

The Streamlined Tranquility® Portfolio

The Tranquility Product Family, comprising the Tranquility, Select®, ComfortCare™, and Swimmates® brands, is evolving. Under the new structure, Tranquility will now become Tranquility Premium; Select and ComfortCare will be consolidated into the sub-brand Tranquility Essential; and Swimmates will be under the Tranquility Specialty category.

 premium

 essential

 specialty

Tranquility Tiers:

Our highest performing range of incontinence products, with the ideal balance of protection, comfort, and design to fit your unique needs. Available in a diverse selection of sizes, types, and absorbency levels.

High-quality products with reliable performance to support comfort and confidence for those with moderate to heavy incontinence.

Select will become Tranquility Essential in Heavy Protection. ComfortCare will become Tranquility Essential in Moderate Protection.

Products specifically innovated for unique use cases and specialized needs, empowering wearers and caregivers to achieve a new level of freedom.

Previous Brand:



Protection Level:

Maximum | Super

↓
Heavy | Moderate

Varied

Transition Rollout:

Late 2021 into 2022

May 2021 through year end

Starting 2022



Have questions or want more information?
1-800-467-3224 • TranquilityProducts.com/brand-evolution



F.A.Q.

What is changing?

The Tranquility Product Family, comprising the Tranquility, Select, ComfortCare, and Swimmates brands, is evolving. Under the new structure, Tranquility will now become Tranquility Premium; Select and ComfortCare will be consolidated into the sub-brand Tranquility Essential; and Swimmates will be under the Tranquility Specialty category.

With the first product conversion, we will phase out Select Briefs and Select Soft n' Breathable Briefs, replacing them with Tranquility Essential Breathable Briefs. Use this [SKU cross-reference chart](#) to find the equivalent new Tranquility Essential product.

Why is it changing?

We are evolving the Tranquility brand to demonstrate more powerfully what we offer, why we do it, and how we can support the incontinence market in ways no one else can. This evolution will streamline and elevate the Tranquility brand, making it easier for more people to discover the right solution for their unique circumstances.

When is it changing?

May – June	July – August <i>(tentative)</i>	Starting in September <i>(tentative)</i>
<ul style="list-style-type: none">• Launch of Tranquility Essential Breathable Briefs• Discontinuation of Select Briefs and Select Soft n' Breathable Briefs	<p>Packaging conversion to Tranquility Essential:</p> <ul style="list-style-type: none">• Select Disposable Absorbent Underwear• ComfortCare Disposable Absorbent Underwear• ComfortCare Briefs	<p>Packaging conversion to Tranquility Essential:</p> <ul style="list-style-type: none">• Select and ComfortCare pads, boosters, and underpads

**We will exhaust all remaining Select and ComfortCare inventory before converting customers to the equivalent Tranquility Essential products. Products and item numbers will remain the same for packaging conversions.*

Resources to help you prepare:

- We will continue to provide updates via email to keep you informed of upcoming changes.
- Visit our [Brand Evolution Page](#) for product rollout dates, downloadable customer flyers, and pre-order sample forms.
- Contact your Sales Representative directly at 1-800-467-3224, if you have any further questions.



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