



Insider Info

savvy circle members



Always Discreet for Sensitive Bladder

Exclusive savvy circle insider information

Welcome to our savvy circle project with Always Discreet!

Over the next eight weeks, alongside 3,000 fellow savvy circlers, we'll have the chance to try out Always Discreet for Sensitive Bladder.

Bladder sensitivity is common. Far more common than many people realise. Together we will educate ourselves and our pals about the condition. **95% of women trust Always Discreet to provide the best combination of discretion and protection*** so let's try it out for ourselves to effectively manage our bladder sensitivity and then report our experiences by sharing feedback with the brand.

Make sure you keep this booklet safe, with:

- **step by step guides**
- **product info**
- **interesting facts**

... it will provide you with all the tools you'll need to be a fantastic participant in our project.

Here's to a great eight weeks together!



*Based on opinion of 1,576 female savvy circlers in UK & Ireland; survey done 07.01.15.

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Our savvy circle project

As the eight weeks unfold we will...

Try out... Always Discreet for Sensitive Bladder, along with 3,000 members of the savvy circle.

Try out



Share our opinions... on the product with the Always brand team, through three online surveys.

Share opinion



Help spread the word... amongst friends, family and those around us.

Spread the word



Report... on conversations we've had, what our experiences have been and the opinions of those we've shared our Always Discreet samples with.

Report

Your Starter Kit

First things first! In week one you'll receive a Starter Kit, full of interesting information, ideas and triggers to help us spread the word about Always Discreet for Sensitive Bladder. Your kit will include:

For you to try out...

- One full-size pack of Always Discreet for Sensitive Bladder
- This savvy circle insider's guide

For you to pass on to friends, family...

- 1 full-size pack of Small Pads
- 1 full-size pack of Pads+ Long
- £1 off vouchers for any Always Discreet liners or pads
- £2.50 off vouchers for Always Discreet pants
- 'Ask your friends' product research sheets
- Quick guides
- Personalised gift bags



So far so good?

Share first impressions of the product on our project blog:

www.savvycircle.co.uk/always-discreet

Email any questions you have to us at:

always@savvycircle.co.uk - we'll get back to you right away.

How it all works

1. Get to know Always Discreet for Sensitive Bladder

Bladder sensitivity can be a delicate matter and the folks at Always understand that. Did you know that it affects up to 1 in 3 women in the UK? That means that you're far from alone in your experiences. With this project we'd love to help you start a much-needed conversation with your pals.

Take some time to read the product and insider info in this booklet. Aside from it containing some really useful hints and tips for managing your bladder sensitivity, you'll become an Always Discreet expert in no time, and find that spreading the word about the product will come naturally.

2. Your opinion counts

The people behind the brand are listening and they genuinely want to know what you think. Always puts women at the centre of everything they do and have spent years researching how to develop a better product for sensitive bladder - they want to learn from you how they can make Always Discreet for Sensitive Bladder even better.

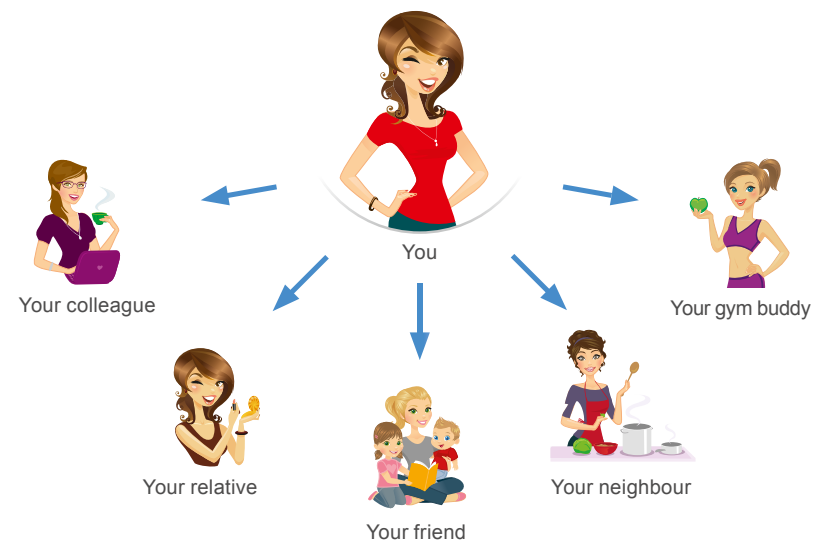
There are three surveys to complete throughout the course of the project:

- Starter Survey at the beginning of the project
- Half-Time Survey in the middle of the project
- Final Survey at the end of the project

The results are fed straight back to the brand; make sure your feedback is included! We'll let you know by email as soon as the surveys are live.

