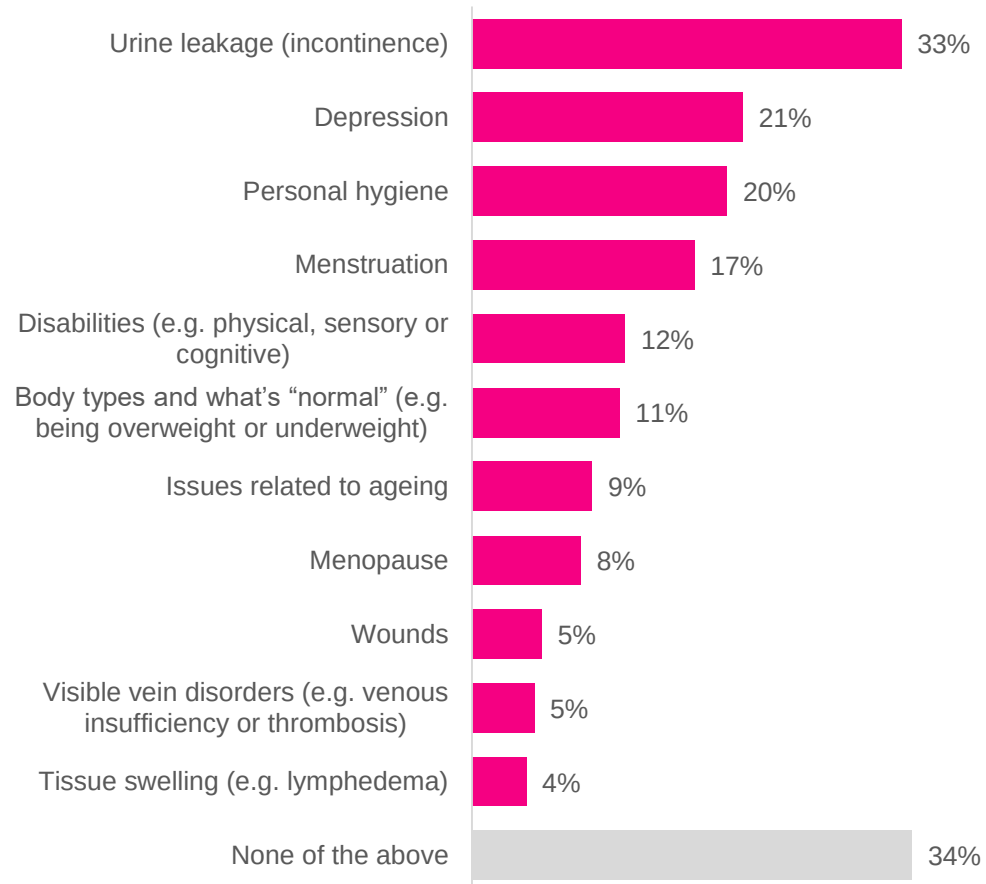


# General Health Stigmas

# 1 in 5

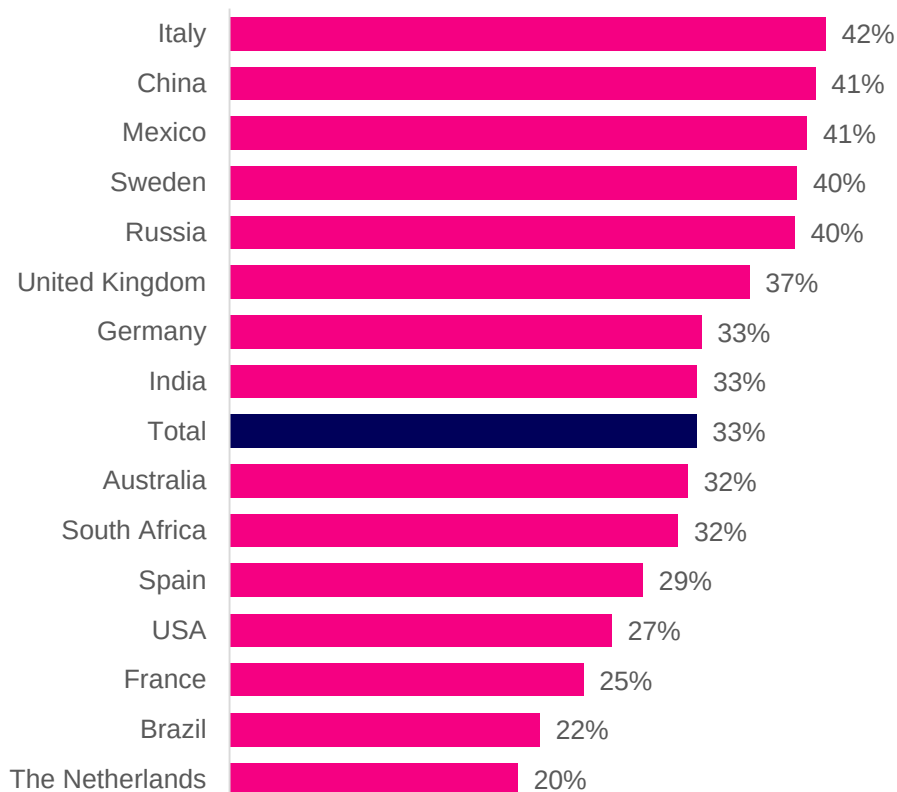
feel uncomfortable discussing personal hygiene with other people

# Incontinence is even more difficult to discuss than depression

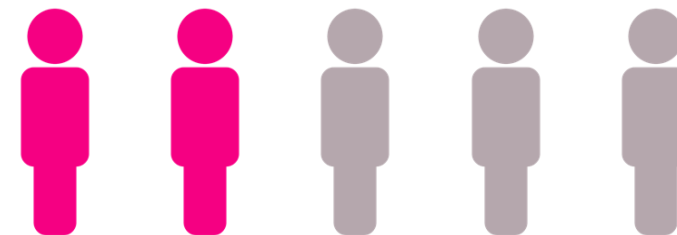


# Incontinence is twice as stigmatized in Italy compared to the Netherlands

Feel uncomfortable discussing urine leakage (incontinence)



