

Mommy-morphosis Myths:

What New Moms Didn't Know About Bladder Leaks



7 out of 10 women were surprised when they first experienced a bladder leak

One BY Poise®

More Common Than You Think



1 in 3 women experience bladder leaks



3 in 5 women experience bladder leaks on a monthly basis or more often



4 in 5 new moms experienced a bladder leak while pregnant or after giving birth

I'd Rather Stay Home

3/5

women said they're embarrassed by their bladder leaks and avoided an event

Top reasons include:

53%

the smell

53%

they feel less attractive

52%

concerned it will make other people believe they're unclean

Let's Talk About It

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77%

3 in 4 new moms said there were a number of postpartum symptoms that surprised them



52%

Half of women do not know that there are significant differences between products for bladder leaks vs. menstruation



89%

Nearly all new moms feel like what happens after giving birth isn't discussed enough



85%

A majority of moms wish there was more information about what to expect after giving birth

Women experience bladder leaks when:

59%

Laughing



36%

Exercising



70%

Sneezing/Coughing



One BY Poise®

Uniquely designed 2-in-1 liners and pads to meet both period and bladder leaks needs



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*These findings are derived from an online survey of a nationally representative sample of 1,173 women 25+, including an additional oversample of 200 new moms, that was fielded between February 1 and February 8, 2021 at 95% confidence with a margin of error of +/-3%.