health tips

Keeping the skin clean prevents irritations – for sensitive skin you can use barrier creams for protection. So recommend the wider TENA skin care products if needed and direct them to the TENA website for more information.

 [www.tena.com/](http://www.tena.com/)

 [www.linkedin.com/showcase/tenaprofessionals/](https://www.linkedin.com/showcase/tenaprofessionals/)