

Celebrity mum reveals her bladder weakness and recommends pelvic floor exercises

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Celebrity mum Ulrika Jonsson has recently spoken out about her experience of bladder weakness (<http://www.tena.co.uk>) or light adult incontinence (<http://www.tena.co.uk>). Ulrika and leading women's health organisations highlight the importance of doing pelvic floor exercises in order to prevent, and also cure bladder weakness (<http://www.tena.co.uk>)

A comprehensive guide to these vital exercises can be found on a DVD issued by TENA (<http://www.tena.co.uk>) the leading brand for bladder weakness, called the Pelvicore Technique (<http://www.corewellness.co.uk>)

Created by Professor Kari Bø, an expert in exercise science and physiotherapy, the Pelvicore Technique (<http://www.corewellness.co.uk>) has been clinically proven to cure stress urinary incontinence in up to 70% of women². The exercises will increase pelvic floor strength and core stability, tone the tummy and thighs, improve posture and improve your sex life.

Louisa, 29, has been following the Pelvicore Technique (<http://www.corewellness.co.uk>) exercises for 3 months: "I've noticed that my tummy is much firmer and my confidence has increased enough to wear skirts to work instead of trousers. I don't need to worry as much when I'm out with my friends that I might leak. I really do feel a lot more confident in myself."

All women can get their Pelvicore Technique DVD for FREE by joining CoreWellness (<http://www.corewellness.co.uk>) at www.corewellness.co.uk or calling 0845 300 6466.

-ENDS-

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BACKGROUND

CoreWellness is a Europe-wide campaign supported by feminine hygiene brand, TENA, which aims to get women back in control of their bodies and feeling more confident.

The pelvic floor is the hammock-like base of the core muscles grouped around the body's trunk. It specifically helps control posture and tummy tone, and supports the internal organs. A healthy pelvic floor is essential in maintaining healthy posture, healthy bladder, and sexual comfort and pleasure. The CoreWellness Programme is supported by leading female hygiene brand, TENA.

Pregnancy and menopause are two of the biggest triggers for bladder weakness, with the most common type being stress urinary incontinence – accidental leaks triggered by doing everyday activities such as

laughing, coughing, sneezing or exercising.

References

1 OnLineBus, 28th – 31st August 2008, sample representative of adult population of Great Britain aged 16-64.

2 Morkved S, Bo K, Fjortoft T. *Obstetrics & Gynaecology* 100(4): 730 – 739, 2002. PELVICORE Technique has been clinically proven to cure stress urinary incontinence in between 60% and 70% of women. The subjects followed the programme every day for six months.