



**THE *evadri* BLADDER CONTROL SYSTEM OFFERS TREATMENT
WITHOUT DRUGS OR SURGERY**

Non-Drug Therapy Effectively Helps Treat Most Types of Bladder Control Problems

(San Ramon, CA, July 1, 2009) – UroMed Technology, Inc. announced today the launch of The **evadri** Bladder Control System to help treat bladder control problems. This effective, well-tolerated therapy helps restore bladder control without the side effects associated with drugs or the recovery time following surgery.

There are 33 million individuals in the United States who have bladder control problems.^{1,2} According to recent data from the National Health and Nutrition Examination Survey, the overall prevalence of urinary incontinence in women was 38 percent.³ The **evadri** System helps women rebuild pelvic muscle tone needed to control bladder function. In a study using the type of treatment provided by the **evadri** System and a complete training program*, 78 percent of women felt that bladder control problems no longer restricted their activities.⁴

Mariotti and others evaluated the type of care available with The **evadri** Bladder Control System in men who had undergone surgery for prostate cancer. This safe and effective therapy resulted in a significant positive impact on the early recovery of bladder control following radical prostatectomy. The authors found that within four weeks following surgery, there were significant benefits in the early recovery of bladder control and reduction of urine leakage.⁵

*A complete training program to help control bladder function consists of

- monitoring of voiding patterns
- adjusting diet and fluid intake
- retraining of voiding habits
- learning to relax
- muscle training in clinical office sessions with the **evadri** System
- avoiding environmental irritants
- exercising at home and improving overall physical fitness⁶

Who Can Benefit from The evadri Bladder Control System?

- Those who suffer from weak pelvic floor muscles — (the muscles that help support the bladder, uterus and rectum)
- Those who experience urgency, frequency, and sometimes involuntary bladder emptying that even may be painful
- Those who have stress incontinence — urine loss associated with coughing, sneezing, and/or laughing, or lifting
- Those who experience urinary leakage following surgery, including prostate surgery in men
- Those who have given birth and now have bladder control problems
- Those who find the use of absorbent pads or diapers restricts their quality of life

All in all, the **evadri** System helps improve many kinds of bladder problems and is well-suited for women that are committed to regaining control of their own lives. The treatment helps empower women to rediscover bladder control.

How it Works

The **evadri** System works by retraining the pelvic floor, a series of muscles that form a sling across the opening of the pelvis. These muscles, with surrounding tissue, are responsible for keeping all of the pelvic organs (bladder, uterus and rectum) in place and functioning properly.

At an office-based treatment session, a small sensor is inserted to monitor muscle contractions. The patient is then asked to do an exercise called a “Kegel,” or contract the pelvic floor muscle as if trying to stop urinary flow. The sensor evaluates muscle strength and allows the muscle contraction to be seen on a display screen so that the patient and nurse (or doctor) can determine if the patient is using the correct muscles.

Biofeedback — in which patients watch a video monitor of the muscles contracting as they exercise — can help patients identify the pelvic muscles so that they can practice on their own. The **evadri** System combines this type of monitoring with well-tolerated electric signals that are sent to the weakened pelvic muscles causing them to contract.

These contractions help retrain the muscles that may have lost tone due to inactivity. Regaining control of these muscles often helps decrease the symptoms of urgency/frequency or overactive bladder. The key to success is correct identification, isolation and contraction of the pelvic muscles followed by a muscle relaxation phase.

The pelvic floor muscles are strengthened during a series of six to eight office-based treatment sessions, each lasting approximately 30 to 45 minutes. With a home exercise program that includes symptom-related exercises and regular doctor visits, some patients have noted improved bladder control within as little as six weeks.⁷ With a successful program, many patients no longer need to rely upon disposable pads or panty liners.⁴ Some patients may need follow-up sessions after their initial treatment regimen.

Urinary Incontinence

Millions of Americans suffer from urinary incontinence. Symptoms include: urinary frequency, urinating more than eight times in a 24-hour period; urinary urgency, a strong and sudden urge to urinate; unwanted urine leakage (referred to as “wetting accidents”) that happens shortly after urgency. A person may feel the need to urinate, but is unable to hold it until reaching the restroom. Urine loss is usually in amounts large enough to soak undergarments and other clothing. For many, the sound of running water is enough to induce urine leakage.

With stress incontinence, or involuntary urine leakage due to poor muscle control while lifting, coughing, sneezing, running or exercising, the volume of urine lost may be small, but embarrassing. Women who have given birth vaginally are especially prone to stress incontinence. Another common symptom of overactive bladder is nocturia, or waking up more than two times during the night to urinate. This medical condition affects men and women of all ages, although the occurrence increases with age.

Medicare and many private insurance carriers cover the **evadri** System sessions, where medically reasonable and necessary.

To find a physician who offers the **evadri** System, individuals can visit the physician locator at www.rediscoverbladdercontrol.com or call 1-800-548-3482.

Since 1990 Hollister has been providing services like the **evadri** Bladder Control System that have enabled thousands of women to overcome bladder control problems with dignity.

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