

WORLD EXPERT LAUNCHES FREE DVD TO HELP PUT WOMEN BACK IN CONTROL

Submitted by: Road Communications

Monday, 17 September 2007

Press Release

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TECHNIQUE INCREASES CORE STRENGTH AND STABILITY, IMPROVES POSTURE, FLATTENS TUMMIES AND ENHANCES COMFORT AND PLEASURE

[London, 11 September 2007] Professor Kari Bø, a world expert in exercise science and physiotherapy, has launched The PELVICORE Technique - a free DVD to help women improve the tone and control of their pelvic floor muscle. The PELVICORE Technique has been launched through Core Wellness, a Europe-wide project, supported by feminine hygiene brand TENA, which aims to help women stay in control of their body.

Recent research by Core Wellness of UK women¹ over 35 reveals that 50% feel less confident about their body now than they did at 20. 30% of women surveyed dislike their body and feel unconfident naked with their partner. 55% of women felt their stomach was the worst part of their body – by far the biggest worry area followed by legs (13%) and bottom (6%).

The PELVICORE Technique is a gentle, quick and easy exercise routine for women of all ages and levels of ability. It will increase overall core strength and stability and improve posture, flatten tummies and even increase sexual comfort and pleasure. 1 in 4 women in the UK experience bladder weakness and The PELVICORE Technique is also proven to both prevent, and in many women cure bladder weakness – trials have shown up to 70% of women with stress incontinence will cure their bladder weakness². The DVD is available completely free at www.corewellness.co.uk while stocks last.

The pelvic floor forms the base of the core muscles grouped around the body's trunk. It specifically helps control posture and tummy tone, supports internal organs and is a vital platform for good health. Yet most women completely neglect this vital muscle group with less than one in 10 regularly exercising them.

While women clearly understand the benefits of a well toned pelvic floor including bladder control and increased sexual pleasure, according to Kari Bø, the failure to exercise them is due to a lack of knowledge and guidance of how.

'I've spent 20 years researching and treating women with pelvic floor problems,' says Kari Bø. 'Over this time I have applied many physiotherapy and exercise techniques to help women improve their tone and control.'

'If the pelvic floor muscles are not functioning effectively we can experience several symptoms, the most common in women is of course a lack of bladder control where leaks occur during physical effort such as sneezing, laughing or exercising. One in four women will experience bladder weakness making it as common as hayfever.

'Many women consider it a natural part of life but don't give up,' says Kari, 'PELVICORE Technique is a proven, quick and easy way to get back in control.'

1 YouGov, 1114 UK women 35+, 5 September 2007

2 Morkved S, Bo K, Fjortoft T.Obstetrics and Gynaecology 100(4): 730- 739. 2002.

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Background:

The PELVICORE Technique is produced by CoreWellnesstm, a Europe wide campaign, supported by TENA, aiming to improve women's health and wellbeing.

TENA is the leading hygiene brand and expert in bladder weakness - www.tena.co.uk

Core Wellness

www.corewellness.co.uk

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