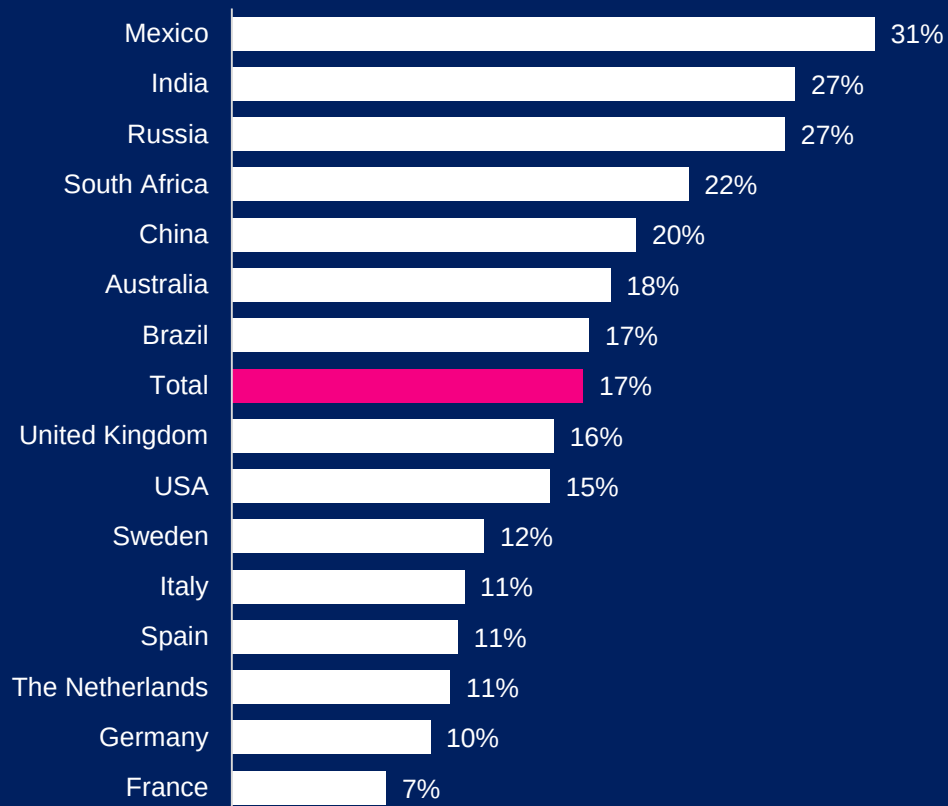
In some markets, as many as 2 in 5 are uncomfortable discussing incontinence



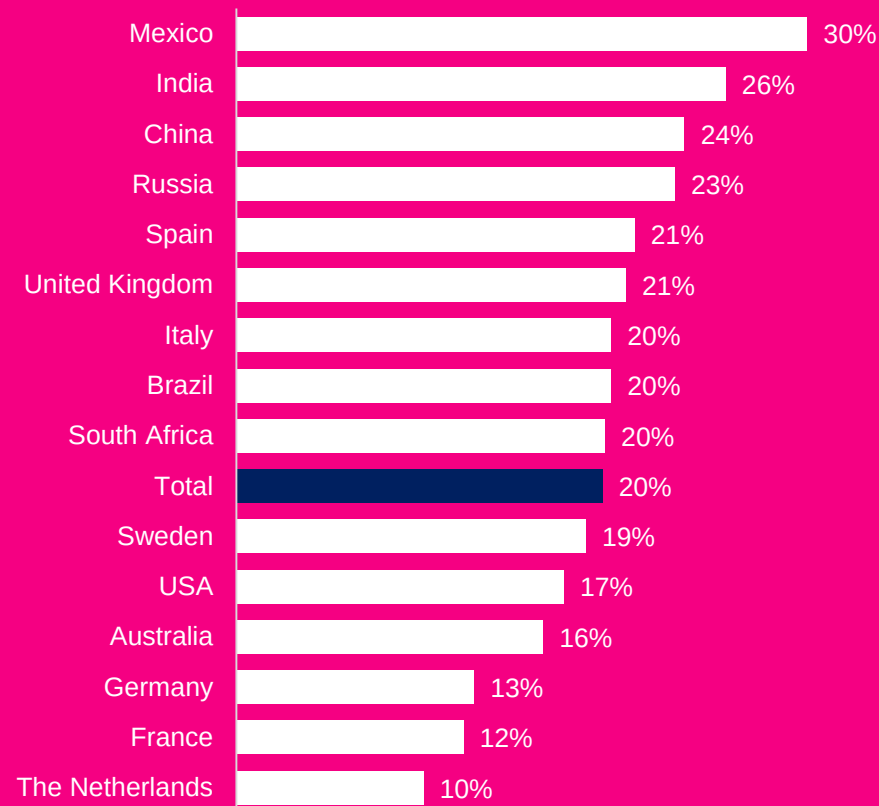
- In Italy, China, Mexico, Sweden and Russia every **2 in 5** are uncomfortable discussing incontinence.
- In the Netherlands, the country with the lowest share, having issues with incontinence is still a stigma for **1 in 5**.

