



SPOTLIGHT ON URINARY INCONTINENCE:

IT'S TIME TO START THE CONVERSATION.

Millions of women of all ages experience urinary leakage. Strengthening the muscles of the pelvic floor is proven to reduce the incidence of leaking and, in many cases, eliminate it.

The PeriCoach makes it easy to follow a regular program of pelvic floor training at home, on your schedule, and tracks your progress.



LEAKING, whether it's just a few drops or a stream, is common but not normal. It is a symptom of urinary incontinence (UI).



What is UI?

Childbirth, menopause and other events can injure the pelvic floor muscles, the vagina and ligaments that help support the bladder. When these structures weaken, the bladder shifts downward preventing muscles that ordinarily force the urethra shut from squeezing as tightly as they should. As a result, urine can leak during moments of physical stress like coughing, laughing, jumping, lifting or running.

Leak when you love?

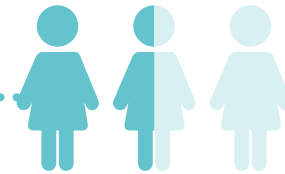
Stronger pelvic floor



MORE pleasure

Pelvic floor muscle strengthening leads to more enjoyable sex, easier arousal and stronger orgasms.

ONE IN THREE women of all ages and fitness levels will experience UI at some point in their lives



Women who experience UI don't report the issue.

\$20 billion

Most (50%-75%) spent on "routine" care such as pads, protection and laundry.

Did you know?

Women are willing to pay over \$1400 per year for 100% improvement in incontinence, similar to their willingness to pay for complete relief of asthma, migraine headaches, and GI reflux symptoms.



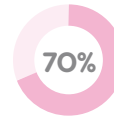
#1 TREATMENT for bladder leaking

Pelvic floor muscle training is recommended as first-line (non-pharmacologic) treatment by the American College of Physicians.



At least 50% OF WOMEN do not correctly contract their pelvic floor muscles with verbal or written instructions alone.

Professional support matters.



Women experience up to 70% improvement in symptoms of UI following appropriately performed pelvic floor exercise.

INTRODUCING THE PERICOACH SYSTEM

FDA cleared, easy to use, home personal trainer



Device

Sensors built into the PeriCoach monitor your pelvic floor muscle movement. Once inserted, contract your pelvic floor muscles and the movement is displayed on your smartphone app via Bluetooth.



App

Calibrate the PeriCoach to your ability, be guided through programmed exercises, monitor progress and track activity in the Bladder Diary. Plus, receive reminders to keep motivation high!



Portals

A secure website to view your detailed activity calendar and exercise history. Download the information to share with a clinician or connect directly with a PeriCoach Provider and they can monitor your progress online.



Case

The PeriCoach travels in a discreet and easy-to-use recharging and storage case.

The Trusted Solution

"I don't get out of bed until I have done my PeriCoach. I now have confidence to run a 5K with my daughter."

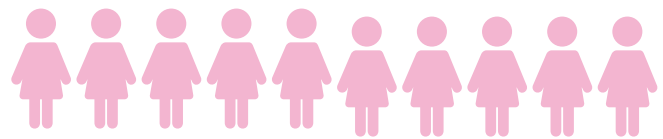
-Kerri, Centennial, Age 49

"With PeriCoach, treatment is professional and empowering."

-Beth Shelley, PT, DPT, WCS, BCB-PMD

"PeriCoach guides my muscle strength and provides feedback so I can see what I'm doing. I love it."

-Penny C., Age 61



10 out of 10 women's health clinicians would recommend PeriCoach to support pelvic floor strength training.*

*2016 survey data from US women's health physical therapists.

References

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