



NorthShore Care Supply is a mission-driven consumer healthcare company dedicated to empowering people to live with the freedom and dignity they deserve. As the maker of NorthShore Adult Diapers, we lead the industry in high-performance protection for people experiencing Heavy Bladder Leaks (HBL).

Founded in 2002 and headquartered in Green Oaks, Illinois, NorthShore has grown to become one of the most trusted and respected names in premium incontinence products.

We operate with a strong focus on innovation, customer understanding, and continuous improvement across every part of the business. Customers regularly share stories of how NorthShore helped them return to work, sleep through the night, travel confidently, or fully re-engage with family and community life.



www.northshore.com

Why Now

Incontinence is one of the most common health realities in America, and one of the least talked about. That gap is exactly where the story is.

Nearly 80 million Americans live with bladder or bowel dysfunction, and an estimated 63% of US women over 20 experience some form of it. The aging curve only steepens the need: the population aged 65 and older is projected to pass 80 million by 2050. Demand is following. The US adult incontinence products market reached roughly \$3.7 billion in 2024 and continues to grow at a mid-single-digit pace each year.

Incontinence affects 1 in 3 Americans, and almost no one talks about it. NorthShore is changing that, with the products, the proof, and a founder leading the category out of the shadows.

NorthShore Care at a Glance

- 2.5 million+ people helped managing incontinence
- 4.7 / 5 across 35,374 verified customers
- 4.8 / 5 across 7,724 product reviews
- 53k+ combined social following across all platforms
- Flagship MegaMax, tested for up to 12 hours of leak-free wear for even high output users
- Named a top adult diaper by NYT Wirecutter (2026), Consumer Reports (2026), and Yahoo Life (2025)
- Nationwide anti-stigma billboard campaign and MLB radio sponsorship (2026)

24 years building the category · 2.5M+ people served · 4.7/5 from 35K+ verified customers · Up to 12-hour HBL protection · Top-rated by Wirecutter & Consumer Reports

- Founded July 1, 2002 by Adam J. Greenberg
- Headquarters: Green Oaks, Illinois (28000 N. Bradley Rd.)
- 173,000 sq ft facility (opened 2020): HQ, U.S. fulfillment center, contact center, R&D unit, and quality-control lab
- Automation and robotics driving operations (AMRs and voice picking)
- BBB A+ rated
- Mission: #EndHealthStigma campaign and the Diaper Donation Program supporting diaper banks, food pantries, and shelters

About the Founder

Adam J. Greenberg saw first-hand his father battling cancer and his grandmother suffering from the side effects of a stroke. At the time, products to adequately manage incontinence while maintaining privacy and dignity were not available. Adam founded NorthShore Care Supply on July 1, 2002. Since then, the company has helped over 2.5 million individuals managing incontinence, their loved ones, and caregivers, focus on life, not leaks.



"Incontinence is Very Common, Often Treatable, and Regardless, can be Very Manageable."

Adam J. Greenberg • Founder & CEO of NorthShore

First Incontinence Brand Built for Heavy Bladder Leaks (BHL)

Heavy Bladder Leaks (HBL) refers to moderate to severe bladder leaks that require more absorbent protection than light incontinence products can provide. NorthShore provides premium adult diapers and incontinence solutions that are engineered to keep people with even high output unbelievably dry and leak-free all day or all night so they can focus on life, not leaks. HBL doesn't have to disrupt normal life if protection can be trusted to last, no matter what.



Hero Products



MegaMax® Overnight HBL Tab-Style Adult Diapers

NorthShore MegaMax is the gold standard for Heavy Bladder Leaks, engineered for those who need protection that lasts all night and through a full day without constant changes.