# In most markets, it is equally difficult to discuss personal hygiene as menstruation

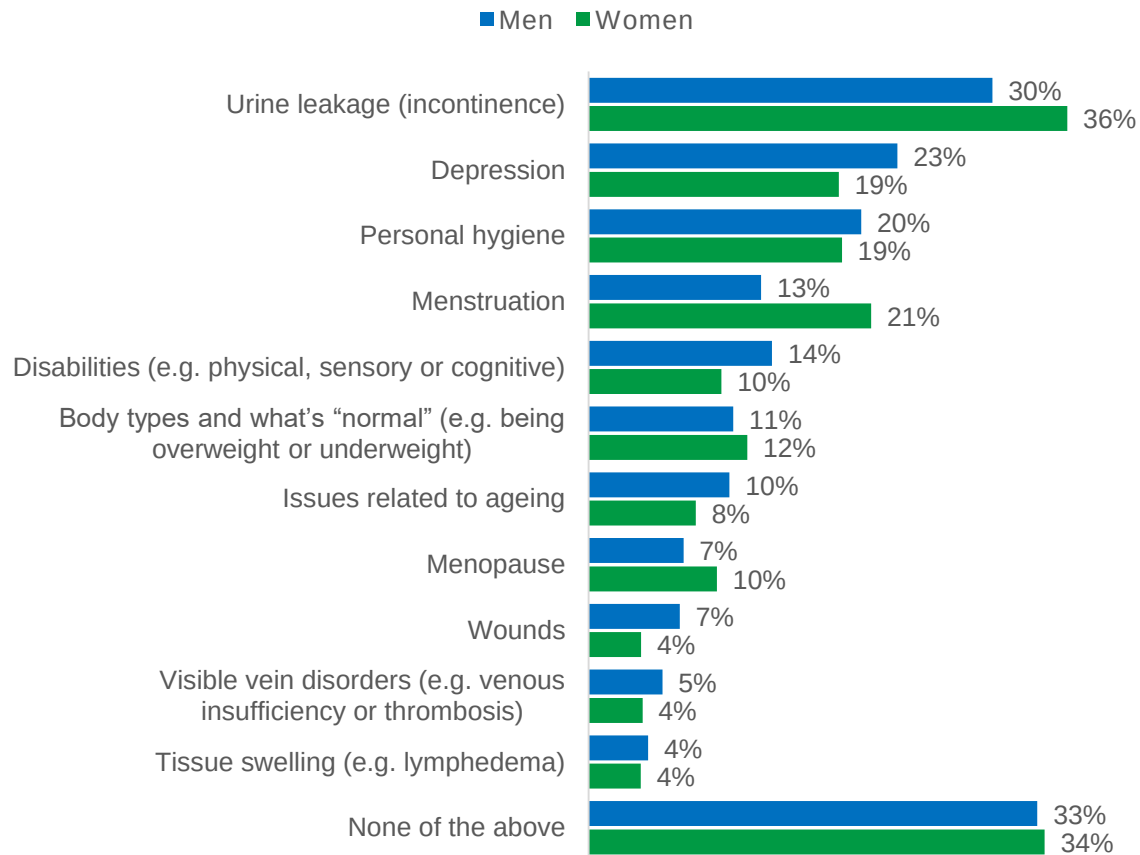
Menstruation



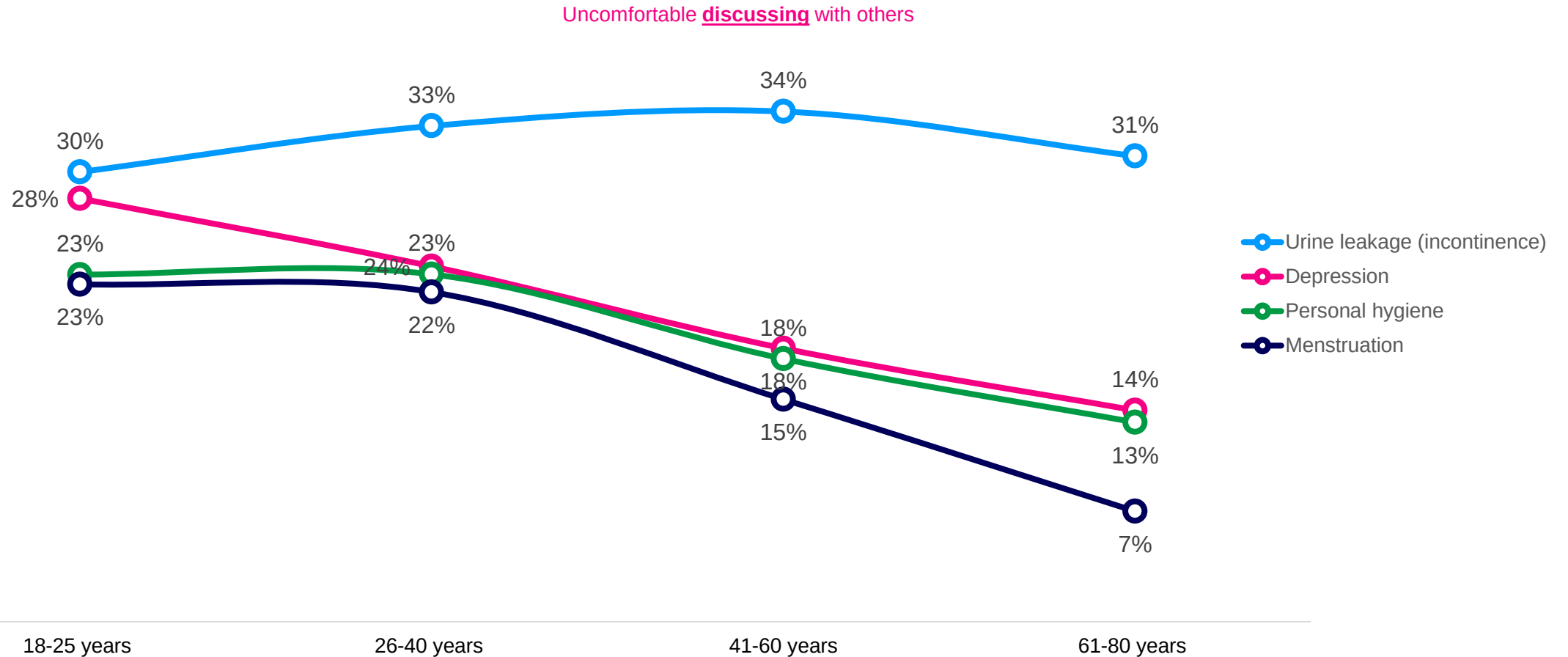
Personal hygiene



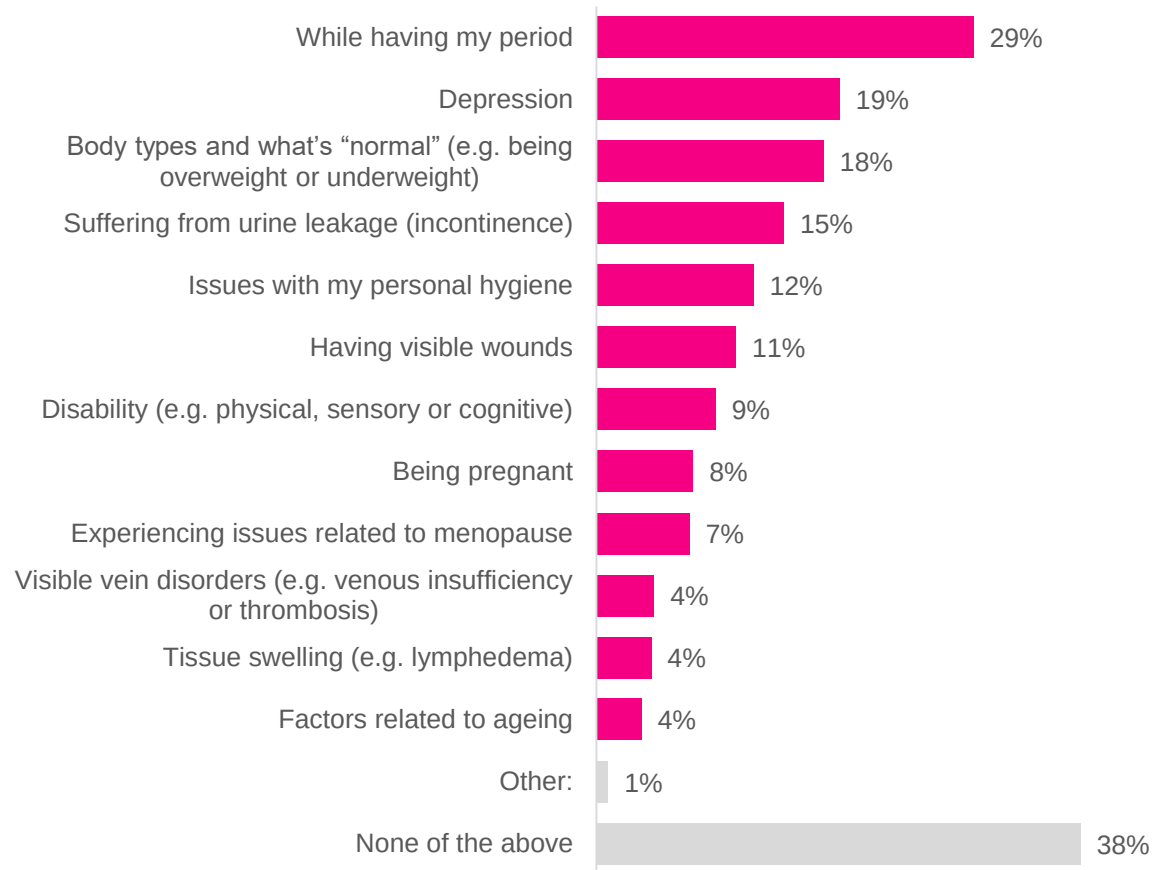
# Women are more uncomfortable discussing incontinence than men



# Perceived stigmatization