



Prevail[®]
by **First Quality**

For more information
visit Prevail.com or call 1-800-227-3551

Prevail[®]
by **First Quality**

SOLUTIONS FOR RETAIL

First Quality® manufactures a wide variety of incontinence products and supplies, for youths and adults in varying absorbency levels and sizes, to meet every patient’s needs.

BABY & YOUTH PRODUCTS

CUTIES® BABY DIAPERS

Quality and value with superior protection



- Hypoallergenic minimizes the likelihood of an allergic response by reducing or eliminating potential irritants
- Elastic Waistbands along the waistline create a more comfortable, customized fit
- Inner Leg Cuffs help provide a custom fit, creating a seal and protecting against leakage



CUTIE PANTS® TRAINING PANTS

Quality and value with superior protection



- Customized protection for boys and girls helps prevent leaks
- Refastenable sides make for quick and easy changes
- Characters fade when wet to support potty training
- Dri-Guard® provides a super absorbent core that helps stop leaks before they start



WONDERPANTS® TRAINING PANTS

Feel and fit like regular underwear



- Designs are made to work for both boys and girls
- Refastenable sides make for quick and easy changes
- Characters fade when wet to support potty training
- Dri-Guard® provides a super absorbent core that helps stop leaks before they start



SLEEP OVERS® YOUTH PANTS

Overnight protection



- Designed for older children with nighttime incontinence episodes
- Super absorbent leakage protection keeps kids and beds dry
- Dri-Guard® provides a super absorbent core that helps stop leaks before they start
- Odor Guard® helps prevent odors before they even start



CUTIES® BABY WIPES

Super soft & super strong



- Available in Sensitive and Lavender Scented
- Premium wipes contain Vitamin E & Aloe to help moisturize for skin wellness
- Single Hand Dispensing®
- Thick quilted fabric for better cleaning

Introducing Gender Specific Underwear. Unique to you.



























Gender Specific Underwear is the leading disposable underwear sold in the retail market. Prevail® offers two absorbency levels to allow you to meet this need.



FULL LINE OF INCONTINENCE PRODUCTS



Leads the way in Homecare, Assisted Living, Skilled Nursing Facilities & Retail

LIGHT FLOW	BLADDER CONTROL PADS Discreet protection for women	 locks in 20% more wetness	<ul style="list-style-type: none">NEW AirMax™ Layer with Dri-Fit™100% BreathabilityOdor Guard® technology neutralizes odorContoured, discreet pad for a comfortable fitIndividually wrapped		
	MALE GUARDS Discreet protection for men		<ul style="list-style-type: none">Discreet contoured shape, natural fitFlexible gathers offer side leakage protectionQUICK WICK® with MaxSoft™ pulls moisture away from the skin for comfort and protectionSoft cloth-like outer fabric		
MEDIUM FLOW	UNDERWEAR FOR WOMEN Two types of underwear designed for women	 5X drier than leading brands	<ul style="list-style-type: none">With Dri-Fit™ cotton enhanced™Soft cloth-like outer fabricQUICK WICK® with MaxSoft™ pulls moisture away from the skin for comfort and protectionFeatures a form-fitting shape and stretchable, breathable waist panels for a comfortable fit		
	UNDERWEAR FOR MEN Two types of underwear designed for men	 5X drier than leading brands	<ul style="list-style-type: none">With Dri-Fit™ cotton enhanced™QUICK WICK® with MaxSoft™ pulls moisture away from the skin for comfort and protectionBoxers: design that feels and looks like regular boxer underwearUnderwear: designed to pull on and off easily		
HEAVY FLOW	ADULT BRIEFS Available in a variety of sizes and absorbencies		<ul style="list-style-type: none">NEW AirMax™ Layer with Dri-Fit™100% BreathabilityEnhanced Microclimate Care™ for skin health & wellnessOdor Guard® technology neutralizes odorSoft cloth-like outer fabric		
	EXTENDED-USE BRIEFS Available in a variety of sizes		<ul style="list-style-type: none">Ideal for extended use protectionOdor Guard® technology neutralizes odorQUICK WICK® with MaxSoft™ pulls moisture away from the skin for comfort and protectionSoft breathable zones		
COMPANION PRODUCTS	UNDERPADS BED & CHAIR PROTECTION Available in a variety of sizes and absorbencies		<ul style="list-style-type: none">Designed to protect beds, chairs and other surfacesExtra strong construction makes pad durable when wetWaterproof moisture barrier		
	DISPOSABLE WASHCLOTHS Available in a variety of styles		<ul style="list-style-type: none">Premium wipes contain lotion and Skin Smart™ to help moisturize for skin wellnessSingle Hand Dispensing®Thick fabric for better cleaning		



Retail



Homecare



Assisted Living



Skilled Nursing Facility

Leading Manufacturer

First Quality®, the supplier of Prevail® adult incontinence products, is a leading manufacturer across the markets that we serve. Over the last 25 years we have delivered high-performing products, continence management support, education & business solutions.



Focus on Quality

First Quality® is a family owned company with over 4,000 family members that focus on delivering the highest quality products. Products that we can be proud to provide to our own families and those that are in your care. We manufacture all Prevail® items in America and our team member's every day focus on quality has helped us become the leading incontinence manufacturer in the U.S.A.

Thoughtful Innovation

We focus on bringing to market products and programs that respond to our customer needs. We deliver products that we truly believe in, products born through thoughtfulness and caring. ***That is the First Quality® way.***



For more products, visit us online at Prevail.com

20% based on retention capacity of the leading bladder control pad.
5X based on rewet testing of the leading protective underwear brand.
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Prevail® Retail Program Includes:

The Prevail® Retail Program gives you the tools to maximize your incontinence sales. Promoting the Prevail® brand helps create customer loyalty. We have a brand that differentiates you from larger discount stores.

Prevail®'s innovative products, educational support and marketing helps you drive sales and succeed.



Prevail® Marketing Support that Drive Sales

Prevail®'s marketing support incorporates proven best practices. The Prevail® marketing support program includes:

Ads & Flyers: Consumer focused advertisements, customized catalog and flyers available with your logo to drive Prevail® sales.

Retail Display Kit: **INCREASE CASH SALES & PREVAIL® BRAND PRESENCE** with Prevail's turn-key Retail Display Program! Maximizing your shelf space with the right Prevail® products in the right locations will improve your sales and profitability.

Merchandising: Prevail® merchandising materials are available to help you promote Prevail®. Driving sales of Prevail® helps you differentiate yourself with a brand that creates customer loyalty.

Retail Sampling Program: Our sampling program allows you to provide samples to your customers so they can experience the performance of Prevail®.

Example of these ready to use marketing tools can be viewed and ordered in the partners section of [Prevail.com](https://prevail.com) under Programs. To request a password to the Prevail® 360° Program pages email partners@prevail.com.



Web Resources

Prevail® web resources include downloadable product images optimized for web, media rich content that increases traffic to your site and Prevail® banner ads to promote Prevail® on your site.



Customer Education

Education for your customers and their families in multiple languages and literacy levels can provide valuable support. Prevail® brochures and videos will help explain the incontinence condition and how to effectively manage incontinence in the home with Prevail® products.