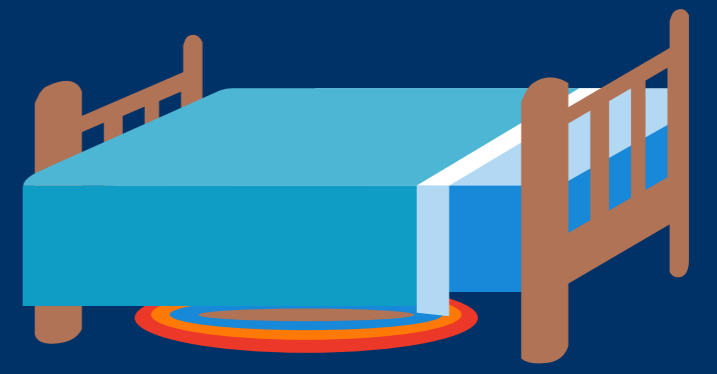


# Welcome to a BETTER NIGHT

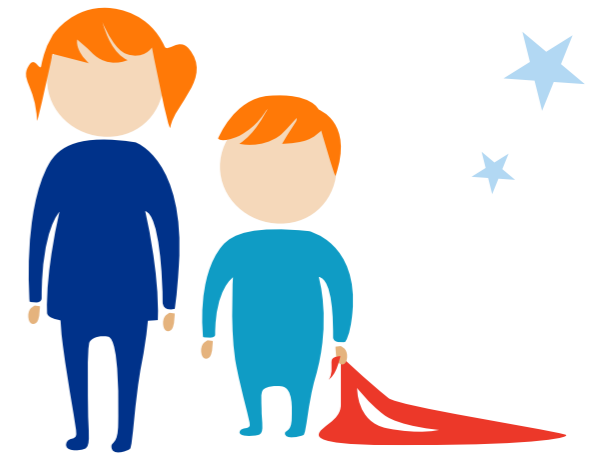


## BEDWETTING IS COMMON



**1** OUT OF EVERY **9**  
CHILDREN IN THE U.S. AGES 4  
AND OLDER WETS THE BED.

-National Kidney Foundation, Dr Wolfe, Pediatrician  
and GoodNites® NiteLite Panelist

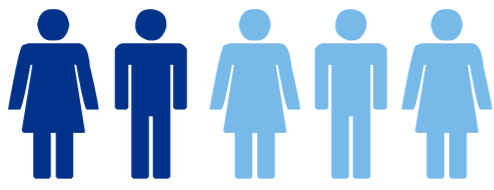


## BEDWETTING IS OFTEN MISUNDERSTOOD

### THE MYTHS

**2** IN **5**

Parents think they can train their kids out of bedwetting.



Parents think that using a disposable product prolongs bedwetting.

### THE REALITIES



Bedwetting happens as a result of involuntary body signals that occur when a child is sleeping. There is no way your child can control these.

-Dr Wolfe, Pediatrician and GoodNites® NiteLite Panelist



Managing bedwetting takes **TIME** and **PATIENCE.**

## BELIEVE IN A BETTER NIGHT

**THE MOST CHALLENGING PART OF BEDWETTING**

for most parents are the middle-of-the-night cleanups.



**51%** of parents say they want a better solution.

**BRIGHT NEW SOLUTION**

**GoodNites® Bed Mats** are a new way to stay dry at night!

They give both parents and children a **BETTER WAY** to manage bedwetting, get a good night's sleep, and face the morning **WITH CONFIDENCE.**



**Bed Mats** is a 2013 Product of the Year!

**HERE'S TO DRIER MORNINGS!**

**60% OF KIDS** are **MORE CONFIDENT** when they are drier at night, and that's sure to make parents feel good!

Visit [GoodNites.com](http://GoodNites.com) to take the Better Night Test, get more advice, and share your experiences with others.