3. Spread the word

If you believe in Always Discreet for Sensitive Bladder – then let your friends in on the secret!



We plan to:

- Chat to pals and let them know that they're not alone with bladder sensitivity.
- Share some invaluable bladder health exercises.
- Pass samples and money off vouchers to friends, so they too can experience the unique protection and discretion of Always Discreet.
- Help our pals to talk about their bladder sensitivity and show them where to find Always Discreet for Sensitive Bladder on the supermarket shelves!
- Use the quick guides to advise which product is best for our pals!
- Be our most care-free self and not let bladder sensitivity hold us back!

You'll probably have lots of ideas of your own too, but just in case there are loads more on pages 13-17 of this booklet.

4. Report on your conversations

We want to share our honest opinions and experiences of the product we're testing, and the Always team want to hear them! To gauge just how many people we're talking to, all participants in the project team are asked to submit a Conversation Report each time they speak to someone about our project.

Submitting Conversation Reports is easy: simply go to <https://savvycircle.co.uk/always-discreet> log into your personal dashboard and click 'Submit Conversation Report' in the panel on the left hand side.

Not sure what to report? Just be honest and share what everyone said, for example whether they believed that Always Discreet for Sensitive Bladder provided the best combination of protection and discretion, whether they felt completely protected etc. Every report is responded to so you'll be sure to feel supported along the way.

5. Ask your friends!

One of the great things about savvy circle projects is that we get to try out and be product researchers for brands we love! So it's easy to get your friends on board to ask their opinions.

Included in your Starter Kit is a book of 'Ask your friends' research sheets. Use these to simply and easily survey those around you to find out what other people think of Always Discreet for Sensitive Bladder. The combined results will be handed over to the team at Always, so everyone's opinions really do count.

Once the sheets have been completed and handed back to you, simply log into the savvy circle and upload the results via your personal dashboard.

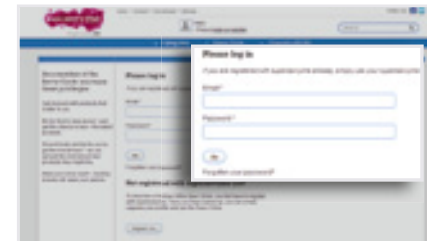
Finding your way around the savvy circle

There has been lots of mention of "your savvy circle dashboard" - here is a step by step guide on how to submit Conversation Reports, complete Surveys and upload 'Ask your friends' sheets.



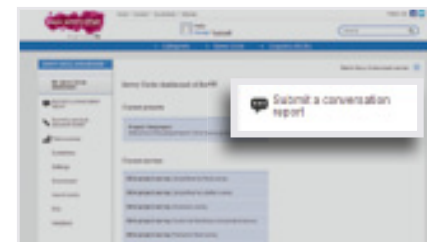
Step 1

Visit <https://circle.supersavvyme.co.uk/en/> and access your personal dashboard.



Step 2

Enter your log in details.



Step 3

Once in your dashboard, select and click on the appropriate tool from the list on the left hand side.

E.g. "Submit Conversation Reports"



Step 4

The tool will open in a new window. From here, our on screen instructions will guide you through the rest of the process.

Young at heart

Most of us feel younger than we are - age is just a number after all – but bladder sensitivity has a nasty habit of getting in the way of that. In fact, a recent survey by Always Discreet revealed that 42% of women with frequent bladder leaks feel older than their years.*



We believe bladder sensitivity shouldn't affect what we wear, how we act or how confident we feel. We don't think much differently to how we did 10 or even 20 years ago, so why should we live our lives any differently?

Throughout this project with Always Discreet for Sensitive Bladder we want to prove that bladder sensitivity needn't hold us back from doing the things we love, whether that's laughing, exercising, travelling or just wearing our favourite colours. Let's make sure that we're living the life we feel inside.

*Online representative survey Ipsos amongst 200 women between the age 35-65yo who experienced UI at least once a week / frequently in the past three months. Great Britain March 2015. Testing level between groups: 90% confidence level.

Types of bladder sensitivity

Bladder sensitivity affects 1 in 3 women over the age of 18. Yup, that's right a third of us are living with a sensitive bladder and the likelihood of us experiencing it increases as we get older. Do any of these statements sound like you?

