



Because



2 0 2 0 C O L L E C T I O N

Because it's time  
for something better

# About Because

We started Because with a simple idea — to make it easier for our families to get the products they needed.

70,000 happy customers later — from bladder protection supplies to skin creams, to CBD tinctures and compression socks — we are a one-stop shop for all your wellness needs.

Our products feature best in-class absorbency with innovative super absorbent polymers, are thoughtfully designed for different shapes, sizes and needs, sold at 20-40% less than leading brands, and delivered discreetly to your door. Not available in stores!

**Join us today.**



*Alexi & Luca, Co-Founders*



Discreet  
Delivery



Amazing  
Quality



Thousands of  
5-star reviews

# Bladder Protection by Because

Products to keep you confident and dry



# Because Underwear

Available for men and women. Choose this style of underwear if you tend to void a lot of urine at one time or for ultimate overnight protection.



## Extra absorbent for ultimate protection

- Features rapid and complete absorption of up to 6 cups of liquid
- Appropriate for urinary and bowel incontinence
- Odor minimizing gel keeps odor locked in
- Double, reinforced leak guards keep you protected
- Soft, cotton-like material molds to your body
- Exclusive to Because and not available in stores

### Absorbency

Maximum (4 cups)



Overnight (6 cups)



### Size Chart (Men and Women)

Size	Waist/Hips (in.)
S/M	28-38
L	38-48
XL	48-62
XXL*	62-70

\*XXL only available in Because Underwear

### Prices starting at:



Absorbency	Most Popular Subscribe & Save (per pair)	Buy Once (per pair)
Maximum	<b>\$0.65</b>	\$0.77
Overnight	<b>\$0.77</b>	\$0.91

# *-willow* by **Because** **Underwear**

Ultra-thin incontinence underwear for men and women. Choose this style if you tend to leak, dribble or slowly void your bladder.

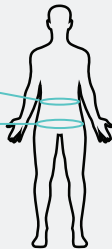


## Sleek modern fit with Maximum absorption

- Ultra-thin design that looks and feels like regular underwear
- Double side leak guards for extra protection
- Rapid, state of the art absorption of up to 3 cups of liquid
- Moisture-wicking, cotton like outer layer keeps you comfortable and dry
- Odor controlling moisture barrier keeps you fresh
- Exclusive to Because and not available in stores

waist

hips



Measure the larger of hips or waist. Underwear should fit snugly without rubbing. If underwear are loose, there is risk of leaking.

### Absorbency

Maximum (3 cups)



Save  
**15%!**

### Prices starting at:

Absorbency	Most Popular Subscribe & Save (per pair)	Buy Once (per pair)
Maximum	<b>\$0.75</b>	\$0.89



# Premium Pads

Ultra-absorbent pads contoured to fit a woman's body, Because Premium Pads provide super absorption in a pad.



## Extra absorbent pads for women

- Rapid absorption of up to 3 cups in a discreet but powerful pad
- Soft top liner rapidly pulls in liquid
- Gel absorption layer locks away liquid and odors
- Extended leak guards ensure no side leaks
- Comfortable, contoured shape designed for a woman's body
- All pads are individually wrapped

### Absorbency

Moderate (1 cup)



Maximum (2 cups)



Overnight (3 cups)



Save 15%!

Absorbency	Individually Wrapped?	Length (inches)	Subscribe & Save (per pad)	Buy Once (per pad)
Moderate	Yes	11	<b>\$0.25</b>	\$0.30
Maximum	Yes	14	<b>\$0.33</b>	\$0.39
Overnight	Yes	16	<b>\$0.41</b>	\$0.48

# Because Guards

Protective guards are designed to fit a man's body with absorbency where you need it.



## Protection designed for a man's needs

- Ultimate protection designed for a man's body
- Super absorbent material locks odors away and keeps you dry all day
- Absorb up to 3 cups of liquid
- Discreetly fits in your regular underwear
- Secures with an adhesive strip on the back
- Best with tight fitting underwear, not recommended for boxers

### Absorbency

Maximum Guards (3 cups)



Absorbency	Individually Wrapped?	Length (inches)	Subscribe & Save (per guard)	Buy Once (per guard)
Maximum	Yes	12	<b>\$0.22</b>	\$0.27

*Most Popular*

Save 15%

# Because Boosters

Additional absorbency and flexibility for incontinence underwear.



