

Boots.com becomes key stockist of award-winning IncoStress health product

Submitted by: pr-sending-enterprises

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It is predicted that one third of new mums and almost half of all women at some stage suffer from stress incontinence, equating to approx. 4 million women in the UK alone. Many women suffer in silence, but boots.com has announced the launch of an exclusive product, designed by a mother and daughter, that could help alleviate the symptoms of stress incontinence which women find so embarrassing.

IncoStress (http://www.boots.com/shop/product_details.jsp?productid=1095474&) is a highly innovative but simple non-surgical and re-useable solution, offering the immediate control of loss of urine. Made from medical grade silicone and worn internally as a tampon, it helps support the bladder and applies a gentle, supportive pressure against the urethra, which controls the involuntary loss of urine and in some cases has improved the pelvic tone muscle.

IncoStress inventor, Gaynor Morgan was inspired to find a solution for stress incontinence (http://www.askbootshealth.com/a_to_z/stress_incontinence) when she realised her mother Carole was suffering from the condition. Carole became deeply depressed as a result and then was treated for the depression rather than the root cause, which Gaynor believes is a common scenario. Both Gaynor and her mum had worked in healthcare previously - as a nurse and as a geriatric carer respectively, and so they understood the physiological issues when starting to look for a solution.

Gaynor said: "Incontinence is still regarded as a taboo subject and most women are too ashamed to admit their problem. The number of women who have lost confidence, lost self-worth and even lost relationships has astounded me, due to a problem which can be solved with a simple incontinence product."

The resulting product, IncoStress, has been supported by Mr. Simon Emery, one of the UK's leading Uro/gynaecologists; following a series of clinical trials at a South Wales hospital which resulted in a percentage of female patients being taken off the surgery lists.

David Hurst, Healthcare Buyer for boots.com said, "Gaynor's story is absolutely inspirational - she should be applauded for her insight and dedication in bringing out a product that could potentially help millions of women. IncoStress is an amazing product - one of the simplest yet effective designs I have seen in a long time. Boots.com is really pleased to become a key stockist - a large percentage of our customers are mums and therefore the statistics suggest that many of them could be suffering with bladder weakness (http://www.boots.com/onlineexperience/flexible_template_2006.jsp?classificationid=1046444), perhaps in silence, and that doesn't have to be the case."

About Boots

Boots is a leading UK retailer of healthcare products (http://www.boots.com/onlineexperience/flexible_template_2006.jsp?classificationid=373), with information and health advice on a wide spectrum of health topics, along with thousands of products.

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