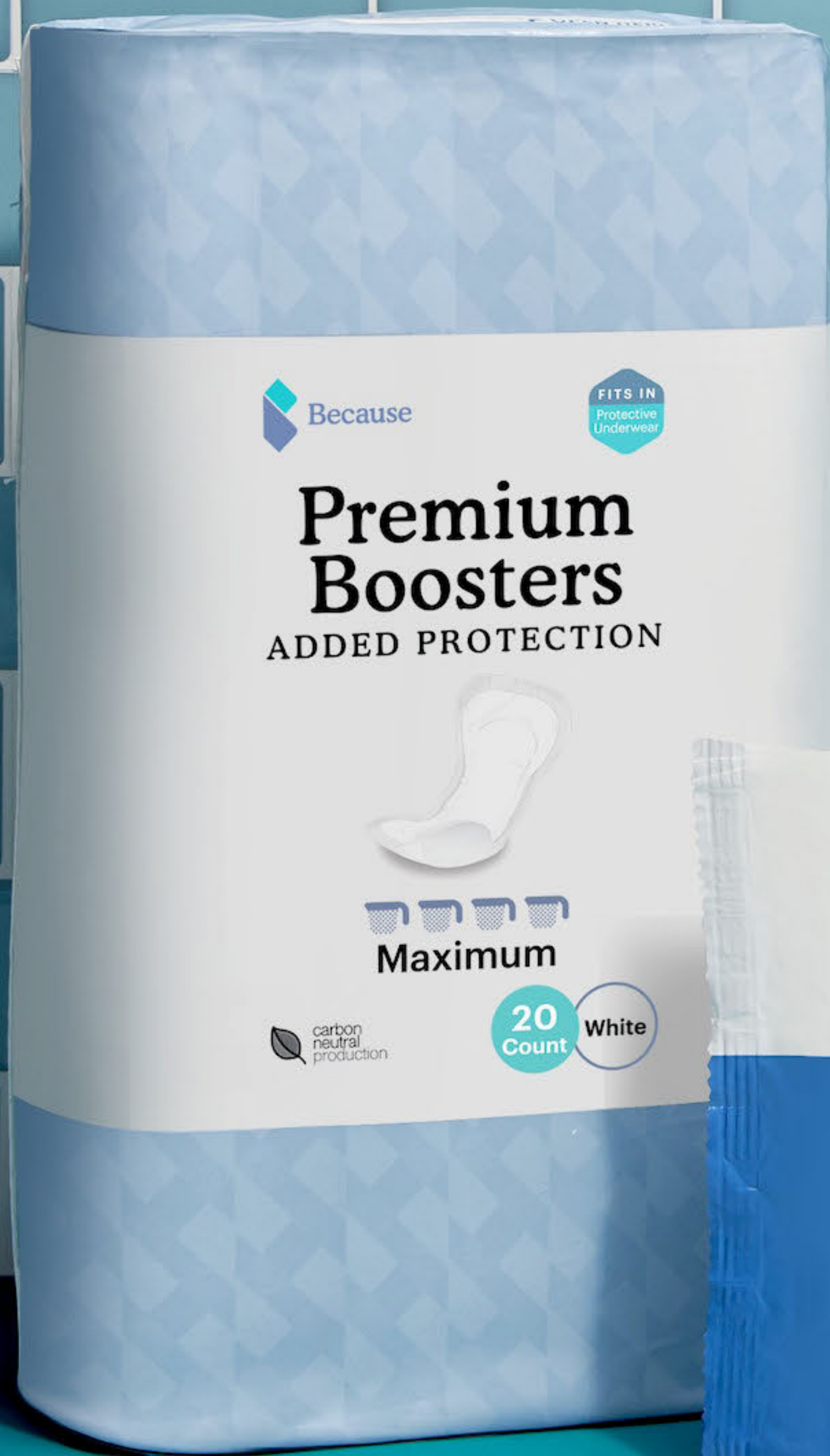




Because



Product Catalog

2023



Welcome to Because!

We started Because in 2017 with a simple idea: to connect older adults with the essentials needed to live life to the fullest. Our customers are everything to us. We've created a community filled with dedicated people — they test samples, give personal insight, and make it possible for us to provide the highest quality products.



Why Because?

Industry-Leading Quality

Our mission is to provide high-quality, innovative products that improve the lives of those who wear them. Our overnight underwear absorbs 6 cups of liquid - 37% more than the leading brand.

Recommended By Doctors

We develop our products with leading experts and are proud that Urologists have consistently recommended our products and helped us with product development.




Unparalleled Customer Service

Trained specialists provide ongoing education, product guidance and support. Our operations team ensures on time and in full deliveries as well as efficient and accurate communication at all times.

OUR 1% PLEDGE:

We donate 1% of our sales to community organizations that support the **health and wellness of older adults.**





Take it from our customers!

“I have tried many brands and **Because** is much more absorbent. I discovered this because I had no access to a bathroom for several hours (and 3 bladder leaks) but this product contained it all. Thank you!” – Agnes, 76

“I absolutely love **Because**! I wake up with a dry bed. **No leaks** and I sleep better at night.” – Thomas, 82

“**Because** allowed me to visit with my family, go on longer walks with my friends, **and live my life!**”
– Lucille, 85

Featured in:



FAST COMPANY

Forbes

yahoo!

