

Top UK Physiotherapists Join Forces with Leading Industry Experts to Tackle Incontinence Taboos

10th June 2019 [Hull] --- The UK's leading pelvic health company, Kegel8, have teamed up with the expert physiotherapists at Pelvic Roar to tackle the taboo of incontinence this June for World Continence Week 2019. The leaders in pelvic health are raising awareness of the rising figure of incontinence sufferers and why both men and women should take control of their pelvic health.

From 17th – 23rd June, the word on everybody's lips will be incontinence. Developed by the [International Continence Society](#) and managed by the [World Federation of Incontinence Patients](#), World Continence Week is a yearly health campaign set out to raise awareness of incontinence related issues.

Common, but not normal!

Women opt to pad the problem with a sanitary towel instead of seeking a solution. Industry leaders in continence care continue to normalise bladder leakage and encourage women to comfortably urinate in their underwear – completely ignoring the fact that leaks are common, but not normal! This is the dilemma that Kegel8 and Pelvic Roar want to challenge and overcome.

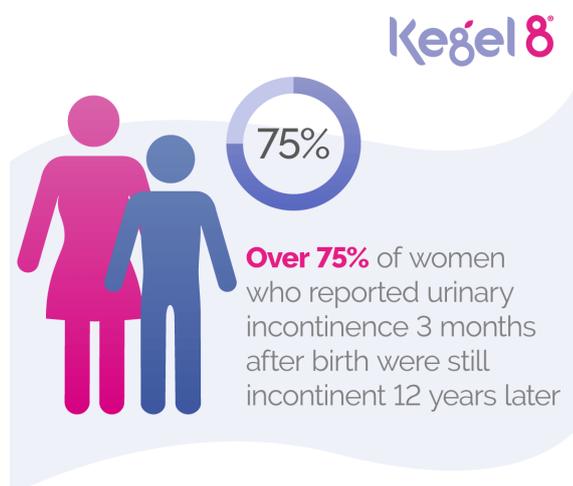
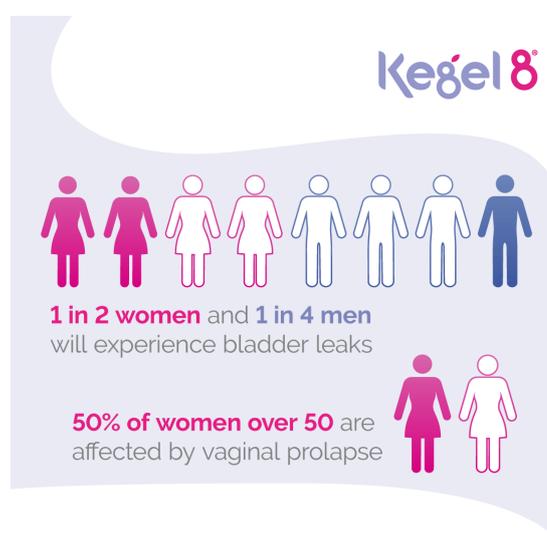
Myra Robson, from Pelvic Roar, said: *"We are delighted to be working with Kegel8 to highlight World Continence Week 2019. Spreading the word that leaking is common but not normal, and that many treatment options exist, is so important. Don't put up with it – help is available!"*

The importance of the pelvic floor

Kegel8 and Pelvic Roar come from a vast background of pelvic health knowledge and that's why the campaign holds a huge importance to them. Bladder control is largely controlled by your pelvic floor muscles. It is often when they weaken that women and men may experience little leaks – but this is preventable! This is especially notable during pregnancy and after childbirth. 45% of new mums suffer with incontinence.

Stephanie Taylor, Managing Director of Kegel8, said: *"Ignore incontinence at your peril – it is a warning of worse weakness to come that could result in a Pelvic Organ Prolapse. Whatever your age and level of pelvic health, you need to Kegel exercise and Kegel8 is your solution – it's clinically proven within just 12 weeks!"*

Don't put off your Kegel exercises; start today and you'll be stronger tomorrow."



The rising costs of continence care

The [Association for Continence Advice](#) have noted that treating incontinence rather than tolerating it can reduce a sufferer's reliance on pads and products; currently, the number of individuals requiring a pad is increasing year on year. Urinary incontinence and urinary problems cost the NHS over £26 million per year. But, the most shocking fact is that most of incontinence cases are preventable or treatable.

Incontinence is not just an 'old lady' issue. Young women can also face the consequences of a weak pelvic floor.

Kegel8 User, Anna, said: *"I am 21 years old, never had kids, and I had the beginnings of a prolapse. I went to the doctors and they told me I was fine. Then it got worse and I started leaking, and they still told me there was nothing wrong with me! So, I took matters into my own hands and brought this device. WOW. No more leaking! Everything just feels so much better and I am so much happier."*

Elaine Millier, of Pelvic Roar, said: *"Laugh don't leak in World Continence Week! See Pelvic Roar and Kegel8 for self-management and evidence-based advice. You can refer yourself to many physio departments or see your GP."*

Kegel8 and Pelvic Roar are encouraging people (both continent and not) to get involved in raising awareness during World Continence Week 2019. Using the hashtag #StrongerTogether, the leaders in pelvic health are encouraging people to take to social media to speak up about their challenges with incontinence and why we need to take control of our pelvic health.

About Kegel8

For over 10 years, Kegel8 has been the top choice for men and women suffering from pelvic floor weakness. It is one of the most recommended brand of pelvic healthcare products by UK GPs and gynaecologists in treating patients for all conditions associated with a weak pelvic floor. This British company offers personal support and alternative home solutions for those who wish to prevent pelvic floor weakness, avoid their condition worsening, avoid surgery, or recover effectively from pelvic surgery. The company is passionate about its range of medically-approved, clinically proven products and excellent customer service.

www.kegel8.co.uk | Instagram [@Kegel8uk](#) | Twitter [@Kegel8](#) | [Facebook](#) | [Newsletter](#)

About #PelvicRoar

For further information, visit www.pelvicroar.com and help spread the word about the campaign via social media using #StrongerTogether. Its 3 pelvic health experts include:

Emma Brockwell – pelvic health physiotherapist specialising in postpartum recovery. Emma has developed a women's health clinic at London Bridge Hospital and works at Halos Clinic, Oxted, Surrey.

Elaine Miller – pelvic health physiotherapist and comedian based in Edinburgh.

Myra Robson – pelvic health physiotherapist working in a small pelvic health team in Lewisham. Myra launched the award-winning physiotherapy app, Squeezy, which is the No.1 paid-for medical app in the UK.