"I leak a little when I cough, sneeze or make sudden movements".

You're probably experiencing stress incontinence. This is the most common type of bladder sensitivity and often affects new mums – pelvic floor exercises can go a long way to help and Always Discreet for Sensitive Bladder liners and pads offer fantastic protection in a discreet towel.

"I get a sudden urge to pee and can't always make it to the toilet in time".

This sounds like urge incontinence and is the second most common. Moderate to large amounts of urine can be lost. This can happen to anyone at any age and the cause is often unknown. Always Discreet for Sensitive Bladder offer Pads+ and Pants for supreme protection and twice as much absorption as you will usually need, meaning you stay fresh and dry all day.

"Both sound like me".

Then you probably have mixed incontinence where you experience both symptoms. The Pads+ and Pants are sure to offer the protection and security that you require.



How is Always Discreet different?

Always is the UK's number one brand in feminine protection – it's been there for us before and it'll be there for us now thanks to Always Discreet for Sensitive Bladder – the range includes liners, pads, pads+ and pants so you can feel safe in the knowledge that you're protected whatever your needs.

96% of women would recommend Always Discreet to friends and family*. Want to know why?

- The liners and pads are 40% thinner than the leading brand of UI protection meaning you'll hardly notice that you're wearing them.**
- AND they're designed to absorb twice as much fluid as you might need so you're guaranteed to feel safe, comfortable and dry.***
- The pants offer up to 100% protection and discretion to help get you living the life you feel inside.

Sound good? Share the info with your pals too.



*Based on opinion of 1,576 female savvy circlers in UK & Ireland; survey done 07.01.15.

**Compared to the leading brand, percentages vary across line up.

***Based on the average consumer load.

More than just a pretty packet

We know bladder sensitivity is common, we know it's normal but it's still difficult not to feel a little sheepish when you bump into your new neighbours as you're buying your bladder sensitivity products! Thanks to the tasteful and feminine design of Always Discreet for Sensitive Bladder that blush can be a thing of the past.

Not only do Always Discreet for Sensitive Bladder work better, they look better too.



Where can I find them?

We know it can be difficult to find new products and we want your help! Always Discreet will be available in the same aisle as the sanitary protection and we want you to help your pals find them too - look out for the distinctive, feminine packaging and encourage your pals to seek them out.

Can't I just use regular sanitary protection?

Always Discreet for Sensitive Bladder are designed for urine absorbency, odour control and security – sanitary products are designed for menstrual purposes which can be less fluid. If you want complete discretion and protection then go for Always Discreet and choose the product that is right for your needs.

Now you can shop in complete confidence without a care for who else is there.

The message to spread:

We appreciate that was a lot of information to take in. To summarise, the key message to spread in our project is:

“Always Discreet for Sensitive Bladder are ultra-thin, ultra-comfortable and absorb two times as much fluid as we might need - so now nothing can hold us back from doing the things we love.”



*Based on the average consumer load.

Ideas for spreading the word

There are loads of ways for you to spread the word, and you'll probably have the best ideas yourself, so let's get creative and share them on the project blog!

<http://savvycircle.co.uk/always-discreet>

Knowledge is power

So you've probably worked out by now your own personal triggers, for example drinking two mugs of coffee and then jumping in the car for a road trip probably isn't the best idea. Check out the recipe below for some tips that are a little less obvious.

Invite your pals around for dinner and share some handy tips while you're there.

There are all sorts of things that could exacerbate a sensitive bladder and, as they say, knowledge is power! Cook up a storm and make your friends a vegetable korma for dinner, explaining that **spices can affect the bladder** so while you don't have to stop eating the food that you love, the milder options might be better.

Make sure you've included lots of lovingly-cooked onions in your dish and tell your pals that **raw onions may irritate a sensitive bladder** – who knew!? Serve with wholegrain rice – **wholegrains, non-citrus fruits and veggies can all improve bladder symptoms**.

And to drink? **Go for caffeine-free** options. Caffeine is an irritant to the bladder and has a diuretic effect, so opt for decaf or check out some tasty herbal options.



Share your expertise

Do you feel like a bladder sensitivity expert yet? We want you to help your pals.

Your task, should you choose to accept it, is to get the conversation started. Take a look at this handy checklist and help your friends to choose the product that's best for them.

What is the type of urine loss?

"Mainly when I cough, sneeze or laugh":

You probably have stress incontinence, try using Always Discreet ultra-thin liners or pads.