Bladder Protection

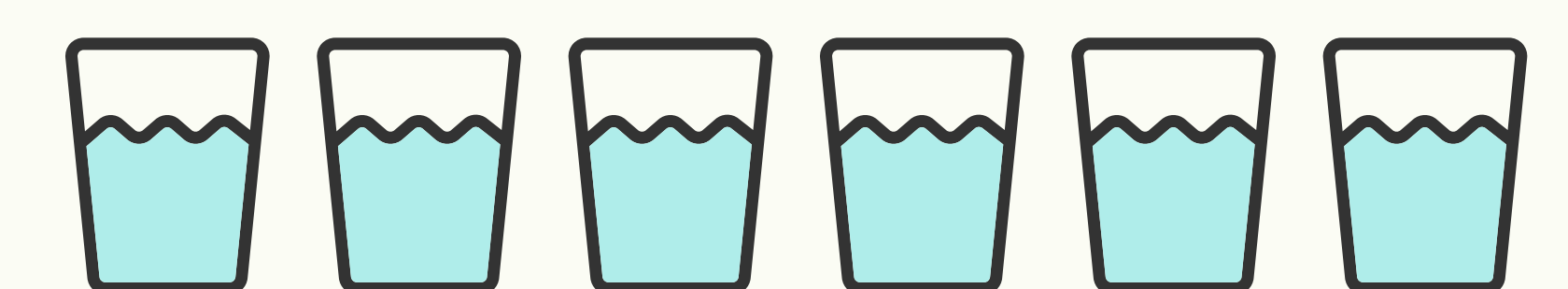
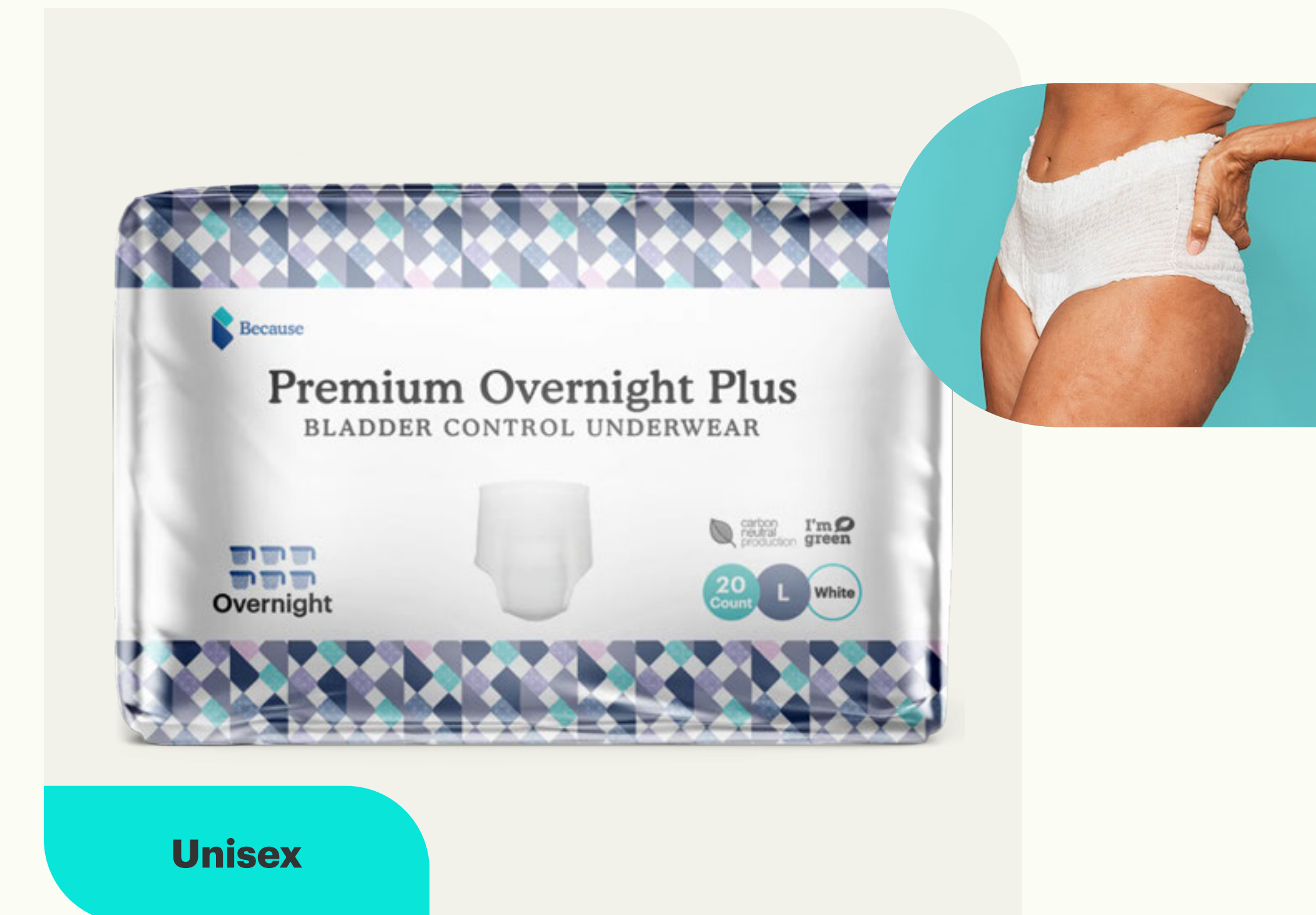


Bladder Protection - Underwear

Because Premium Overnight Plus Underwear

Our most absorbent design, this underwear absorbs up to 6 cups of liquid, making it ideal for all-night protection.

Item	Size	Waist	Pant Size	Pack Size	Case Size
UUPDON6MS020	Small	28" - 40"	0-10	20	4
UUPDON6LA020	Medium	38" - 50"	12-18	20	4
UUPDON6XL020	Large	48" - 64"	20-30	20	4
UUPDON6XX010	X-Large	68" - 80"	30+	10	4

