



COPY APPROVAL REQUEST

ROAD COMMUNICATIONS LTD

3rd floor, Voysey House, Barley Mow Passage, LONDON, W4 4PH

TEL: +44 (0) 20 8995 5832

Client:	Kegel8	From:	R. Delacour
Project:	Kegel8Mum – Mother Nurture	No. of Pages:	
Objectives:	Raise awareness about research results regarding sex after having a baby. Position Mother Nurture and Jane Wake advice pack as a must-have for all pregnant mums to improve PFM strength	Key messages:	
Date sent:	31.01.14	Date approval required:	ASAP

Parents reveal that sex stops after 3 children

Top concerns of new mums revealed in survey

Body confidence, getting sleep, sex and pelvic floor problems are key issues

TV fitness coach Jane Wake and Mother Nurture from Kegel8 are on-hand to help strengthen and tone pelvic floor muscles for more control and better sex

[London, 31st January 2014] New research by leading women's intimate health company, Kegel8, reveals sex stops for 1 in 4 couples, after having a baby, and only 13% surveyed feel their sex life has remained the same as before the baby's birth. New parents revealed that sex became the 'elephant in the room' with 1 in 5 men expressing difficulties initiating sex

with their partner, and 44% of women feeling nervous about having sex for the first time after a baby. New mums were concerned about pain and soreness during sex (38%) for the first time after birth, and over a third were worried that sex may not be as enjoyable as before.

“Having sex for the first time after having a baby can be a difficult conversation for many couples,” says Jane Wake, TV exercise coach - expert in pre and post natal fitness. “Dads don't want to put pressure on their partners, and new mums may not feel ready yet. So it's good to communicate with each other and be open about your needs, worries and anxieties!”

Baby's health and happiness was top priority for new mums, but key worries included getting enough sleep and regaining body confidence. A quarter of new mums were concerned about toning their pelvic floor to avoid leaks – but 1 in 5 women thought pelvic floor exercises just didn't work for them. Kegel8 has evidence to suggest that 50% of women in the UK don't know how to produce an effective pelvic floor muscle contraction, and may actually be working the larger muscles in error; putting additional pressure on the abdomen. It's no surprise that 63% of new mums want to know more about pelvic floor muscle exercises, and believe more information is needed.

To help expectant and new mums gain confidence and control, Kegel8 has launched a revolutionary new product - **Mother Nurture Pelvic Floor Toner**, (RRP £79.99, available from www.kegel8.co.uk) a 3 in 1 electronic Pelvic Floor Toner and Labour TENS that strengthens your pelvic floor muscles **before pregnancy**, and re-builds muscle strength **after birth**. Even if manual Kegel exercises are done correctly, they target just 40% of the muscle group you need to work - an electronic pelvic floor toner can reach 90%! The Labour Tens also provides natural pain relief during labour by sending a gentle electric current through the body, helping to stimulate the release of endorphins.

Dedicated to helping new mums, Kegel8 has teamed up with TV exercise coach and expert in pre and post natal health and fitness, Jane Wake, to create **Kegel8Mum** – an easy to follow guide to help build core muscle strength and stability through a range of simple exercises.

“During pregnancy, our bodies go through a massive transition. Hormonal changes can loosen your pelvic floor muscles, which, as the growing baby presses on the bladder, can lead to weakened control, and potential leaks. The good news is there are many kegel exercises you can do before and during pregnancy to build core muscle strength and

prepare for childbirth. Getting fit 'down there' can tighten and lift your pelvic floor meaning better bladder control and an easier birth - not to mention increased sensation during sex."

~ENDS~

MEDIA ENQUIRIES

For more information about Kegel8, Mother Nurture or the market research results please contact Heather Mullins or Ruth Delacour at ROAD Communications. Interviews are also available with Jane Wake on request.

heather@roadcommunications.co.uk

ruth@roadcommunications.co.uk

T . 0208 995 5832

BACKGROUND INFORMATION

About Kegel8

Savantini Limited is the provider of the UK's number one pelvic floor exercise machines - The Kegel8 Range. With over 20 years' experience, Savantini Limited is the UK's leading health provider for women.

www.kegel8.co.uk

Jane Wake

Jane Wake is a top fitness professional, pre and postnatal exercise specialist and mum of two children. Jane is one of the most highly qualified, inspirational and respected talents in the fitness arena. Voted No.1 fitness expert by The Independent in 2003, she is now the most recognised fitness expert in the UK and has been appearing on the Lorraine show, ITV1 as their fitness expert since June 2011.

www.janewake.co.uk