

July 2024

NEW FORMULA! TENA ProSkin™ Protective Cream

Dear Valued Distributor:

We are pleased to announce an exciting update to our TENA® Skin Care lineup! TENA® Protective Cream is now part of our TENA ProSkin™ Product Assortment and is now called **TENA ProSkin™ Protective Cream**.

The relaunch of our protective cream as the TENA ProSkin™ Protective Cream includes both a change to our tube and tube graphics and a SKU change, as well as a new formula. This new formula containing 13% zinc oxide along with dimethicone and Vitamin E* helps to soothe, heal, and prevent minor skin irritation associated with incontinence.

TENA® has developed a three step skin health solution for those living with incontinence. Our years of expertise have shown us that the three most important principles in maintaining skin health are:

1. Keep it dry
2. Keep it clean
3. Keep it protected



PROskin™



TENA ProSkin™ combines these three elements in one incontinence care product range specially designed for sensitive skin. TENA ProSkin™ Protective Cream is part of Step 3: Keep it protected.

This product is approved by the Skin Health Alliance, an independent board of dermatologists and scientists.

The new TENA ProSkin™ Protective Cream will replace the TENA® Protective Cream.

* Tocopheryl Acetate

Product Name	Order #	Description	Case Count	Format	
(Current Product) TENA® Protective Cream	64401	3.4 fl. oz. / 100 ml.	10	Tube	
(Replacement Product) TENA ProSkin™ Protective Cream Fragrance Free	55717	4 oz. / 113 g.	6	Tube	

Timing for this launch:

Transition to the replacement product will begin in September 2024.

For more information:

Please contact your TENA® Sales Representative or call our TENA® Customer Service Team at 1.866.722.6659. We appreciate your business and thank you for your continued support.

Questions? Contact Us:

1.866.722.6659 | essityorders@essity.com | www.TENAProfessionals.us



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by a leading 3rd party
skin health organization with the
purpose of promoting healthy skin



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