## Extra absorption fits in incontinence underwear

- 6 cups worth of added protection
- Super absorbent material locks liquid away
- When full, liquid flows through to underwear below
- Contoured to fit within protective underwear
- Soft, quick-drying top sheet for freshness

### Absorbency

Maximum (6 cups)



Most Popular

Absorbency	Individually Wrapped?	Length (inches)	Subscribe (per pad)	Buy Once (per pad)
Maximum	Yes	16	<b>\$0.42</b>	\$0.50



# Skin Care by Because

Stay fresh, clean and protected



# Skincare by Because

Because has a selection of proven products to help you live a healthy life.



## Because No-Rinse Cleansing Spray

Available in  
3oz and 6oz bottles

Starting at \$4.99

Our no-rinse cleanser is pH-balanced and gentle on the skin with Vitamin E and moisturizing Aloe Vera



## Because Soothing Cream

Available in  
4oz size

Coming Soon

This cream will soothe damaged or irritated skin with the natural healing properties from Zinc



## Because Flushable Wipes

Available in  
10-packs and 50-packs

Coming Soon

These new and improved pre-moistened wipes are great for a quick on-the-go cleanse



## Because Hand Sanitizing Wipes

Available in  
20-packs and 100-packs

Starting at \$2.99

These sanitizing wipes are infused with an anti-bacterial solution to keep your hands clean



## Because Hand Sanitizing Gel

Available in  
8oz size

\$8.99

Our FDA-approved hand sanitizing gel is made with 80% Alcohol and soothing Aloe Vera to keep hands from drying out

# Wellness by Because

Vitamins and supplements to support health



# Vitamins by Because

Daily supplements to support healthy living



## Because UTI Health Support

- 1000mg D-Mannose per serving
- Supports bladder health
- Enhances the body's natural defense to maintain a healthy urinary tract
- Encourages liver function



## Because Omega 3

- 720mg of Omega 3, 1200mg Fish Oil
- High in EPA and DHA, nutrients that are important to the brain, heart and joints
- Shown to lower blood pressure
- Subtle lemon flavor



## Because Multivitamin Gummies

- Promotes overall health and wellness
- Convenient, easy-to-chew gummy
- Includes Vitamins A, C, E, B5, B6, B12, Biotin, Zinc & more
- Tasty strawberry flavor

Save  
15%!

Most Popular

Item	Subscribe & Save (per pad)	Buy Once (per pad)
UTI Support by Because	<b>\$14.99</b>	\$17.69
Omega 3 by Because	<b>\$11.99</b>	\$14.15
Multivitamin Gummies by Because	<b>\$11.99</b>	\$14.15

# Hemp Extract by Because

Find relief from pain, anxiety and sleeplessness



# Hemp Extract by Because

Providing the powerful, natural benefits of CBD



## Because Hemp Extract Drops

- Easily absorbed by the body
- One of the most effective ways to take CBD
- Available in 250mg, 500mg or 1000mg strengths



## Because Hemp Extract Gummies

- 20 mg of CBD per serving
- Infused with delicious fruit flavors
- Resealable pouch to lock in freshness
- Available in 5, 10 and 30-packs



## Hemp Extract Skin Relief Cream

- 1000mg of natural CBD
- Features Vitamin E and Argan oil
- Targeted relief for joints and muscles
- Rich skin cream



## Hemp Extract Good Sleep Oral Spray

- Convenient sleep promoting spray
- Refreshing mint flavor
- Featuring Melatonin and Valerian Root
- Available in 0.25oz and 1oz bottles

Save  
**15%!**

Item	Most Popular	
	Subscribe & Save	Buy Once
Because Hemp Extract Drops	<b>\$29.99</b>	\$35.39
Because Hemp Extract Gummies	<b>\$11.99</b>	\$14.15
Because Hemp Extract Skin Relief Cream	<b>\$59.99</b>	\$70.79
Because Hemp Extract Drops	<b>\$59.99</b>	\$70.79
Because Hemp Extract Gummies	<b>\$44.99</b>	\$53.09
Because Hemp Extract Skin Relief Cream	<b>\$59.99</b>	\$70.79
Because Hemp Extract Skin Relief Cream	<b>\$24.99</b>	\$29.49