reduces with age – except for incontinence



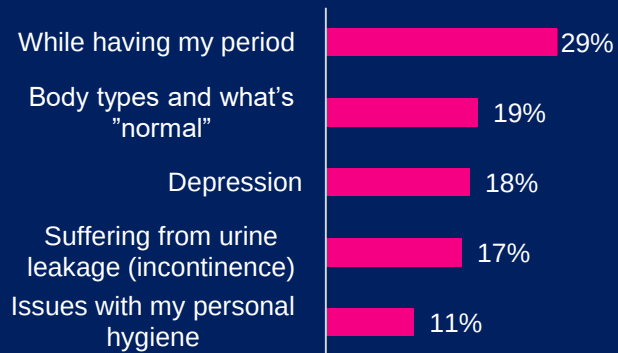
# 1 in 3 women have felt uncomfortable participating in social activities while having their period



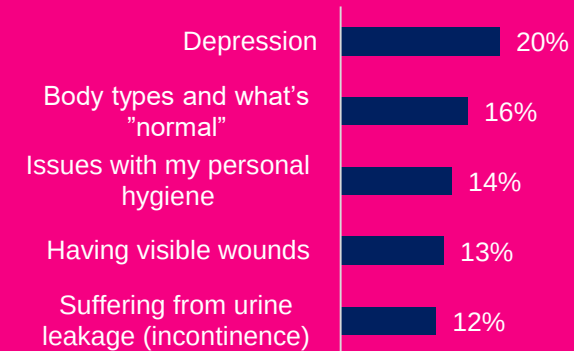
# Women are most likely to refrain from everyday social activities during their period, men due to depression