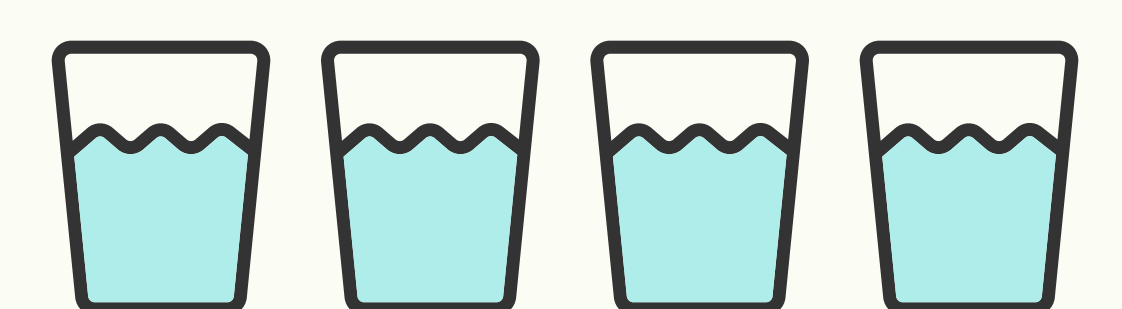
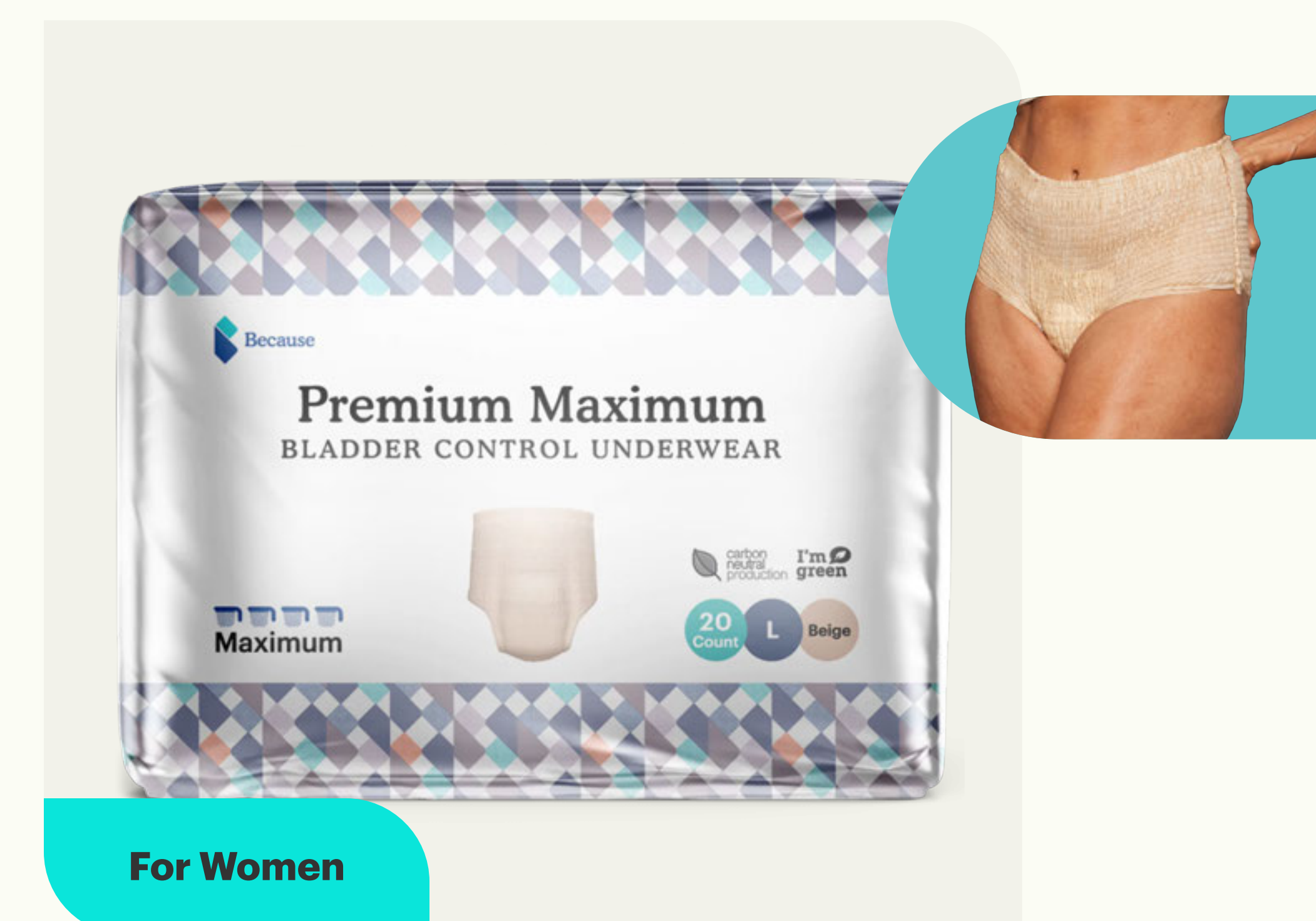


6 cups of absorbency | 1419 ml

Because Premium Maximum Plus Underwear

Prevent leaks and stay dry with our advanced absorption core and reinforced side guards.

Item	Size	Waist	Pant Size	Pack Size	Case Size
WUDMMX4MS020	Small	28" - 40"	0-10	20	4
WUDMMX4LA020	Medium	38" - 50"	12-18	20	4
WUDMMX4XL020	Large	48" - 64"	20-30	20	4
WUDMMX4XX010	X-Large	68" - 80"	30+	10	4

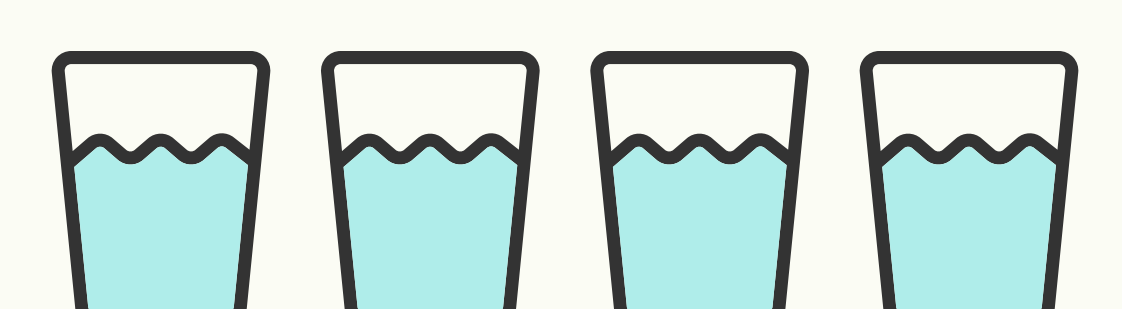


4 cups of absorbency | 946 ml

Because Premium Maximum Plus Underwear

Prevent leaks and stay dry with our advanced absorption core and reinforced side guards.

Item	Size	Waist	Pant Size	Pack Size	Case Size
UUDMMX9MS020	Small	28" - 40"	0-10	20	4
UUDMMX9LA020	Medium	38" - 50"	12-18	20	4
UUDMMX9XL020	Large	48" - 64"	20-30	20	4
UUDMMX9XX010	X-Large	68" - 80"	30+	10	4



