

# Whoopi Goldberg Leaks News On Great Women In History

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NEW YORK (February 10, 2010) - It's never easy to hold in laughter, but a survey shows that half of women with light bladder leakage (LBL) are trying to do just that. The Poise brand says let them laugh, with a candid Webisode series starring Whoopi Goldberg released today that may finally open up the dialogue on LBL.

In the humorous Webisodes, called "Great Women in History," Whoopi appears as famous women who may have had LBL: Cleopatra, Eve, Helen of Troy, Joan of Arc, Lady Godiva, Mona Lisa, Princess and the Pea and the Statue of Liberty. Each character discusses her great achievements, but also admits that LBL may have played a role in her story, like it does for 1 in 3 women today. The series can be viewed at [www.1in3likeme.com](http://www.1in3likeme.com), a new Web site and online community from the Poise brand.

Although 1 in 3 women experience LBL, it is often kept a secret because of shame and embarrassment. A survey from the Poise brand and Women's Health Foundation (WHF), a non-profit organization committed to championing women's pelvic health issues, shows that almost 60 percent of women do not talk about LBL with friends or family and almost 40 percent do not even talk to a health care professional. In fact, 70 percent of women with LBL were surprised to learn that LBL affects so many other women. The Poise brand has teamed up with Whoopi to reduce the stigma associated with LBL so women feel empowered to seek the information, support and solutions they need to deal with this issue.

"Nobody ever wants to talk about LBL!" said Whoopi. "For some reason, we've decided there's something taboo about it - but so many women experience it and we should be able to talk about it openly! Leaks don't discriminate, we all go through it - I tell women this all the time."

Additional results from the survey show that almost half of women with LBL feel there is a stigma surrounding it, and many wish they could be more open about discussing LBL with each other.

"If women were more comfortable talking about bladder leakage, there would be a greater awareness of the many options available to manage it," said 45-year-old Jill Hope, who dealt with bladder leakage after the birth of her son eight years ago. "I'm so glad that the Poise brand and Women's Health Foundation are working to make women feel more comfortable talking about this. It isn't something women need to be ashamed they have. It's so common and women should know that there are solutions to help them manage it."

### **Understanding LBL**

LBL can happen for a number of different reasons. The most common type of LBL is involuntary leakage upon physical effort or exertion, like laughing, coughing, sneezing, lifting or exercising. Few women know that LBL is often caused by weak pelvic floor muscles. These muscles support the pelvic organs and are critical for healthy bladder control and sexual function. Being overweight or obese, pregnancy, childbirth and hysterectomy can weaken the pelvic muscles. LBL can affect women of all ages and life stages - not just older women.

### **Poise Brand: The Leading Solution for LBL**

The LBL category leader, Poise brand, provides a variety of choices for protection against leaks and odor. For very light to considerable LBL, Poise brand pantliners and pads offer worry-free protection and help neutralize

odor because they are specially designed for LBL.

### **Helping Women Spread the Word about LBL**

The Poise brand has enlisted the help of House Party® to help women spread the word about LBL in local communities across the country. On April 10, 2010, we invite women nationwide to host their own Poise brand Ladies Who Laugh House Party® to start the LBL conversation with other women in their lives.

Women interested in hosting a Ladies Who Laugh House Party™ should visit [www.1in3likeme.com/houseparty](http://www.1in3likeme.com/houseparty).

The "Great Women in History" Webisodes were produced by Mindshare Entertainment.

### **About the Poise Brand and Kimberly-Clark**

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in absorbent protection products for women. Poise products come in three different forms (liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. For more information and to request a free consumer sample kit, visit [www.poise.com](http://www.poise.com).

Kimberly-Clark and its well known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 138-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

### **About Women's Health Foundation**

Founded in 2004, Women's Health Foundation (WHF) is a nonprofit organization focused on providing life strategies, community-based programs and services, and events to encourage women to proactively manage their pelvic health and wellness. Dedicated to eliminating the Sisterhood of Silence and creating a Sisterhood of Strength, WHF is becoming the nation's most visible and passionate champion of women's pelvic wellness issues. Headquartered in Chicago, Women's Health Foundation sponsors programs in Alaska, Massachusetts, Colorado, Arizona, Indiana, South Carolina, Florida, Georgia and throughout the Chicagoland area. To learn more, visit [www.womenshealthfoundation.org](http://www.womenshealthfoundation.org).

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