

New Urinary Breakthrough Takes Aim at \$7B Adult Diaper Market

Whether you're on the bomb squad or the golf course, Men's Liberty provides discreet, leak-free urinary relief

CHICAGO — When nature calls, what do bomb disposal experts, race car drivers, disabled veterans, and aging golfers all have in common?

They use a high-tech 'fluid collection' system that helps keep them clean, dry, and worry-free.

Now, men with demanding jobs, urinary incontinence, or weak bladders have a comfortable, and reliable alternative to disposable briefs and diapers.

24-Hour Security

Appropriately named Men's Liberty because it restores a man's freedom, mobility, and confidence, this long-wearing, non-catheter system can be used for up to 24 hours.



"The most degrading thing that my husband can think of is being in a diaper," says Tina J. "Men's Liberty to the rescue. We attended our granddaughter's graduation in comfort and without the fear. You couldn't tell he had it on, which was a big concern for him."

Death of Diapers?

Will the bomb squad's urinary sensation sink the \$7 billion adult diaper industry?

Many experts think so. Because 'absorbents,' i.e. diapers and disposable briefs, are not covered by Medicare, the estimated four million men who use them daily pay as much as \$300 a month in out of pocket costs.

The Men's Liberty system is covered by Medicare, Medicaid, TriCare, and most insurance plans, and can be used by any man at little to no extra cost.

For John C., Men's Liberty is a "lifesaver."

Carefree Comfort

For years, John dealt with urinary incontinence by wearing an indwelling catheter.

When he discovered Men's Liberty, his life changed. "It's allowed me to maintain my lifestyle with my work and my family."

Men's Liberty is made of a gentle, skin-friendly material called hydrocolloid, a medical-grade adhesive that softly stretches and moves with a man as he changes position.

Invisible Under Clothing

Unlike absorbents that cause diaper rash, yeast infections, and dermatitis, Men's Liberty attaches to the tip of a man's anatomy, directing his flow to a discreet collection pouch.

It's comfortable, unnoticeable to others, and secure.

It's this trusted sense of security that assistant registered nurse and caregiver, Mark Nagle, NAR, calls, "wonderful."

Doctor-Recommended

"It doesn't cause skin irritation, and my patients never have to worry about red spots or sores. My patient doesn't wear disposable briefs anymore, and I am happy to report that we always have a dry bed and a dry pair of pants."

Tucson resident, Sam T., wore absorbents for years. "I remember the continued

moisture in my crotch would give me a yeast infection, not a good thing," he says.

Sam wore four or five absorbents during the day, and two or three at night. "All of that went away when I found Men's Liberty," he smiles.



What does this trained Hazmat expert have in common with 79-year-old golfer, Avi Schwartz? They both are wearing a high-tech urinary collection system that keeps them high and dry for up to 24 hours.

Enjoy Life Again

"I can wear Men's Liberty for 24 hours with minimal interruption," says Sam, "even after drinking coffee!"

"Movies, meetings and social affairs are all possible now. Our granddaughter graduated with honors from high school last week," says the beaming grandfather. "I sat beside my wife, applauding!"

During the sizzling hot Arizona summers, you'll always find Sam in a pair of cargo shorts. "I buy my shorts with an 11-inch inseam, which is perfect for Men's Liberty," he says.

Discreet and Unnoticed

"The drain nozzle is hidden right above the hemline. So, I can stand at the urinal, like other guys, and discreetly drain the pouch,

and no one notices a thing. In ten seconds, I'm good to go."

Managing urinary incontinence in a medical setting can be challenging.

Urinary tract infections (UTIs) are frequently caused by catheter use. If untreated,

accomplish tasks that you would want to bypass are now possible."

"The feeling of not wanting to associate with others because of fear of loss of control, or fear of what that person or persons might think of you goes away."

"I think that Liberty is well named in that it liberates the individual to a sense of being able to perform normal tasks in a normal way."

A Grand Experiment

Curious Sam T. in Tucson wanted to see how much liquid Men's Liberty would hold.

"I can't claim to be an expert research analyst," laughs Sam, "but here is what I learned."

Sam first filled a fresh Liberty unit with water and learned that it securely held one full cup.

On the top of his shelf, Sam found a few pairs of disposable briefs with built-in absorbent pads.



Long-haul truck drivers like Wayne J. rely on Men's Liberty when they can't make the next rest stop.

UTIs can cause a secondary infection, often resulting in hospitalization.

That's why Men's Liberty is recommended by leading health care professionals.

Doctor's Choice

Urologist Alden Cockburn, MD, has personally tried Men's Liberty and now recommends it to his patients.

"I tried it myself during one of the testing phases and it's very comfortable; certainly, more comfortable than the alternatives," he says.

"It allows men to have freedom of movement. I think Liberty is a good name because it does afford men the liberty of a lifestyle that was not afforded to them before."

"When you feel in control of your sense of wellbeing," adds Dr. Cockburn, "your sense of being able to

"I thought to myself, yeah... if I had two cups of urine sloshing around my crotch, I wouldn't be smiling, and I would sure be walking 'funny.'"

"Also," says Sam, "the slightest pressure on an absorbent will cause it to leak. Men's Liberty doesn't leak and sure won't cause "funny" walking," he says.

Three Million Used!

More than 3.5 million Men's Liberty units have been used, with ZERO attributable UTIs or serious skin injuries.

That comes as no surprise to the thousands of healthcare professionals who recommend Men's Liberty everyday. Dr. Fernando Borges. "I recommend Men's Liberty to patients with urinary incontinence because of the low incidents of trauma, erosion, and infection."

Covered by Medicare

Men's Liberty is covered by Medicare, Medicaid, TriCare, and most insurance plans.

That means that you could be using it at little to no out-of-pocket cost.

Call the toll-free number below and ask the friendly operator if you qualify to receive Men's Liberty.

The Men's Liberty team will even take care of all your claims and billing to Medicare and to your insurance provider.

Call now and start enjoying life again. With Men's Liberty, you are free to go... anytime, anywhere!

**Call Toll-Free
1 (800) XXX-XXXX
Mention Code #00**