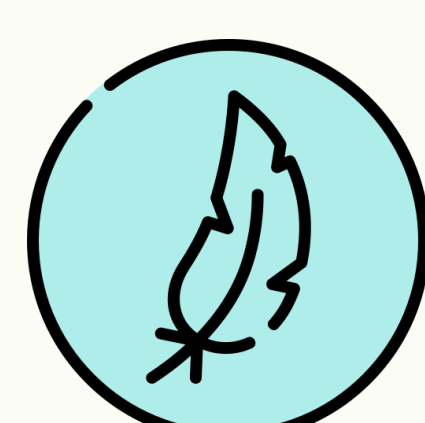
4 cups of absorbency | 946 ml



Free of Latex & Chemicals



Dermatologist Tested



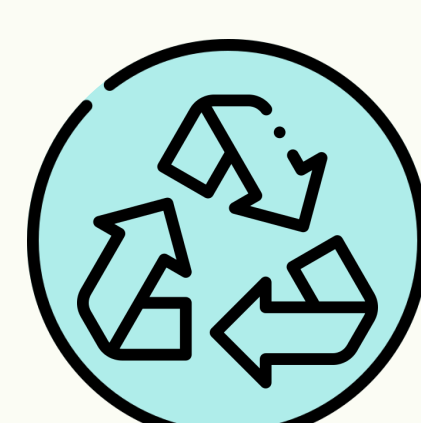
Sensitive Skin-Friendly



Made in the USA



Carbon-neutral Production



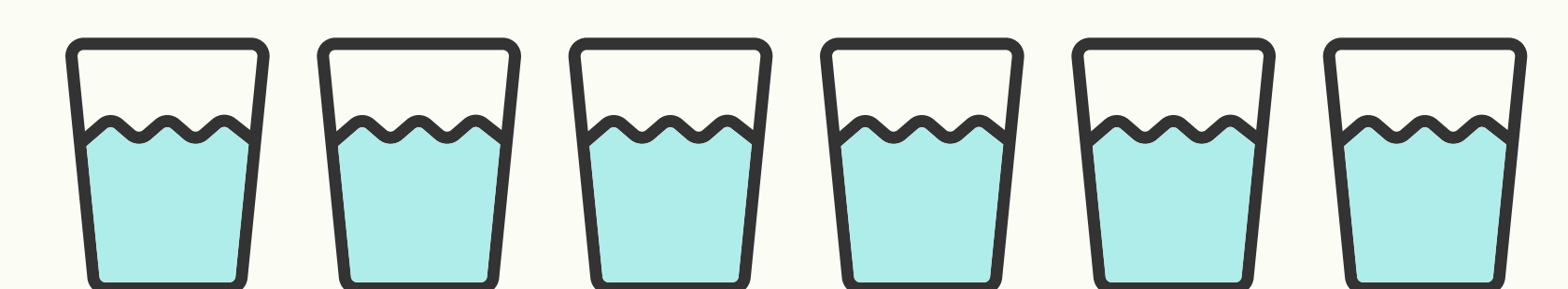
50% Post-consumer Recycled

Bladder Protection - Underwear

Because Maximum Tabbed Briefs

This unisex leak-protection brief features large, refastenable side tabs and our highest level absorbency.

Item	Size	Waist	Pant Size	Pack Size	Case Size
147500000134	Small	22" - 36"	0-10	24	4
147500000135	Medium	32" - 44"	0-10	16	6
147500000136	Large	45" - 58"	12-18	18	4
147500000137	X-Large	58" - 64"	20-30	15	4
147500000138	XX-Large	63" - 69"	30+	12	4

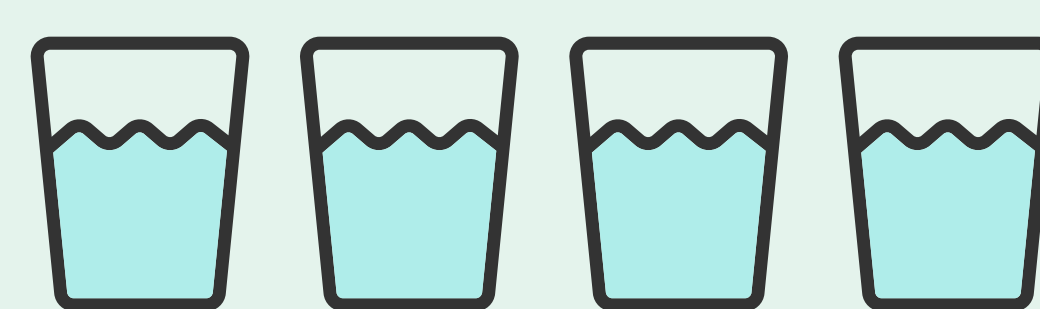
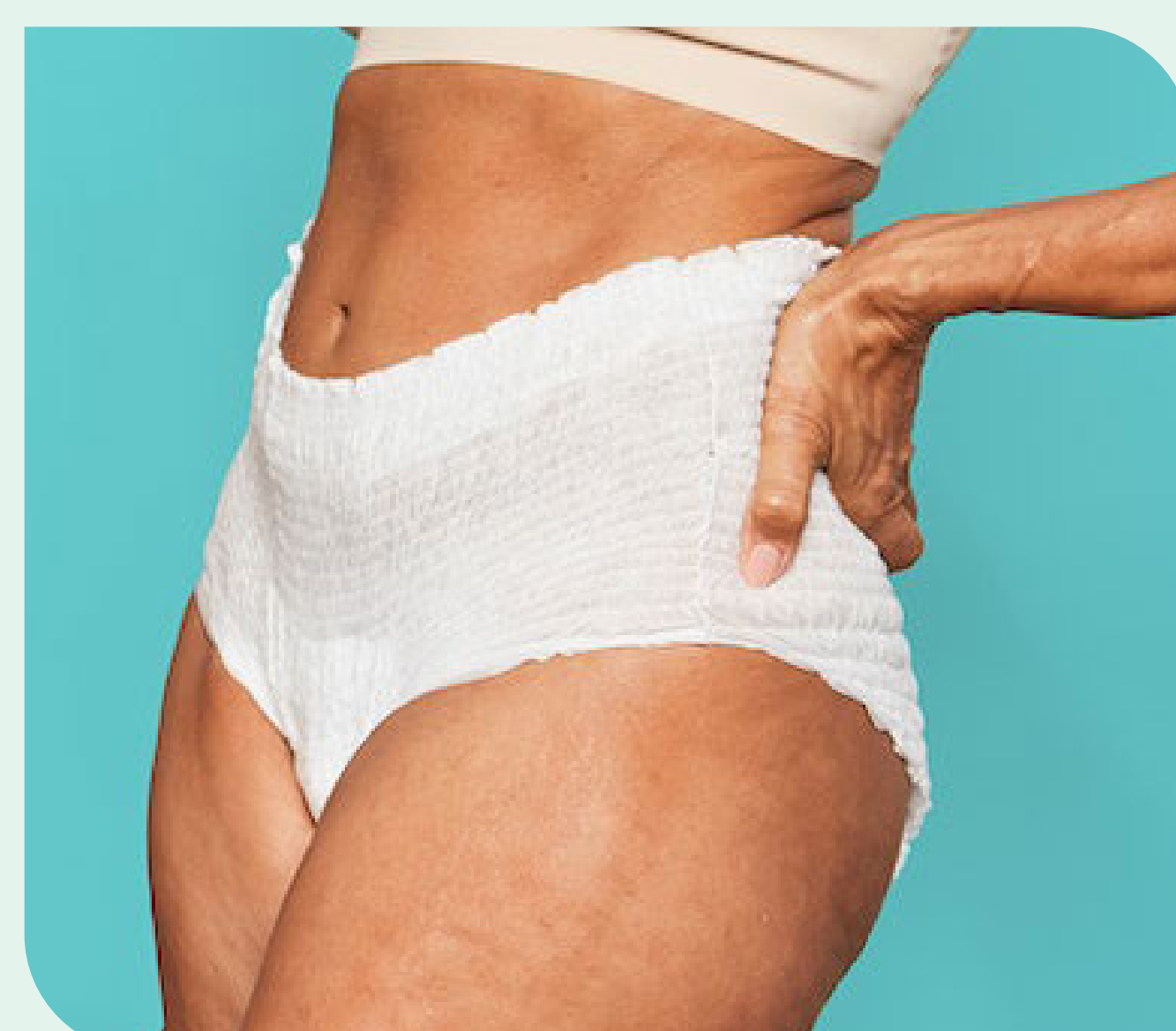


