

Dear Colleague

We are delighted to announce the launch of the **Continence Product Advisor** (www.continenceproductadvisor.org), a new website providing evidence-based guidance on how to select appropriate products for managing incontinence and use them effectively.

A joint venture between the International Consultation on Incontinence and the International Continence Society (which hosts the site), the **Continence Product Advisor** was created by an editorial team based at University College London and the University of Southampton in partnership with a web design team at the ICS. Based on the findings of the recently published fifth International Consultation on Incontinence, it aims to make independent, evidence-based advice available and accessible to incontinence product users first and foremost, but also to healthcare professionals, purchasers and manufacturers. It is:

- **Independent:** written and reviewed by continence healthcare professionals and users of continence products.
- **Evidence-based:** where possible content is based on evidence (or expert opinion if evidence is lacking) with references to sources.
- **Generic:** focuses on product designs and types without reference to branded products, except when essential.
- **Not-for-profit:** no advertising is displayed, the development and maintenance of the website is funded through educational grants.
- **International:** linked to information in different countries for supplementary local advice on product availability, guidelines and regulations.



Take a look at our five minute website introduction video on ICS TV featuring ICS Office IT Director Dominic Turner and ICI Committee Member Mandy Fader: <http://youtu.be/NxGB5HpikoM>

As this is a new website, we are very keen to obtain feedback about all aspects of it. This can be provided using the 'Contact' tab on the website or by emailing m.macaulay@ucl.ac.uk

We would be most grateful if you would circulate this announcement to your members and make the URL (<http://www.continenceproductadvisor.org>) known on your website.



If you'd like to help promote this site we have prepared web banners that you (or your web designer) could add to your site as a link; they are available in a range of sizes in JPG format and are downloadable from this address: <http://bit.ly/ZHmwAy>

Thank you for your time in reading this, we are looking forward to hearing your thoughts



Mandy Fader



Alan Cottenden