

NorthShore®

Be Dry. Be Confident. Be You.

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New Website Makes Incontinence Shopping Easier

Leading heavy protection adult diaper brand now available direct-to-consumers with a more personalized online shopping experience

(Buffalo Grove, Ill.) - Shopping for incontinence products can be difficult and confusing for many of the 80 million people living with bladder or bowel dysfunction in the U.S. NorthShore Care Supply, with headquarters in suburban Chicago, recently launched a new and improved direct-to-consumer website, NorthShore.com, which features intuitive product recommendations based on shoppers' preferences.

“Our new NorthShore.com website is a major leap forward in technology, speed and accessibility,” says President Adam Greenberg. “The site is much faster, especially on mobile devices that account for over 50 percent of our online traffic. We've also added a lot of new features that will help customers better locate the products that they need, including an enhanced free sample request form that automatically suggests and mails out items so people can try before they buy.”

The new website features an intuitive navigation bar, dedicated Sample Request page, product filters, full product catalog, customer product ratings, built-in subscription for auto-ship customers and personalized content. What makes NorthShore unique as a company and brand is its commitment to improving the quality of life for those managing bladder and bowel control issues by highlighting that incontinence is very common, often treatable, as well as manageable.

“Our customers tell us wearing our diapers is liberating and sometimes even life-changing because they finally have the all-day and all-night protection from frequent leaks that they have grown used to from other popular retail brands,” says John Cronce, director of Customer Care. “My Customer Care team does more than just sell incontinence products. They listen to those who call us and offer support and encouragement. It's like having your own personal cheering section helping you along.”

Based on the number of online sales and website visits each year, NorthShore.com was rated one of the “Top 1000 Internet Retailers of 2019 in North America” by *Internet Retailer*.

“We pride ourselves on listening to our customers and acting on their feedback,” says Jyll Rademacher, director of eCommerce and Marketing. “The new website is designed to make the process of finding the right product in the right size, fit and absorbency faster and more streamlined. And provide the resources our customers need to best manage their incontinence.”

In addition to visiting www.NorthShore.com, customers can place orders by calling 800-563-0161 and use the available chat, email and SMS text options. Customer Care representatives are happy to offer personalized consultations to ensure customers have the right products for their needs.

About NorthShore Care Supply

NorthShore Care Supply was founded in 2002 by Adam Greenberg after family members struggled to manage their incontinence with retail adult diapers. NorthShore® is the leading direct-to-consumer brand of high absorbency adult diapers and incontinence supplies in the U.S. providing peace of mind to those with moderate to severe incontinence. NorthShore is committed to #EndHealthStigma to help 80 million Americans living with some form of bladder or bowel dysfunction. For more information, call 800-563-0161, visit www.NorthShore.com, or follow us on LinkedIn and Facebook @NorthShoreCareSupply, Twitter @NorthShoreCare, and on Instagram @NorthShoreCare.