



MEDIA RELEASE
23 April 2010

FREE SEMINAR
URGENT NEW INFO ON OVERACTIVE BLADDERS

Five seminars will be conducted across the country to give health professionals with an interest in continence the latest information about overactive bladders including an outline of new measures for urgency and new evidence for bladder training with renowned continence expert, Dr Pauline Chiarelli.

Kimberly-Clark will host a FREE two-hour seminar in Brisbane, Melbourne, Adelaide, Sydney and Perth during May and June where Dr Chiarelli will look to demystify the systems of overactive bladder and bladder urgency.

Dr Chiarelli said she will reveal how the brain registers urgency, how the central nervous system allows us to hold on, what factors contribute to symptoms of an overactive bladder, how to measure urgency and evidence of management.

“Health professionals will gain an in-depth knowledge of overactive bladders and will become more familiar with the methodology of incontinence. This will ensure continued growth of knowledge and will help improve health care practices around the country,” Dr Chiarelli said.

Kimberly-Clark’s Divisional Manager Adult and Feminine Care, Anna Barlas, strongly urges continence advisors and nurses to RSVP and take advantage of Dr Chiarelli’s expertise on incontinence.

“This is a good chance to talk to and seek advice from a top continence expert. It is also a good opportunity to converse with Kimberly-Clark and distributor representatives and other health professionals in your state,” she said.

Each attendee will receive a take home continence resource kit.

To register for a FREE seminar near you, please contact Jackie Smiles on 02 9361 6099 or jackie.smiles@crossmancommunications.com.au

Seminar Dates and Locations				
State	Location	Seminar Date	Time	RSVP date
Brisbane	Mercure Hotel	Thursday, 13 th May	9.30 – 11.30am	Thursday, 6 th May
Melbourne	Stamford Plaza	Thursday, 20 th May	9.30 – 11.30am	Thursday, 13 th May
Adelaide	Adelaide Hilton	Friday, 21 st May	9.30 – 11.30am	Friday, 14 th May
Sydney	Sydney Hilton	Friday, 28 th May	9.30 – 11.30am	Friday, 21 st May
Perth	Parmelia Hilton, Perth	Wednesday, 9 th June	9.30 – 11.30am	Wednesday, 2 nd June

Released on behalf of Kimberly-Clark Personal Care Division by Crossman Communications.

For more information please contact:

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