

Boots.com becomes key stockist of award-winning IncoStress health product



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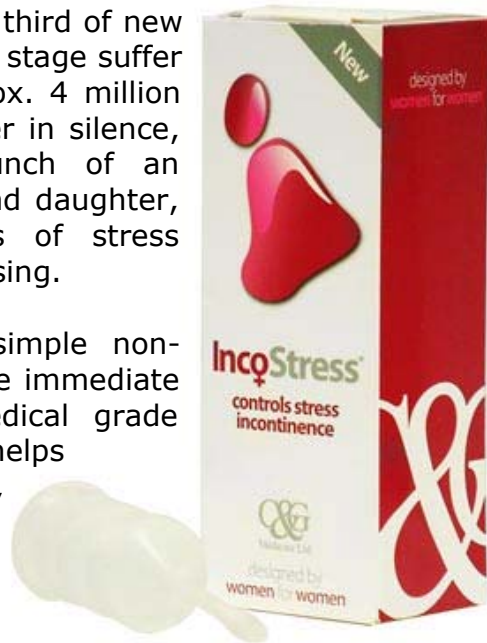
Press Release Author: [Boots](#)

Industry: [Healthcare](#)

Press Release Summary: Boots.com announce the launch of IncoStress, the award-winning product designed to relieve the symptoms of stress incontinence

Press Release Body: It is predicted that one third of new mums and almost half of all women at some stage suffer from stress incontinence, equating to approx. 4 million women in the UK alone. Many women suffer in silence, but **boots.com** has announced the launch of an exclusive product, designed by a mother and daughter, that could help alleviate the symptoms of stress incontinence which women find so embarrassing.

IncoStress is a highly innovative but simple non-surgical and re-useable solution, offering the immediate control of loss of urine. Made from medical grade silicone and worn internally as a tampon, it helps support the bladder and applies a gentle, supportive pressure against the urethra, which controls the involuntary loss of urine and in some cases has improved the pelvic tone muscle.



IncoStress inventor, Gaynor Morgan was inspired to find a solution for [stress incontinence](#) when she realised her mother Carole was suffering from the condition. Carole became deeply depressed as a result and then was treated for the depression rather than the root cause, which Gaynor believes is a common scenario. Both Gaynor and her mum had worked in healthcare

previously - as a nurse and as a geriatric carer respectively, and so they understood the physiological issues when starting to look for a solution.

Gaynor said: *"Incontinence is still regarded as a taboo subject and most women are too ashamed to admit their problem. The number of women who have lost confidence, lost self-worth and even lost relationships has astounded me, due to a problem which can be solved with a simple incontinence product."*

The resulting product, **IncoStress**, has been supported by **Mr. Simon Emery, one of the UK's leading Uro/gynaecologists**; following a series of clinical trials at a South Wales hospital which resulted in a percentage of female patients being taken off the surgery lists.

David Hurst, Healthcare Buyer for boots.com said, *"Gaynor's story is absolutely inspirational - she should be applauded for her insight and dedication in bringing out a product that could potentially help millions of women. IncoStress is an amazing product - one of the simplest yet effective designs I have seen in a long time. Boots.com is really pleased to become a key stockist - a large percentage of our customers are mums and therefore the statistics suggest that many of them could be suffering with [bladder weakness](#), perhaps in silence, and that doesn't have to be the case."*

About

Boots

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