6 cups of absorbency | 1419 ml

Because Complete Collection

Because Complete Underwear

Confidently take on your day with these pull-up style underwear that feature maximum absorbency.

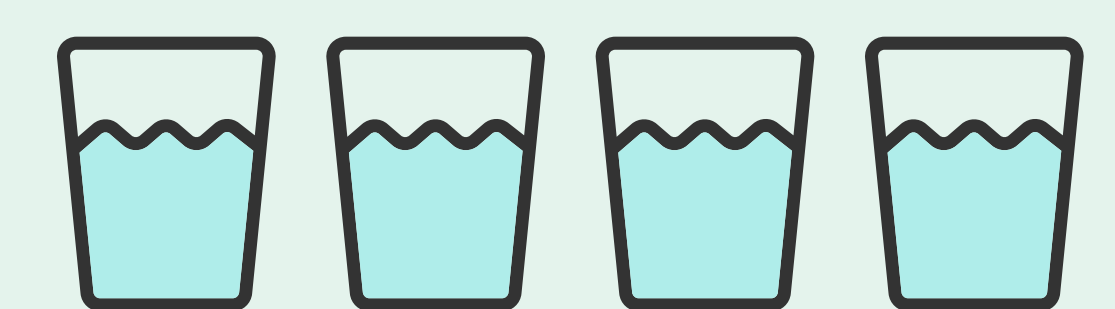


4 cups of absorbency | 946 ml

Item	Size	Waist	Pant Size	Pack Size	Case Size
147500000196	Small	28" - 34"	0-6	16	6
147500000197	Medium	36" - 40"	8-10	16	6
147500000198	Large	38" - 50"	12-18	18	4
147500000199	X-Large	48" - 64"	20-30	15	4
147500000200	XX-Large	68" - 80"	30+	15	4

Because Complete Tabbed Briefs

Enjoy a custom fit with easy-on, easy-off tabs that make getting dressed easier for users and caregivers.



4 cups of absorbency | 946 ml

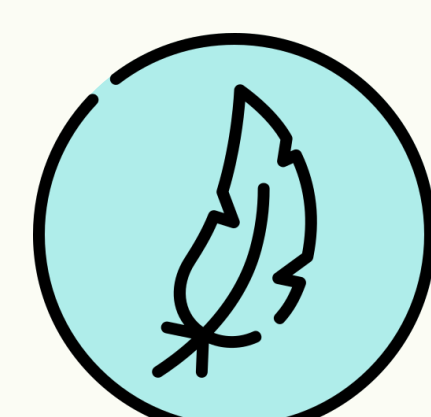
Item	Size	Waist	Pant Size	Pack Size	Case Size
147500000191	Small	28" - 34"	0-6	16	6
147500000192	Medium	36" - 40"	8-10	16	6
147500000193	Large	38" - 50"	12-18	18	4
147500000194	X-Large	48" - 64"	20-30	15	4
147500000195	XX-Large	68" - 80"	30+	15	4



Free of Latex & Chemicals



Dermatologist Tested



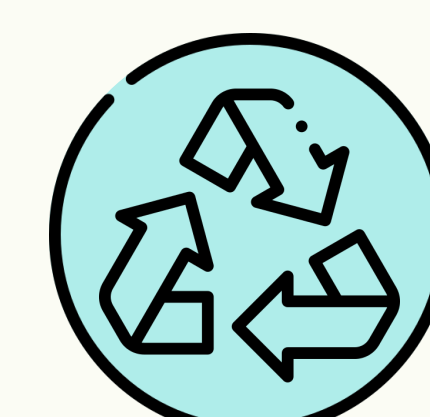
Sensitive Skin-Friendly



Made in the USA



Carbon-neutral Production



50% Post-consumer Recycled

Bladder Protection - Pads

Because Premium Pads for Women - Moderate

Stay dry and fresh with moderate daytime pads that offer 1 cup of fast-acting absorbency.

Item	Width x Length	Pack Size	Case Size
WPOPMOORE020	3" x 11"	20	6

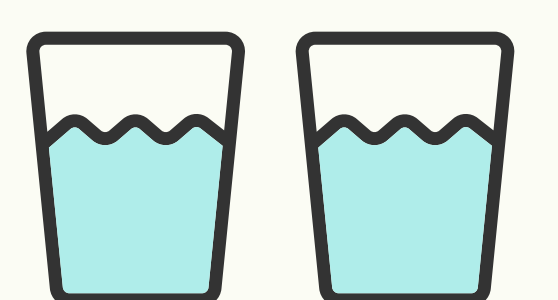


1 cup of absorbency | 236 ml

Because Premium Pads for Women - Maximum

Get 2 cups of fast-acting absorbency and odor protection with maximum daytime pads.

Item	Width x Length	Pack Size	Case Size
WPOPXMORE020	4" x 12"	20	6



2 cups of absorbency | 473 ml

Because Premium Pads for Women - Overnight

Enjoy extra coverage with bulk-free overnight pads that offer 3 cups of fast-acting absorbency.