"I'll have a sudden urge to go to the toilet and can't always make it in time":

You probably have urge incontinence, consider pads+ or pants.

"A mixture of both":

You likely have mixed incontinence. Try using pads+ or pants.

What is the amount of urine loss?

"Just a small amount, causing wetness or moisture":

Liners or pads will keep you feeling fresh and dry.

"Leaks causing wetness":

Pads+ should be right for you.

"Significant loss":

Try using pants for up to 100% protection.

What have you got planned for your day?

"Just hanging out around the house":

Lower absorbency should be enough.

"I'm off out dancing, or playing sports or going on a long car journey":

Opt for the higher absorbency so you feel safe and comfortable whatever you're up to.



A romantic 'first' date

There's no need to let bladder sensitivity hold us back in any area of our lives and especially not when it comes to getting closer with our partner.



Intimacy may feel different to how it did in our twenties but that's ok!

With age comes an added confidence which can be a real turn on for a partner and with more time - and fewer distractions - this can be a time of creativity and passion.

Why not **surprise them by taking them on a romantic 'first' date to the cinema?** With a little help from Always Discreet for Sensitive Bladder you no longer have to worry about odours or getting up several times throughout the film to find the nearest restroom - just sit back, relax and enjoy each others company. Why not try and make these 'first' dates a firm fixture in your monthly schedule?! Perfect way to while away the long Autumn evenings.

Make sure you share your ideas for how to plan the perfect 'first' date with your friends and family.

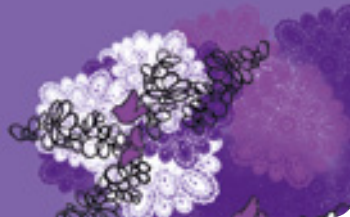
Romance and intimacy doesn't have to be a thing of the past. It's time to take advantage of the Autumn season and show them your romantic side.

Be bold and beautiful

Bright colours and patterns can really brighten up your day as well as making you feel younger and more confident so don't let something as simple as bladder sensitivity stop you wearing what you want! Always Discreet gives you the protection you need so that you don't need to shy away from colour.

If you love bold colours but feel a little reluctant about decking yourself out in head-to-toe cerise then take a look at the tips below to do colour with style.

- Pair bright colours with neutrals. Light shades of brown, ivory and grey can look fantastic teamed with a bright pink or cobalt blue. How about a pair of taupe trousers with an emerald green blouse?
- Dark shades are sure to make bright colours stand out but don't opt for a safe and traditional black, go for a deep brown or a dark navy, very sophisticated.
- When it comes to accessories go all out! Ok, a red skirt with a blue shirt and a green cardigan might be a bit too much but if you're wearing simple and neutral clothing feel free to go all out with accessories and pile them on!
- Denim is the perfect partner to colour. Slip on a pair of jeans or a three quarter length denim skirt (very now) and team up with your favourite colour – stylish!
- Have fun! Wear what you love and what you feel comfortable in, let nothing hold you back from wearing the clothes you love!



Share these tips with your pals. Why not have a brightly-coloured day out where you all dress in your favourite and brightest colours and celebrate the newfound confidence Always Discreet has given you? You can use the opportunity to share out your samples and give your pals a confidence boost.

Exercises for a healthy bladder!

Keeping fit and active is important whatever your age. If bladder sensitivity has ever held you back from working out then take a look at the tips below to get you moving again.

Try low impact sports such as cycling, walking and swimming – they are ideal activities to keep you fit and healthy without putting added stress on your bladder.

If you want to dance then dance – you don't have to stop doing the things you love, just be sure to wear Always Discreet with the right absorbency so you feel your most confident and dance floor worthy self!



While we're on the subject of training, why not try bladder training?

– yep it's absolutely possible. Speak to your GP about keeping a bladder diary and training your bladder.

And, come to think of it, exercise your pelvic floor muscles - a strong pelvic floor supports the bladder and can drastically lessen the symptoms of bladder sensitivity. A simple exercise is to lie on the floor and gradually lift your bottom upwards. Hold your muscles tight and try to hold this position for at least four seconds before releasing slowly.

exercise is to lie on the floor and gradually lift your bottom upwards. Hold your muscles tight and try to hold this position for at least four seconds before releasing slowly.

The brainy bit

The folks over at Always want to make life a little easier for women and so they tasked their best scientists with developing a pad that means you can keep doing the things you love. Interested in the “brainy bit”? Then read on.