## TOP FEMALE RESULTS

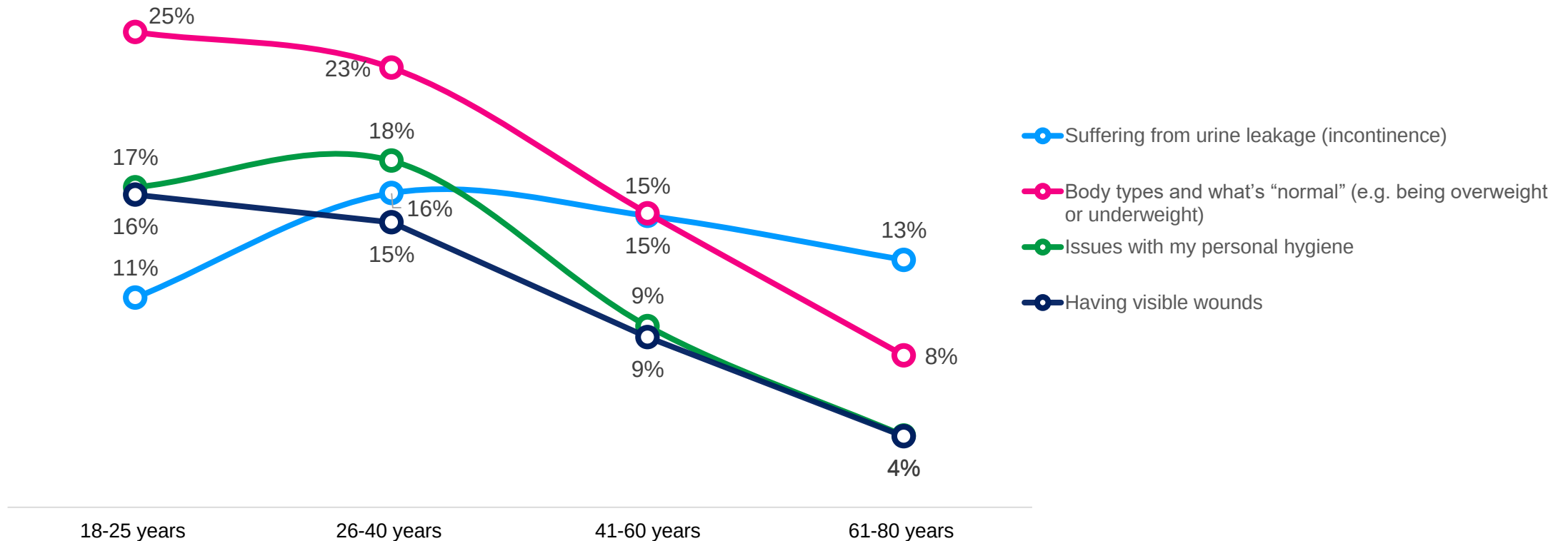


## TOP MALE RESULTS



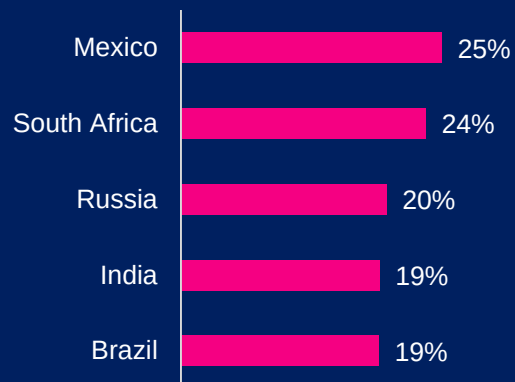
# Embarrassment due to bodily functions or health issues reduces with age – except for incontinence

Uncomfortable participating in everyday social activities due to:

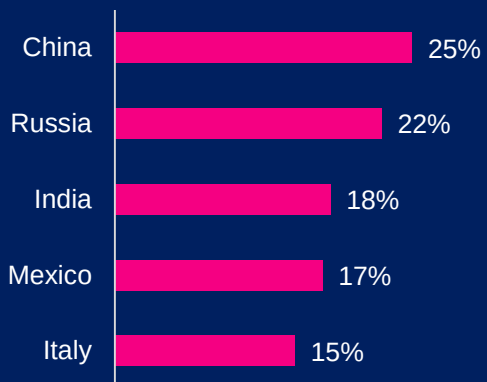


# Top 5 countries per stigma

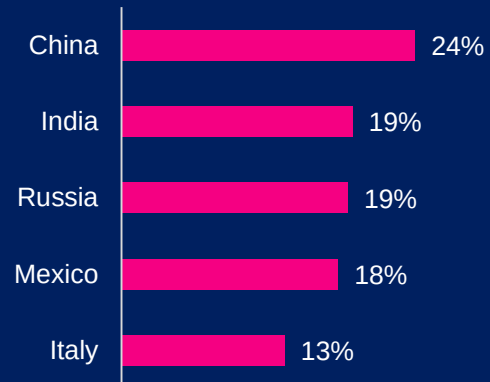
While having my period



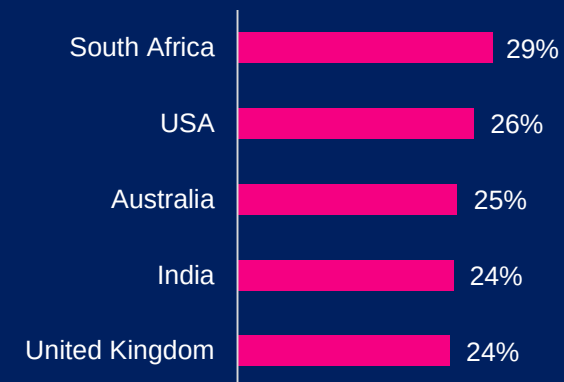
Suffering from urine leakage (incontinence)