Item	Width x Length	Pack Size	Case Size
WPOPONORE020	4" x 14"	20	6



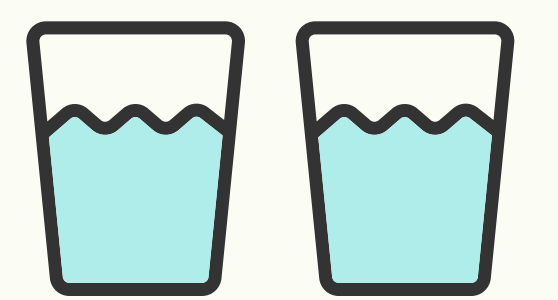
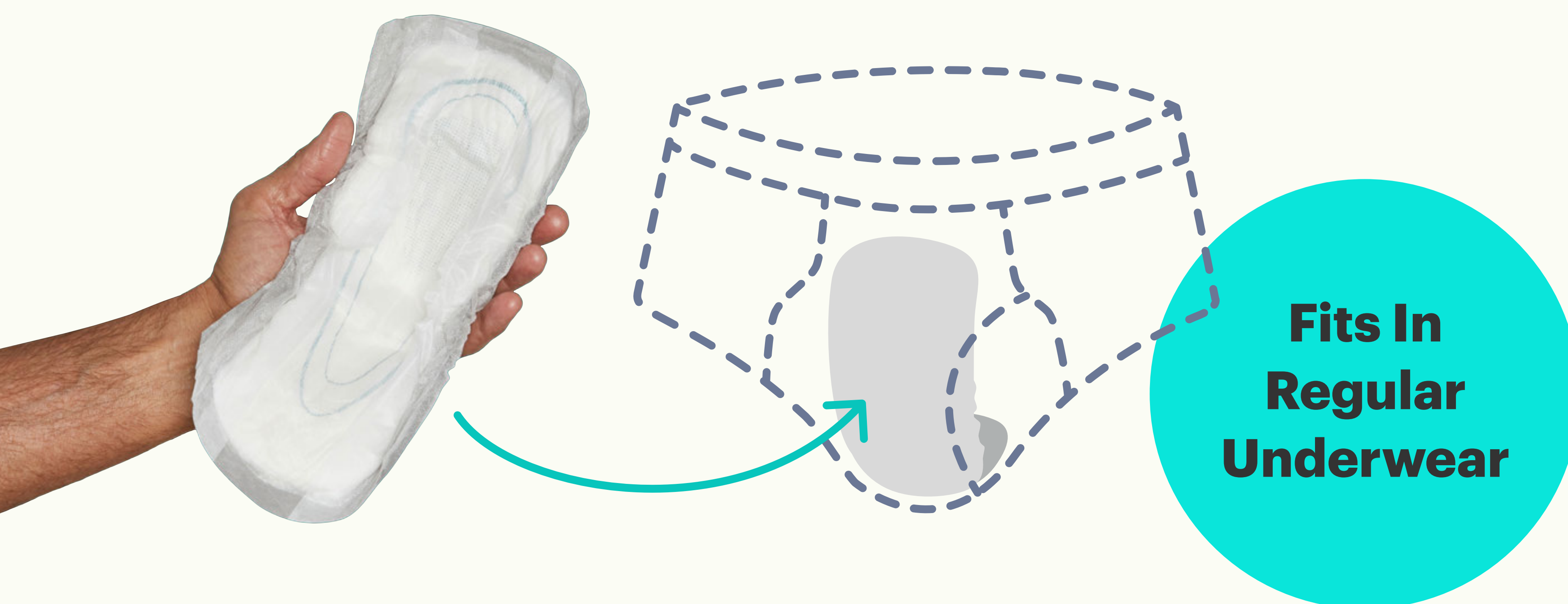
3 cups of absorbency | 709 ml

Bladder Protection - Guards and Boosters

Because Men's Guards

With a secure, cup-like fit, Premium Guards deliver ultra-fast absorption and protection without the bulk.

Item	Width x Length	Pack Size	Case Size
MGGDMX6RE020	5" x 12"	20	18

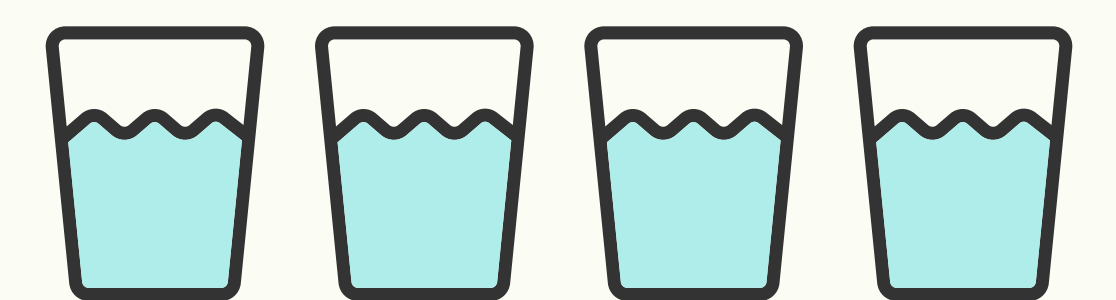
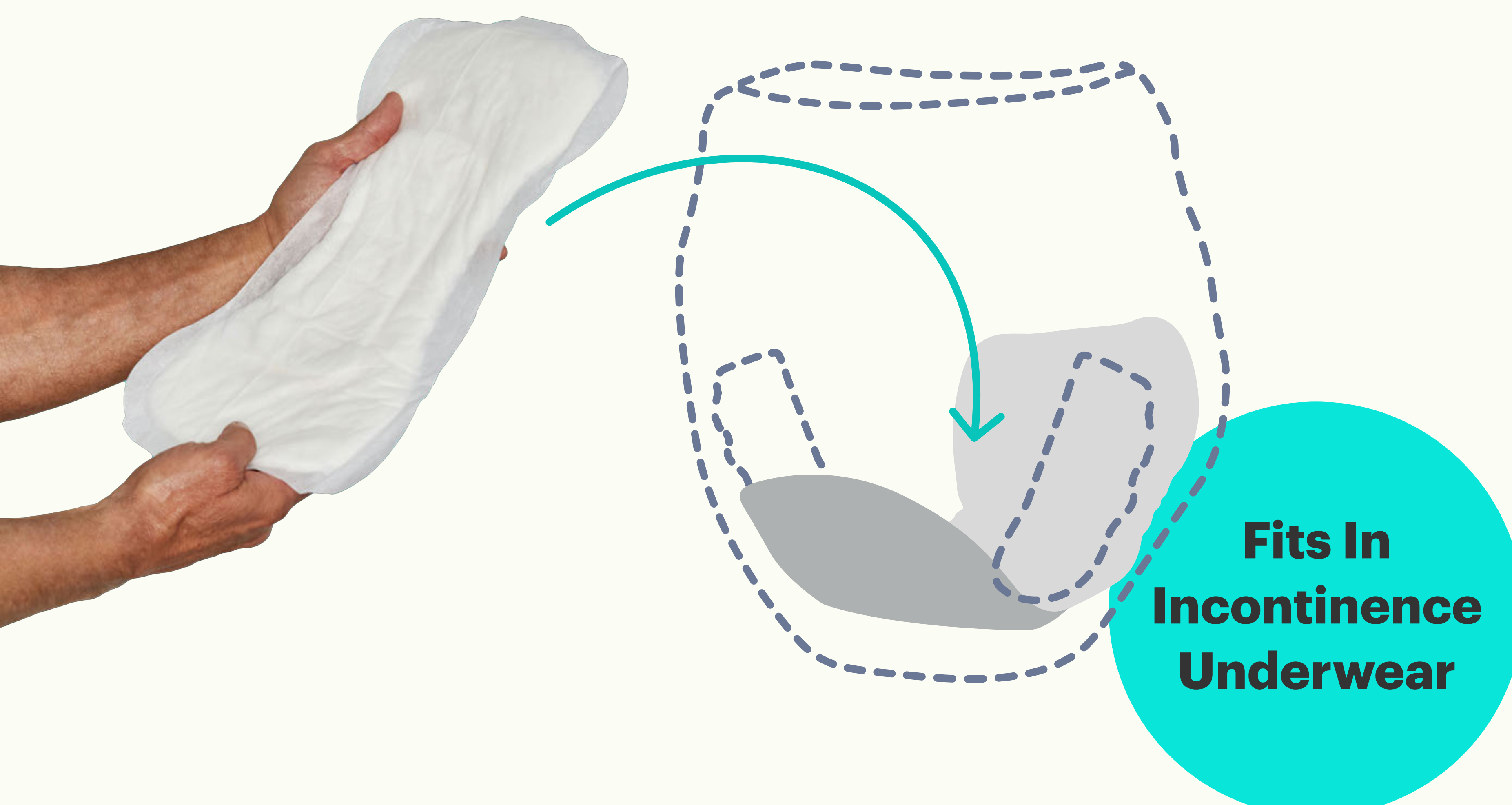