- Extreme absorbency: Up to 12 hours of protection with MVP™ (Multi-Void Protection), staying dry through 2-3 full bladder releases
- Secure fit: Large, heavy-duty refastenable tape tabs with a frontal landing zone hold firm at full capacity—no sagging, no shifting
- Leak guards: Extra-tall dual leak guards, leg cuffs, and waistband elastics protect against leaks at the legs and waist, even for side sleepers
- Smart design: Smooth plastic exterior resists odors even at max capacity; available in sizes XS–3XL, accommodating waist sizes from 18 to 96 inches—built for every body type.



GoSupreme® Overnight HBL Pull-Up Underwear

Built for Heavy Bladder Leaks, NorthShore® GoSupreme is a pull-up style underwear engineered for those who need reliable protection that keeps up with an active life, day or night.

- Maximum absorbency: Up to 8 hours of protection with 38 oz. capacity, holding 2–3 full bladder releases
- Secure fit: Body-gripping waistband elastics keep GoSupreme securely in place through active use; tear-away side seams allow for quick, easy removal
- Leak guards: Tall, dual leak guards and an extra-long contoured lining reduce side leakage, even lying down
- Smart design: Available in sizes S–3XL, accommodating waist sizes up to 90 inches—built for every body type, from petite to plus-size and everything in between.



Supreme Quilted XL Adult Cleansing Wipes

Adult bodies need adult-sized wipes. NorthShore® Supreme Quilted Wipes are extra-large and durable enough for the entire body.

- Extra-large size: 9x13 in. with 50% stretch for full-body cleanup using fewer wipes
- Gentle on skin: Hypoallergenic, unscented, and alcohol-free, premoistened with Aloe and Calendula
- Heavy-duty quilting: Strong, tear-resistant material that won't rip during use
- Easy dispensing: One-wipe dispensing with a resealable flip-top lid to keep wipes fresh

[Download Product Fact Sheet](#)

Press & Media Features



[NorthShore Adult Diapers CEO Adam J. Greenberg Discusses Incontinence Stigma on Milwaukee's WTMJ-AM](#)



[NorthShore Adult Diapers Baseball Campaign Praised in Brewers Beat MLB Newsletter](#)



[NorthShore Adult Diapers Joins MLB Baseball Radio Broadcasts](#)



[New York Times Wirecutter Names NorthShore MegaMax® One of the Best Adult Diapers of 2026](#)



[NorthShore's Nationwide Billboard Campaign Takes on Incontinence Stigma](#)



[NorthShore's Bold Billboards Challenge Incontinence Stigma Nationwide](#)



[NorthShore Adult Diapers Offer Relief After Shaq's On-Air Bathroom Emergency](#)



[NorthShore Named in 6 Best Adult Diapers of 2025](#)



[Meet the World's First Adult Diaper Influencer](#)



[NorthShore Adult Diapers Set to Exhibit at Medtrade East](#)



[AMR-Assisted Picking Technology Moves NorthShore to Next Level](#)



[Webinar: Automation Tech is the Future of Supply Chain Operations](#)



[NorthShore Care Supply Doubles Output With AMRs, Voice Picking](#)



[Voice Picking & AMRs Combine to Drive Maximum Efficiency](#)



[Despite Tough Times, Lake County Mayors Share Some Good News](#)

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Customer Reviews

Be Dry. Be Confident. Be You.

Read What Our Customers Are Saying



These diapers are the best I have used. I usually get up 2-3 times a night... now I am able to sleep through the night and not worry about leaks.

– Zack, Verified Buyer



The customer service is absolutely amazing. It's a hard subject to talk about with me but they make it so easy to have a conversation... the products are great too!!

– Matt, Verified Buyer



Best adult diapers I have ever worn! They are so comfortable. And absorb better than anything else I have tried! Tapes hold great. Great for side sleepers. Also they have great customer service!

– Cole, Verified Buyer



Five stars in every category!!!! Simply outstanding in every way — the products are exceptionally well made and reliable in all aspects, the shipping was rapid and discrete, and customer service is a real stand out.

