

A RELEASE FOR:  
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A RELEASE FROM: AMA:BIRLA4931r4  
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Hi Resolution Photo Attached  
(photo print, disk and other image options available-please call)

Editor's Note: Technical article on Anal Incontinence is available on request. Please inquire at ji@andersonmadison.com or call 952-835-5133. Alternate photos of this product are also available – see end of release for details.

## **New B-Sure® Anal Leakage Pads Provide Solution For Mild Anal Incontinence – Absorbent, Reliable And Discrete Order Online At [www.birchwoodmedical.com](http://www.birchwoodmedical.com)**

Eden Prairie, Minnesota: New B-Sure anal leakage pads provide the very latest discrete, simple, and sanitary solution for managing mild anal incontinence. Soft, smooth and lint free, B-Sure pads are highly absorbent and help prevent embarrassing anal leakage. These new pads act as a breathable moisture barrier that help minimize chapped, cracked and irritated skin while helping to prevent burning and itching.

B-Sure anal leakage pads are scientifically developed by Birchwood Laboratories, a leading provider of healthcare products for over 50 years. With B-Sure, there's no need to wear bulky, diaper-like products for mild anal leakage protection. B-Sure pads have a unique butterfly shape that makes them easy to use and keep in place without applying irritating tape. B-Sure pads conform to body contours and act as a liner and barrier to normal undergarments and clothing. They are highly absorbent (up to 10 ml leakage per pad) of mild anal leakage and perspiration.

B-Sure pads are designed for active lifestyles and can be changed and disposed of quickly in the privacy of a restroom. Most important, B-Sure pads are disposable, biodegradable and flushable.

Latex free and with excellent wet strength, unique B-Sure pads help decrease anxiety while improving the quality of life for a problem that now affects an estimated 21,000,000 adults.

Compact, measuring just 3-1/2 x 5 inches open (fold to use), B-Sure pads can be discreetly carried for use when needed. They are available in boxes of 24 for \$8.99 and may be ordered online at:

[www.birchwoodmedical.com](http://www.birchwoodmedical.com) <<http://www.birchwoodmedical.com>>

Email: info@birchwoodmedical.com for more information or write to Birchwood Laboratories, Inc., 7900 Fuller Road, Eden Prairie, MN 55344-2195.

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Alternate photo - please contact ji@andersonmadison.com or call 952-835-5133 for this or other photo options.