# Price List



Most Popular

Incontinence	Subscribe & Save (for 60-Pack)	Buy Once (for 60-Pack)
Because Underwear for Women Maximum S/M	<b>\$39.00</b>	\$46.02
Because Underwear for Women Overnight S/M	<b>\$46.20</b>	\$54.52
Because Underwear for Women Maximum L	<b>\$43.80</b>	\$51.68
Because Underwear for Women Overnight L	<b>\$50.40</b>	\$59.47
Because Underwear for Women Maximum XL	<b>\$47.40</b>	\$55.93
Because Underwear for Women Overnight XL	<b>\$55.80</b>	\$65.84
Because Underwear for Women Maximum XXL	<b>\$58.80</b>	\$69.38
Because Underwear for Women Overnight XXL	<b>\$66.00</b>	\$77.88
Because Underwear for Men Maximum S/M	<b>\$39.00</b>	\$46.02
Because Underwear for Men Overnight S/M	<b>\$46.20</b>	\$54.52
Because Underwear for Men Maximum L	<b>\$43.80</b>	\$51.68
Because Underwear for Men Overnight L	<b>\$50.40</b>	\$59.47
Because Underwear for Men Maximum XL	<b>\$47.40</b>	\$55.93
Because Underwear for Men Overnight XL	<b>\$55.80</b>	\$65.84
Because Underwear for Men Maximum XXL	<b>\$58.80</b>	\$69.38
Because Underwear for Men Overnight XXL	<b>\$66.00</b>	\$77.88

Save  
**15%!**

Most Popular

Incontinence	Subscribe & Save (for 60-Pack)	Buy Once (for 60-Pack)
Willow Underwear by Because for Women S/M	<b>\$45.00</b>	\$53.10
Willow Underwear by Because for Women L/XL	<b>\$48.00</b>	\$56.64
Willow Underwear by Because for Women XXL	<b>\$51.00</b>	\$60.18
Willow Underwear by Because for Men S/M	<b>\$45.00</b>	\$53.10
Willow Underwear by Because for Men L/XL	<b>\$48.00</b>	\$56.64
Willow Underwear by Because for Men XXL	<b>\$51.00</b>	\$60.18
Premium Pads Moderate	<b>\$15.00</b>	\$17.70
Premium Pads Maximum	<b>\$19.80</b>	\$23.36
Premium Pads Overnight	<b>\$24.60</b>	\$29.03
Premium Boosters	<b>\$25.20</b>	\$29.74
Premium Guards	<b>\$7.80</b>	\$9.20

Save  
**15%!**

Most Popular

Skincare & Incontinence Support	Subscribe & Save	Buy Once
Because Soothing Cream 4 oz	Coming soon	Coming soon
Because Flushable Wipes	Coming soon	Coming soon
Because No-Rinse Cleansing Spray 3 oz	<b>\$4.99</b>	\$5.89
Because No-Rinse Cleansing Spray 6 oz	<b>\$9.49</b>	\$11.20
Hand Sanitizing Wipes 20-pack	<b>\$2.99</b>	\$3.53
Hand Sanitizing Gel 8 oz	<b>\$8.99</b>	\$10.61
Disposable Bags 20-pack	<b>\$2.99</b>	\$3.53
Underpads Low 20-pack	<b>\$11.99</b>	\$14.15
Underpads Moderate 20-pack	<b>\$14.99</b>	\$17.69
Underpads Maximum 10-pack	<b>\$19.99</b>	\$23.59

Save  
**15%!**

Most Popular

Vitamins	Subscribe & Save	Buy Once
UTI Supplements 30-Day Supply	<b>\$14.99</b>	\$17.69
Omega 3 30-Day Supply	<b>\$11.99</b>	\$14.15
Multivitamins 30-Day Supply	<b>\$11.99</b>	\$14.15



Most Popular

Hemp Extract	Subscribe & Save	Buy Once
Because Hemp Extract Drops 250 mg	<b>\$29.99</b>	\$35.39
Because Hemp Extract Drops 500 mg	<b>\$59.99</b>	\$70.79
Because Hemp Extract Drops 1000 mg	<b>\$99.99</b>	\$117.99
Because Hemp Extract Gummies 5-pack	<b>\$11.99</b>	\$14.15
Because Hemp Extract Gummies 10-pack	<b>\$19.99</b>	\$23.59
Because Hemp Extract Gummies 30-pack	<b>\$49.99</b>	\$58.99
Because Hemp Extract Sleep Spray 1 oz	<b>\$59.99</b>	\$70.79
Because Hemp Extract Salve 1 oz	<b>\$59.99</b>	\$70.79
Because Hemp Extract Relief Cream 1 oz	<b>\$59.99</b>	\$70.79
Because Hemp Extract Roll-On 3 oz	<b>\$44.99</b>	\$53.09
Because Hemp Extract Health & Wellness Spray	<b>\$24.99</b>	\$29.49

## We Believe In...

- Giving you confidence
- Finding you the right fit
- Saving you money



**Because Market**

A California Company

[becausemarket.com](http://becausemarket.com)

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