The entire Always Discreet for Sensitive Bladder range contains innovative OdourLock™ technology that is designed to neutralise odours instantly. What's more, Always Discreet products are scientifically shown to neutralise odours for hours and work by transforming malodours into non-odorous compounds so they never enter the air. Sounds good to us.

The liners, pads and pads+ are up to 40% thinner than the leading competitor so feel wonderfully discreet under clothing.*

Always Discreet Moderate Pads and Pants feature full-length LeakGuards™: these extra protection barriers softly wrap around the legs to help stop leaks where they happen most so you can wear your favourite white linen trousers with confidence.

The pants contain a unique, triple layer core that helps absorb wetness and lock away odour, and the soft, high waist is especially designed to hug your curves to offer up to 100% comfort and protection – nice.

As well as offering complete protection, Always Discreet products want to give you the confidence you need to live your life to the full – don't let anything hold you back.

*Vs UK/Ireland leading brand, percentage varies across line-up

Liners

For only a few drops or less, causing a little dampness

- ✓ Up to 40% thinner.*
- ✓ Absorbs 2x more than you may need.**
- ✓ Exclusive Odourlock™ technology neutralises odours instantly & continuously.
- ✓ 2.0 mm thin.

Pads

For occasional leakage when sneezing or coughing

- ✓ Up to 40% thinner.*
- ✓ Absorbs 2x more than you may need.**
- ✓ Exclusive Odourlock™ technology neutralises odours instantly & continuously.
- ✓ Individually wrapped. Reclosable for discreet disposal.

Pads+

For frequent leakage of medium intensity

- ✓ Up to 40% thinner.*
- ✓ Absorbs 2x more than you may need.**
- ✓ Exclusive Odourlock™ technology neutralises odours instantly & continuously.
- ✓ Full length LeakGuards that help stop leaks. Thin and flexible even when wet. Fits discreetly.
- ✓ Individually wrapped. Reclosable for discreet disposal.

Pants

For large amount of urine loss caused by sudden urges

- ✓ A thin triple layer core to provide up to 100% comfort and protection.
- ✓ Exclusive Odourlock™ technology neutralises odours instantly & continuously.
- ✓ Two full length LeakGuards that prevent leaks where they're most likely to happen.
- ✓ Soft cotton-like fabric.



*Compared to the leading brand, percentage varies across line up.

**Based on the average consumer load.

Making Every Day More Rewarding: supersavvyme

Individual brands and the people who use them are a top priority for P&G.



At supersavvyme we strive to show you ways to make the most out of every moment of every day. A place to share ideas, be inspired and treat yourself, our platform offers you a wealth of information, tips, products and practical services in the following areas:

- Style & Beauty
- Home & Garden
- Family Life
- Food
- Health & Wellbeing

So now supersavvyme has over 1 million registered members we've relaunched our website. As a registered user, you can now upload your own product reviews, share interesting articles with other mums, get expert advice and benefit from exclusive

offers, in addition to enjoying giveaways, attractive coupons for everyday products, free product samples, product tests, and much more.

Members of supersavvyme are often some of the first to learn about new products – which they get to try and give an honest opinion of. Just like you're currently doing in this savvy circle project with Always. Supersavvyme product tests are exciting for members of the savvy circle as well as for P&G brand managers and product developers because they present the chance to improve existing products or develop new ones.

Whether you're testing something yourself and gathering feedback, like in this savvy circle project with Always, or benefiting from the reviews and recommendations of other participants, supersavvyme is the place to go for ideas and inspiration – and for simply rewarding yourself.



Member of the savvy circle

Are your friends, family, colleagues or neighbours also interested in new products and helpful tips? Tell them about supersavvyme and the chance to: learn about new brands as a brand ambassador, contribute to an online community with over one million members, share your experiences with others, and influence a reputable brand with your opinions. Learn more at:

<http://www.supersavvyme.co.uk>

P&G: The Company



P&G, the company behind strong brands.

The Always brand is owned by the Procter & Gamble company, which happens to own a large “family” of brands in the UK.

Whether for cosmetics and shaving, home or health: good brand-named products make life a little easier every day. Many of the products we trust come from Procter & Gamble.

