

Urinary Incontinence (UI) is any involuntary or unwanted loss of urine. It is considered a medical condition if it happens regularly.

There are three types:



Stress incontinence



Urge incontinence



Mixed incontinence

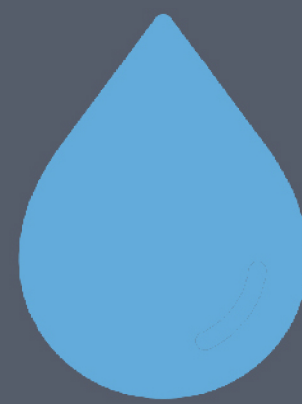
Urinary incontinence can affect day-to-day life, but it's important to know that there are treatments and products that can help.

In 2023, the total economic burden of Urinary Incontinence in Europe is estimated at nearly €40 billion.



If no action is taken, the total economic burden of UI in Europe is estimated at €318 billion in 2030.

Incontinence pads and productivity losses were 2/3 of the costs associated with UI in the UK\*

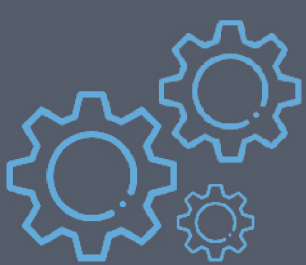


\*These proportions are expected to be similar across other European countries.



The cost of recycling incontinence pads versus incinerating them is similar, but the carbon footprint is much lower. Incineration has a Carbon footprint of nearly **22 million**, while recycling has a carbon footprint of **-6 million**.

### Treatments for incontinence



Lifestyle Changes



Bladder Training



Medications



Surgery



Electrical Therapies



Injections



Cytoplasty