Issues with my personal hygiene

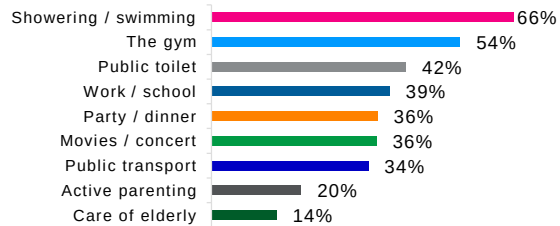


Depression

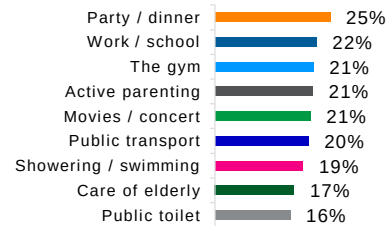


# Insecurities due to social stigmas exclude many from everyday social activities

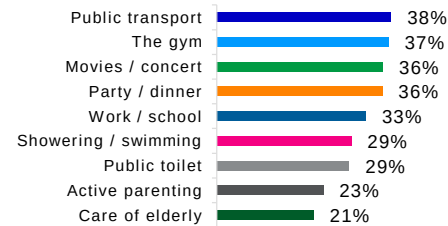
While having period



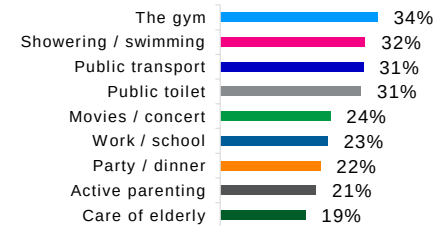
Menopause



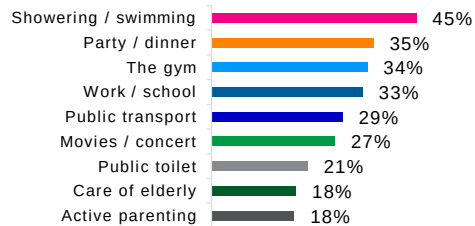
Incontinence



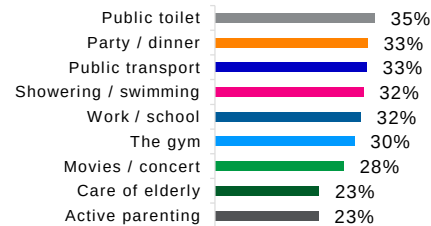
Pregnancy



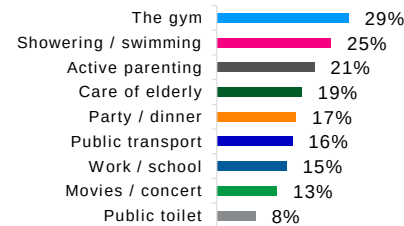
Visible wounds



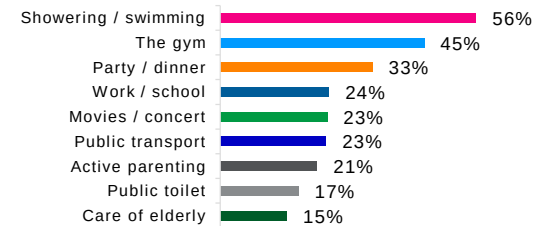
Personal hygiene



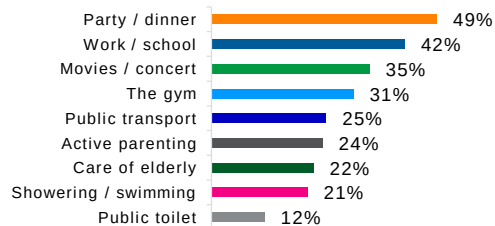
Ageing



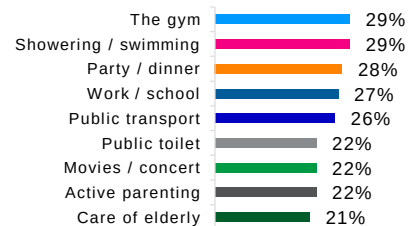
Body type / normality



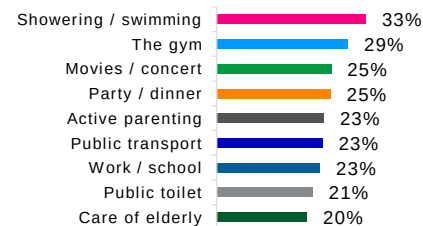
Depression



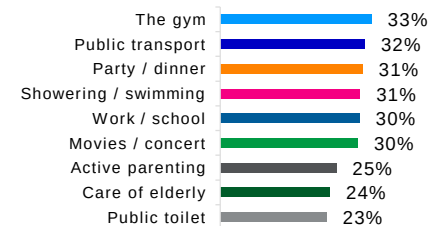
Tissue swelling



Visible vein disorders

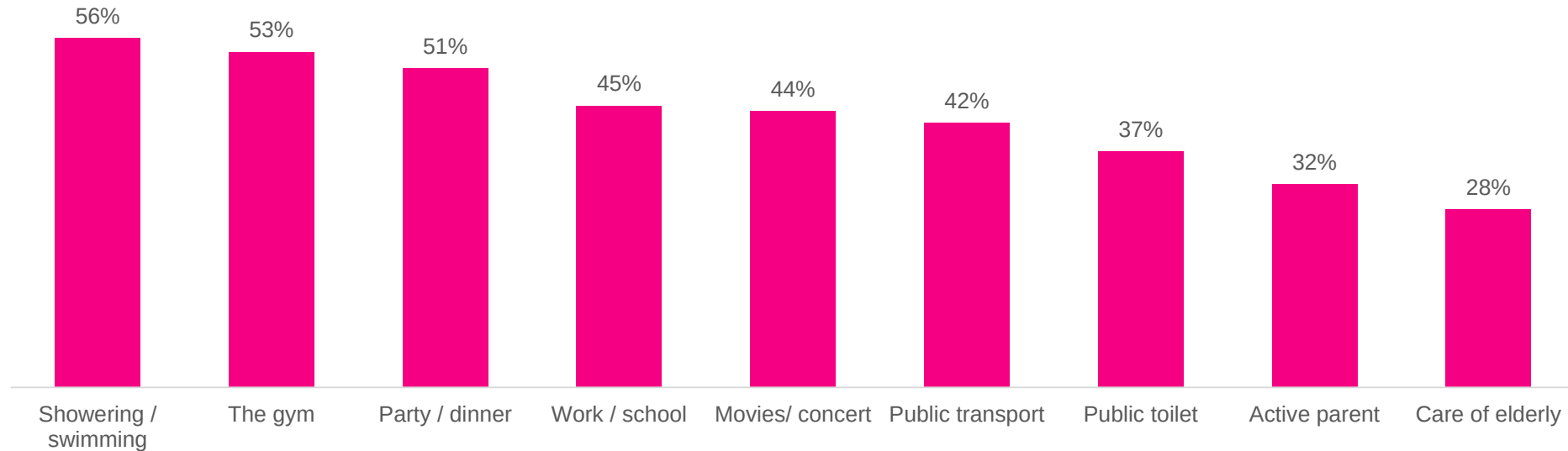


Disability



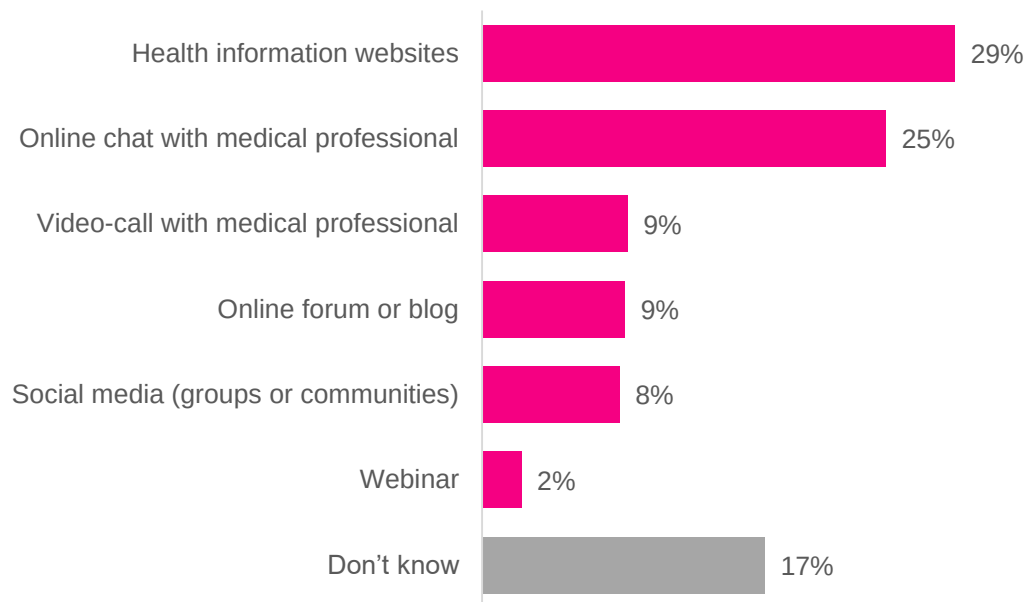
# Public pools and gyms are the worst places to be for people affected by stigmatization

Base: Have felt too embarrassed or uncomfortable to participate in everyday social activities