Procter & Gamble has been around since 1837, when two Europeans, William Procter and James Gamble,

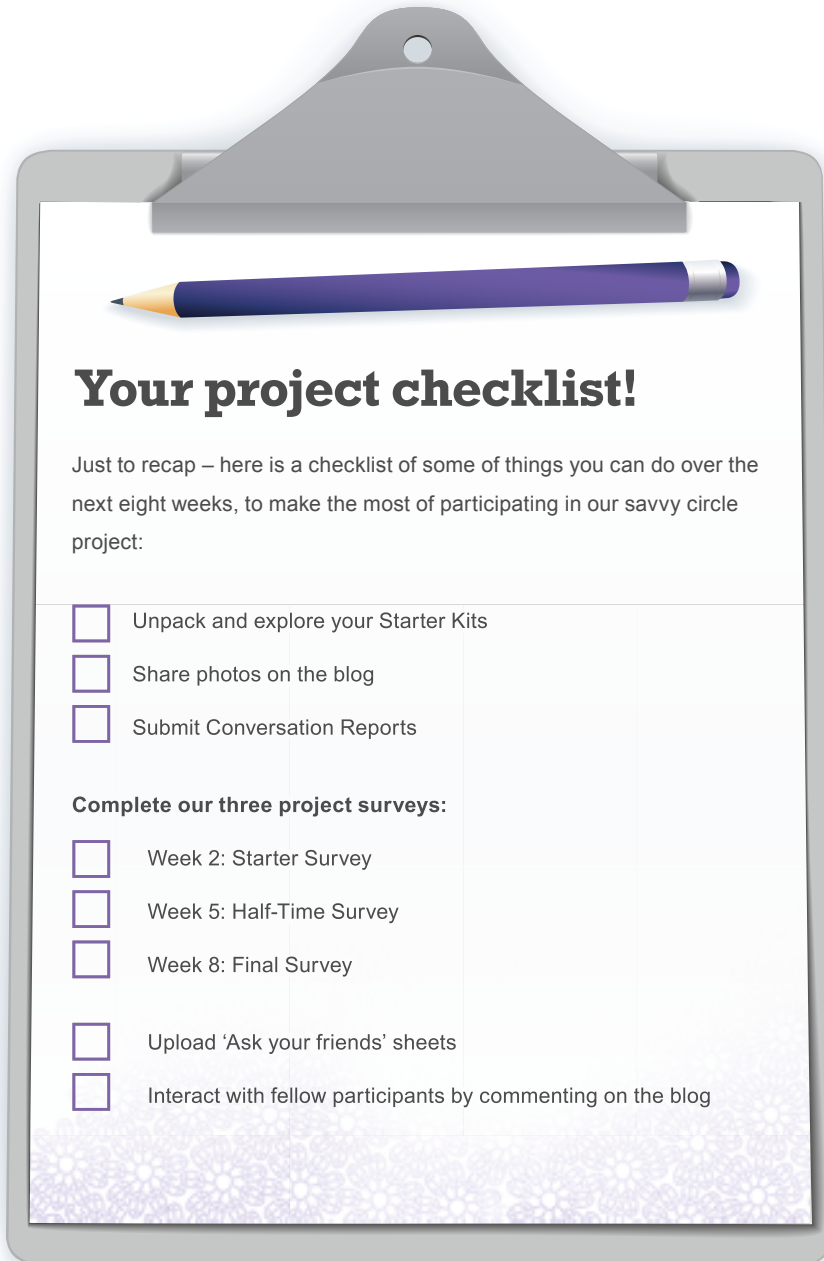
founded the company in Ohio, USA. Since then, the company’s 175 year history has been distinguished by its innovations and strong brands.

Around 4.6 billion times per day, people from all over the world come in contact with Procter & Gamble brands. In nine out of ten households there is at least one product from P&G.

The brands from P&G are familiar to many people from the media. Procter & Gamble’s goal is to make people’s lives a little more enjoyable – one day at a time. For new product development and product enhancements, P&G place high value on sustainability: the company cultivates their brands with the following generations in mind, and supports future-orientated and social projects.



P&G products are known for their quality



Your project checklist!

Just to recap – here is a checklist of some of things you can do over the next eight weeks, to make the most of participating in our savvy circle project:

- Unpack and explore your Starter Kits
- Share photos on the blog
- Submit Conversation Reports

Complete our three project surveys:

- Week 2: Starter Survey
- Week 5: Half-Time Survey
- Week 8: Final Survey

- Upload 'Ask your friends' sheets
- Interact with fellow participants by commenting on the blog

Meet the Always team

Say hello to Christina our contact at Always Discreet. She'll be keeping in touch with us via the project blog. She can't wait to hear what you think and how many people you've been wowing with Always Discreet for Sensitive Bladder. Make sure your voice is heard!





www.savvycircle.co.uk/always-discreet

Your contact for this project:

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