– William, Verified Buyer

4.8  Based on 7724 reviews

Top Sellers



MegaMax Overnight Diaper Style Briefs

 4.8 (3934)

Starting At: \$14.99



GoSupreme Overnight Pull-Up Underwear

 4.6 (2988)

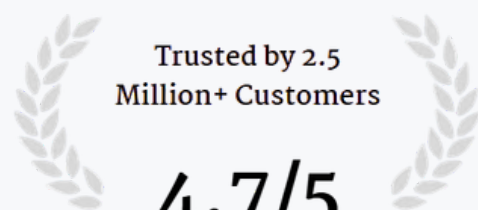
Starting At: \$9.50



Supreme Quilted XL Adult Wipes

 4.8 (1286)

Starting At: \$2.99



Trusted by 2.5 Million+ Customers

4.7/5



Average rating from 35,374 verified customers

[Read More Customer Reviews HERE](#)

Boiler Plate

NorthShore® is the only brand of adult diapers and incontinence supplies designed specifically for heavy bladder leaks (HBL) — eliminating nighttime changes and worry about leaks. Founded in 2002 by Adam J. Greenberg, NorthShore is a mission-driven consumer healthcare company serving millions of individuals, dedicated to empowering people to live with freedom and dignity. NorthShore combines innovative products, transparent language, empathetic customer service, and an inclusive community to redefine what it means to live confidently with incontinence. [Learn more at northshore.com](https://www.northshore.com)

Expert Commentary

Adam J. Greenberg, who turned his own family's health crisis into NorthShore, the leading U.S. brand for heavy incontinence, and a founder on a mission to end the stigma that affects 80 million Americans. Incontinence is not an edge case; it's one of the most common, least discussed forces shaping family life, aging, caregiving, sleep, work, travel, and dignity.

1. Breaking the Silence on Incontinence

Why shame keeps millions from seeking care. Why now: 2026's "Peak 65" wave meets the mainstreaming of menopause and bladder health.

"Incontinence is very common, often treatable, and highly manageable. The only thing that makes it worse is silence."

2. The Caregiver's Dilemma

What nobody warns you about caring for an aging parent or spouse. Why now: the eldercare and sandwich-generation crisis.

"Fewer changes and a full night's sleep. That's what families are really asking for."

3. Defining a Category: Heavy Bladder Leakage

Why "light bladder leakage" marketing leaves the heaviest-need users behind.

"Light leakage gets all the ads. The people with heavy leakage were left to fail in silence. That ends now."

4. Incontinence Isn't Just an Aging Story

Younger adults, medical conditions, and breaking the stereotype. Why now: a rising, underserved younger cohort few brands acknowledge.

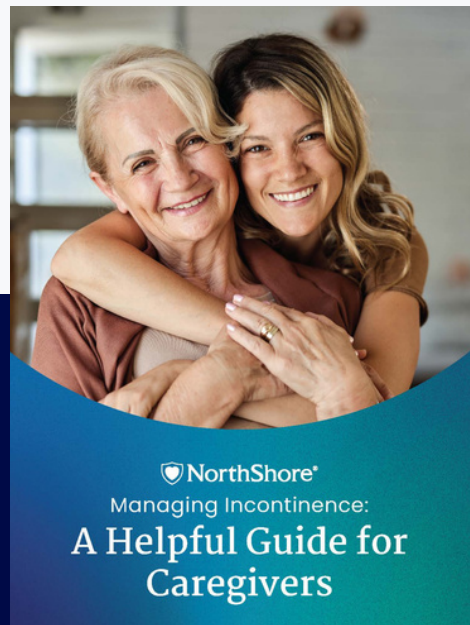
"Plenty of the people we protect are in their twenties. This was never just an older person's condition."

5. Aging With Dignity and Independence

Sleep, travel, and getting back to normal life. Why now: the longevity and "healthspan" movement.

"Dignity is focusing on life not leaks."





Tools & Resources



[Read More](#)

Contact Us

We're Always Happy to Help

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