2 cups of absorbency | 473 ml

Because Maximum Boosters

Designed to be used in combination with our underwear, booster pads offer up to 4 cups of additional absorption.

Item	Width x Length	Pack Size	Case Size
UBDBMX6RE020	7" x 15"	20	9



4 cups of absorbency | 946 ml

Disposal and Added Protection



Disposal and Added Protection

Because Disposable Bed Protectors

Keep your bed dry with a soft, cloth-like top sheet that provides additional waterproof protection.



Item	Width x Length	Capacity	Pack Size	Case Size
UIBAMXONM010	30" x 36"	6 cups 1419 ml	10	10

Because Biodegradable Scented Bags

Discreetly dispose of incontinence products with opaque, scented bags that mask any odors.



Item	Capacity	Pack Size	Case Size
UISBBD6AI020	3 pairs of used underwear	20	50
UISBBD6AI100	3 pairs of used underwear	100	16

Personal Care



Personal Care

Because Flushable Cleansing Wipes

Simplify cleanup, at home or on-the-go, with our extra-large flushable cleansing wipes.

Item	Size	Pack Size	Case Size
USDWPWOAI048	12.5" x 7.5"	48	12

Ingredients: Water, Glycerin, Aloe Barbadensis Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Cocamidopropyl Pg-dimonium Chloride Phosphate, Tocopheryl Acetate, Sodium Benzoate, and Citric Acid.



Because Barrier Cream

Seal out wetness to prevent, soothe, and repair irritation like chafing, raw skin, and sore spots.

Item	Size	Pack Size	Case Size
USHANBOAK001	3 oz	1	80

Ingredients: Petrolatum, Zinc Oxide, Sunflower Wax, Caprylic/Capric Triglyceride, Shea Butter, Cocoa Butter, Corn Starch, Ginseng Root Extract, Kava Kava Root Extract, and Tocopherol Acetate (Vitamin E).

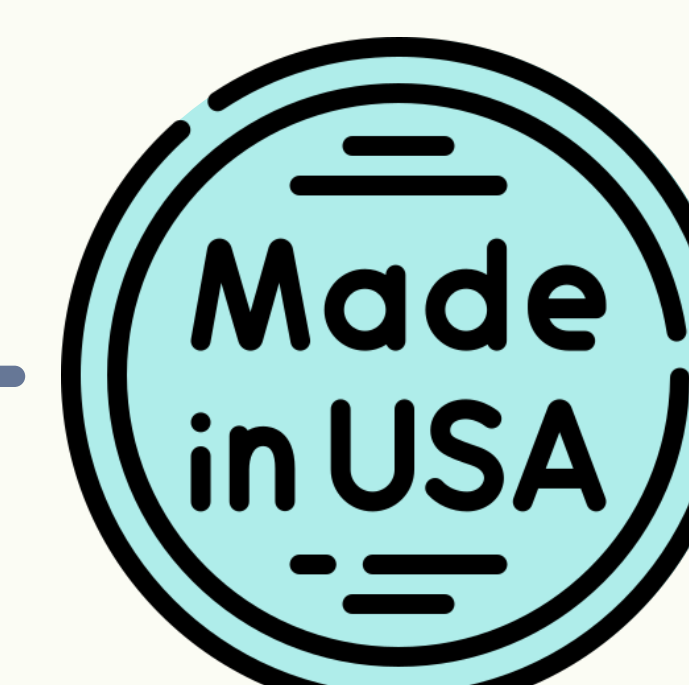


Because No-Rinse Cleansing Spray

Gently cleanse, deodorize, and protect delicate skin with this mild, no-rinse cleansing spray.

Item	Size	Pack Size	Case Size
USRNNAOBH001	6 oz	1	48

Ingredients: Water, Glycerin, Aloe Barbadensis Leaf Juice, Chamomile Extract, Cucumber Extract, Witch Hazel Extract, Bladderwrack Extract, Tocopheryl Acetate (Vitamin E), Apricot Fruit Extract, Pear Extract, Orange Fruit Extract, Pineapple Fruit Extract, Green Tea Extract, Orange Peel Extract, Raspberry Fruit Extract, Vanilla Extract, Grapefruit Peel Extract, Tangerine Peel Extract, Coconut Fruit Extract, Arnica Oil, Sorbitan Oleate Decylglucoside Crosspolymer, Phenoxyethanol, Ethylhexylglycerin.