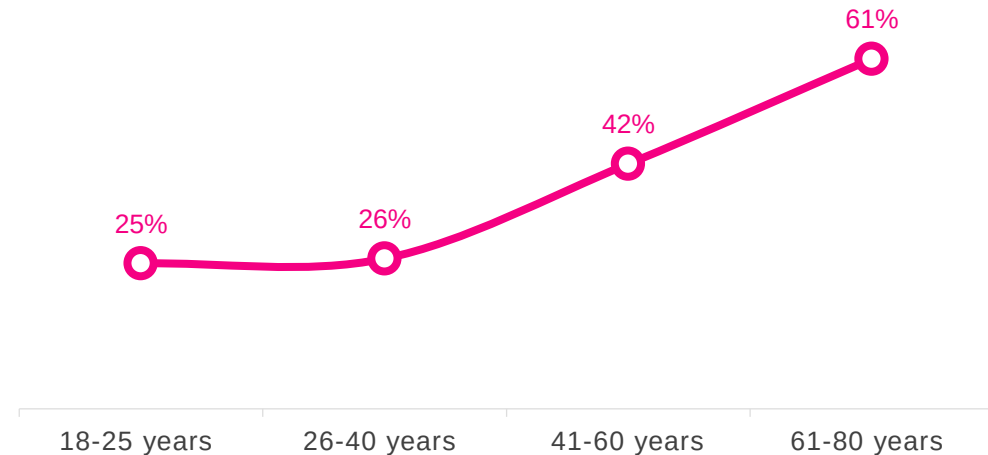


# Older people are more open to seek help in-person for stigmatized conditions

Base: Would feel uncomfortable seeking help in person for stigmatized conditions

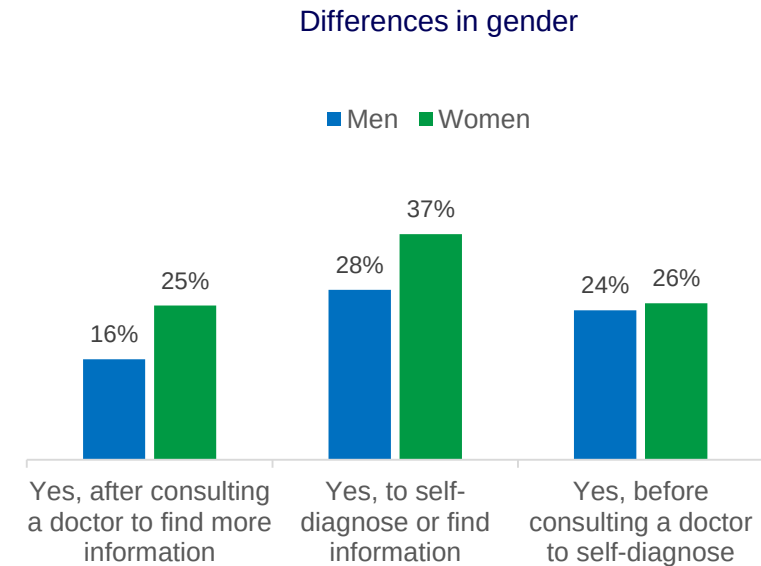
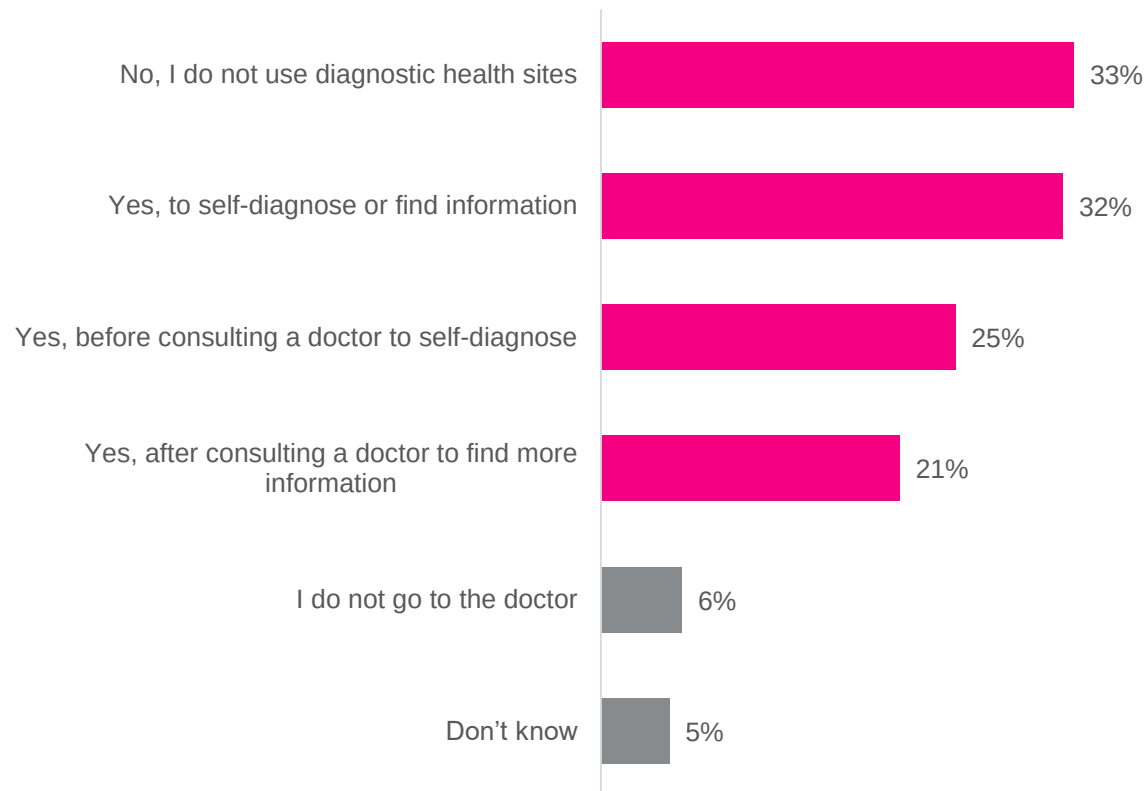


Base: Would feel comfortable seeking help in-person for stigmatized conditions

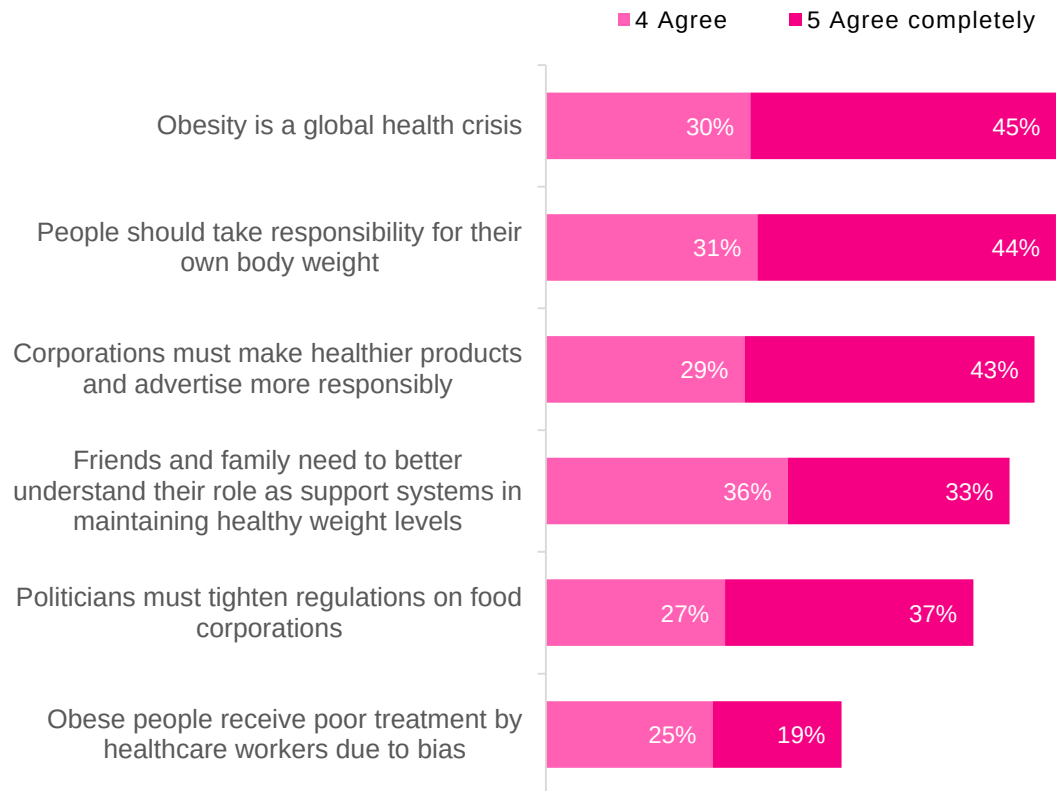


# 1 in 3 uses a diagnostic health site to self-diagnose or find information in the US

USA



# 3 in 4 agree that obesity is a global health crisis



Medical research insight

Up to **3x**

greater risk of venous thrombosis due to obesity and 20% - 70% higher risk of experiencing urinary incontinence for each 5-unit increase in BMI.

Source: American Journal of Medicine, Journal of Urology

# Most markets say that individuals should take responsibility for their body weight

Should take responsibility for obesity

