



## Underwear for Men and Underwear for Women in Colors and Prints

**New colors & prints:** For the first time in more than two decades, consumers shopping for adult absorbent underwear can choose from a variety of vibrant colors and prints normally only found on traditional underwear. Each variety pack comes with six pairs of colored and printed underwear, ranging from bold solid and striped masculine patterns for men, to pastel solid and floral, feminine patterns for women.

**Now more underwear-like look:** In addition to offering gender-specific DEPEND® Underwear in Colors and Prints, the new line also debuts a fitted waistband, which gives it a discreet look – allowing users to maintain an active lifestyle with a solution that looks and fits more like traditional underwear.

**Same superior fit & protection:** DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints provide the same superior fit and protection consumers have come to expect from the DEPEND® brand. Customized leg openings specifically contoured to male and female body shapes are paired with absorbent designs and positioning for protection where men and women need it most.

**New packaging:** The new product line also debuts packaging that is distinctly different from the traditional product exterior that has become synonymous with the adult absorbent products category. A transparent product window and masculine- and feminine-colored labels provide the new and improved look and feel, creating a product that resembles a multi-pack of traditional underwear normally found in the intimates section.

**Arriving in stores:** The new DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints will be available in April 2010.

**Tell me more:** For more information on DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints, visit [Depend.com](http://Depend.com). In addition to specifics on the product, the site also features extensive information about incontinence and its various causes.



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