**PRESS RELEASE:**

FOR IMMEDIATE RELEASE

[PRACTICE NAME] OFFERS WOMEN AN INNOVATIVE, AT-HOME TREATMENT FOR URINARY AND/OR CHRONIC FECAL INCONTINENCE WITHOUT SURGERY OR MEDICATIONS

[PRACTICE NAME] is proud to offer patients the *Leva*® Pelvic Health System, an innovative treatment for urinary incontinence (UI), also known as bladder leakage, and for the treatment of chronic fecal incontinence, medical conditions experienced by millions of adult women in the U.S. alone. This FDA-cleared treatment from Axena Health is done at home (or anywhere), does not involve surgery, medications, or referral to a specialist, and takes just five minutes a day over 12 weeks.

UI is often caused by a weakening of or injury to the muscles of the pelvic floor, an interconnected group of muscles that support the bladder and other pelvic structures. Normally, those muscles contract to compress the bladder outlet and prevent leakage. But pregnancy, childbirth or aging can weaken those muscles, resulting in leakage that can be bothersome as well as embarrassing.1-3 That is one reason why relatively few of those affected seek care. 4\*,5†

Pelvic floor muscle training, commonly referred to as Kegels, is the standard, first-line therapy for UI.6-8 Unfortunately, most women don’t do these exercises – and of those who do, few perform them adequately. In one study of 325 women with pelvic floor disorders, 75% of women did not perform pelvic floor muscle exercises. Of those that did perform their exercises, fewer than 25% performed them adequately.9‡

Backed by clinical data published in *Obstetrics & Gynecology* (the Green Journal), *Leva* is shown to be clinically superior to Kegels alone with durable results lasting at least a year.10

The *Leva* Pelvic Health System addresses this problem with the *Leva* Motion Sensor powered by Accelerometer6TM Technology. Leva uses sensitive motion sensors that communicate with an app on the user’s smartphone to provide patients with precise, real-time visual feedback of their pelvic floor muscle exercises to encourage consistent and more effective pelvic floor muscle training. Patients also have personalized support from a *Leva* Women’s Center Coach, who checks their insurance coverage, assists them in setting symptom improvement goals and following the training.

“We are very excited to be able to provide our patients with this innovative treatment,” said [Dr. Name of Practice Name]. “*Leva* is an at-home, non-surgical, non-drug proven treatment to a bothersome condition that allows women to live more confidently. We encourage any woman dealing with bladder (or bowel) leakage to give our office a call.”

For more information, call [XXX-XXX-XXXX].

\*68587 US women ages 65 and older and enrolled in the Nurses’ Health Study responded to the 2012 full-length questionnaire, answering questions about UI frequency, amount of leakage, and usual cause of leakage. 18576 respondents had prevalent UI. Their responses were matched to Medicare claims data, demonstrating that 16% (n=2963 of the 18576) had an outpatient evaluation for UI during the two-year study period. †Of 1339 women who reported UI from baseline through visit 9 (data collected annually 1995-2005) and answered the treatment seeking questions, 814 (61%) reported they did not seek treatment for UI from a health care professional during follow up. ‡n=325 women, averaging 57.8 years of age. All patients were presenting for evaluation of pelvic floor complaint and had one or more pelvic floor disorders.

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**Important Indication and Other Information for the *Leva*® Pelvic Health System**

The *Leva*® Pelvic Health System is intended for (1) strengthening of pelvic floor muscles, (2) rehabilitation and training of weak pelvic floor muscles for the treatment of stress, mixed, and mild to moderate urgency urinary incontinence (including overactive bladder) in women and (3) rehabilitation and training of weak pelvic floor muscles for the first-line treatment of chronic fecal incontinence (>3-month uncontrolled passage of feces) in women. Treatment with the *Leva* System is by prescription and is not for everyone. Please talk to your prescriber to see if the *Leva* System is right for you. Your prescriber should discuss all potential benefits and risks with you. Do not use the *Leva* System while pregnant, or if you think you may be pregnant, unless authorized by your doctor. For a complete summary of the risks and instructions for the *Leva* System, see its Instructions for Use available at [www.levatherapy.com](http://www.levatherapy.com).

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