

18th JUNE 2002

1 IN 6 OF YOUR REGION'S KIDS LOSING SLEEP OVER BEDWETTING

FACT: In your town one in every six children wets the bed on a regular basis

FACT: More than 15% of these children have shown a noticeable fall in confidence, with over 25% consciously avoiding staying away from home

Every morning and afternoon, school gates around the UK are besieged by eager parents chatting openly about everything from diets to diabetes. However, despite the fact that bedwetting is a cause of anxiety and worry for so many children, this common childhood condition is rarely spoken of outside the family environment, and families and children continue to suffer in unnecessary silence.

As celebrity doctor and spokesman for Huggies Dry Nites, Chris Steele points out, "Bedwetting is a cause of concern for many parents and children, but is something many know very little about despite affecting nearly as many children as asthma and eczema.*Just knowing a few facts and figures can break down the taboo and help your child on the way to drier and happier nights.

"For example, did you know that a massive 70% of children grow out of bedwetting before they are 7 years old and that resources such as the Bedwetting Education Helpline are on hand to give you advice?"

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Help is also on hand from absorbent pants such as Dry Nites - perfect for getting your child through those potentially stressful weekend's away, whether it's outings with the football club or a sleepover at a friend's house. Discrete enough to be worn under pyjamas and nighties, Dry Nites pull up and down like underwear, so kids can feel confident and comfortable wearing them. Every child has the right to feel free to do what they want, when they want, with no ties and restrictions, and with absorbent pants such as Dry Nites kids will be given the freedom to get on and do this and enjoy their childhood.

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For further information and regional statistics please contact:
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Notes to Editors

Retailing at £4.99 DryNites can be purchased from all major supermarkets and chemists and are available in sizes for children aged 4-7 (medium), 7-10 (large), and as a result of consumer demand, a pant for 10-15 year old children is now on the market.

The Bedwetting Education helpline is also available, and is an advisory service designed to help parents and children cope with the problem. A highly experienced nurse will give them advice and answer any questions they may have. Totally confidential and open from 9a.m.-5p.m. on Monday to Friday, the number to call is 0800 085 8189.

MORE SPECIFIC REGIONAL STATISTICS AVAILABLE ON REQUEST

** Asthma and eczema both affect 1 in 5 children in the UK, whilst bedwetting affects 1 in 6*