Personal Care

Because Odor Spray

Freshen your space and eliminate air-borne odors with this non-toxic room spray.

Item	Size	Pack Size	Case Size
UOSUOSOAX001	3 oz	1	80

Ingredients: Water, Polysorbate 20, Zinc Ricinoleate, Laureth-3, Tetrahydroxypropyl Ethylenediamine, Propylene Glycol, Fragrance, Phenoxyethanol, and Ethylhexylglycerin.



Because Foaming Feminine Wash

Wash away odor-causing bacteria while soothing irritated skin with this gentle cleanser.

Item	Size	Pack Size	Case Size
USFGUSOSB001	6.7 oz	1	12

Ingredients: Water, Cocamidopropyl Betaine, Sodium C14-16 Olefin, Sulfonate, Glycerin, Chamomilla Recutita (Matricaria) Extract, Cucumis Sativus (Cucumber) Extract, Camellia Sinensis (Green Tea) Extract, Aloe Barbadensis Leaf Juice, Tocopheryl Acetate, Gluconolactone, Sodium Benzoate, and Citric Acid.



Because Relief Skin Cream

Get fast relief from joint and muscle pain and inflammation with a natural blend of arnica, menthol, and vitamin E.

Item	Size	Pack Size	Case Size
USPAESOBFO01	4 oz	1	80

Ingredients: Water, C13-15 Alkane, Glyceryl Stearate, Caprylic/Capric Triglyceride, Theobroma Grandiflorum, Seed Butter, Glycerin, Cocos Nucifera (Coconut) Oil, Cetyl Alcohol, Stearic Acid, Butyrospermum Parkii (Shea) Butter, Astrocaryum Tucuma Seed Butter, Averrhoa Carambola Fruit Extract, Theobroma Cacao (Cocoa) Seed Butter, Bertholletia Excelsa Seed Oil, Euterpe Oleracea Fruit Oil Persea Gratissima (Avocado) Oil, Zinc Oxide, Sodium Hydroxide, Phenoxyethanol, and Ethylhexylglycerin.



Personal Care

Because Nourishing Lip Balm

Renew and protect your lips with this hydrating formula that helps prevent signs of aging.

Item	Size	Pack Size	Case Size
USKRHHORE001	.15 oz	1	500

Ingredients: Sunflower Seed Oil, Synthetic Beeswax, Avocado Oil, Flavor, Ubiquinone, Squalane, Tocopheryl Acetate, Cocoa Butter, Shea Butter, Hempseed Oil, and Candelilla Wax.



Because Hemp Extract Hydrating Lip Balm

Soothe and condition dry or cracked lips, with natural ingredients that soften lips and seal in moisture.

Item	Size	Pack Size	Case Size
USLRCHORE001	.15 oz	1	500

Ingredients: Sunflower Seed Oil, Synthetic Beeswax, Avocado Oil, Peppermint Essential Oil, Cocoa Butter, Tocopheryl Acetate (Vitamin E), Candelilla Wax



Supplements



Supplements

Because Bladder Control Daily Supplement

Our bladder support complex helps you regain control by supporting strong bladder muscles.

Item	1 Month Supply	Pack Size	Case Size
147500000085	60 capsules	60	12

Ingredients: Because Proprietary Blend Pumpkin Seed Extract 4:1, Isoflavones (from Soybean Germ and Meal) Other Ingredients: Hypromellose Capsule, Microcrystalline Cellulose, Silicon Dioxide, and Magnesium Stearate.



SUPPLEMENT FACTS

Serving Size: 2 Capsules
Servings Per Container: 30

	Amount Per Serving	% Daily Value**
Because Proprietary Blend Pumpkin Seed Extract 4:1, Isoflavones (from Soybean Germ and Meal)	600 mg	†

**Percentage Daily Values based on a 2,000 calorie diet.
† Daily Value not established.

Because UTI Defense Daily Supplement

Help support women's urinary function, aid in UTI prevention, and promote healthy pH balance.

Item	1 Month Supply	Pack Size	Case Size
147500000086	60 capsules	60	12

Ingredients: Vitamin C (as ascorbic acid), Cranberry Fruit Seed Powder (Standard to 4% proanthocyanidins). Probiotic Proprietary Blend: Lactobacillus plantarum, Lactobacillus acidophilus, Lactobacillus salivarius, Lactobacillus rhamnosus, Lactobacillus bulgaricus. Other ingredients: Vegetable Capsule (Hypromellose and Water), Rice Flour, Silicon Dioxide and Magnesium Stearate.



SUPPLEMENT FACTS

Serving Size: 2 Capsules
Servings Per Container: 30

	Amount Per Serving	% Daily Value**
Vitamin C (as ascorbic acid)	75 mg	83%
Cranberry Fruit and Seed Powder (standardized to 4% proanthocyanidins)	900 mg	†
Probiotic Proprietary Blend: Lactobacillus plantarum, Lactobacillus acidophilus, Lactobacillus salivarius, Lactobacillus rhamnosus, Lactobacillus bulgaricus	7 Billion CFU's	†

**Percentage Daily Values based on a 2,000 calorie diet.
† Daily Value not established.



*Because it's time for
something better.*

Reach out to **sales@becausemarket.com**
to learn more.



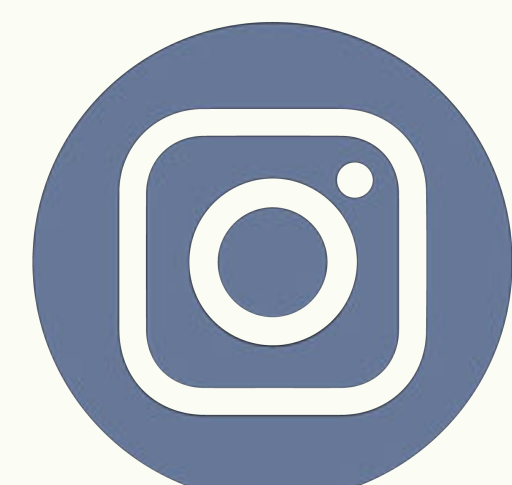


Because

Discover more at
BecauseMarket.com



@becausemarket



@because_market