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ACT NOW, ENJOY LATER!

BE PERICOACH® SMART & TAKE CONTROL OF YOUR PELVIC FLOOR

[June 2015] **PeriCoach launches in the UK this month encouraging women to act now to strengthen their pelvic floor muscles so they can enjoy the benefits throughout their life.** The new 'smart-tech' pelvic floor muscle training system is a discreet, at-home device and smartphone app that helps women train the pelvic floor muscles through app guided exercises, and removes the guesswork by monitoring progress as the muscles gain strength and reduce the risk of embarrassing leaks.

It's a problem you can fix

PeriCoach helps women manage pelvic floor muscle training exercises typically recommended by healthcare professionals as a first-line treatment for urinary incontinence and some sexual function issues. PeriCoach is a complete system and the first and only in the UK that includes a web portal, that not only allows the user to monitor their progress, but also when under the care of a healthcare professional, they can also remotely monitor their patients' progress.

An estimated three to six million women in the UK are regularly incontinent, with well over half due to stress incontinence¹ which can be debilitating as well as embarrassing. It occurs when the bladder is put under pressure such as when laughing, coughing, sneezing or exercising.

Dr Pixie McKenna, GP and presenter of Channel 4's Embarrassing Bodies says: "As a GP I regularly recommend Kegel exercises to help strengthen the pelvic floor. Bladder leakage can be a consequence of pregnancy, childbirth, menopause, high impact sport or physical activity. As a result the muscles that support the pelvic floor become weakened or damaged leading to embarrassing leakage. Other causes include severe constipation, weight gain and on occasion hormonal changes in young women in the pre-menstrual week."

Pelvic floor strengthening is the leading treatment recommended by the Association of Chartered Physiotherapists in Women's Health for stress incontinence. Yet keeping the pelvic floor in shape with 'Kegel' exercises can be daunting and frustrating for many women to do, particularly when results can be hard to detect. Up to 50 percent of women are unsuccessful when they are given verbal or written direction alone.²

"The key factor in restoring the pelvic floor muscles is not just about doing the exercises; it's about doing them consistently and correctly and identifying the right muscles. For example, many women push down rather than pull up which can sometimes exacerbate a pelvic problem," Dr Pixie explained. "PeriCoach addresses both of these issues by showing a woman in real-time her performance during a series of pelvic floor exercises and the ability to track progress over time. PeriCoach's smartphone technology also has reminders that are sent to encourage women to continue exercising and improve their scores. It's like having your own personal physiotherapist in your handbag and also means you don't forget!"

More follows / 2

¹ <http://www.patient.co.uk/health/stress-incontinence>

² Sampsel CM, Harlow SD, Skurnick J, Brubaker L, Bondarenko I. Urinary incontinence predictors and life impact in ethnically diverse perimenopausal women. *Obstet Gynecol.* 2002; 100:1230-8.

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How does PeriCoach work?

After following instructions to connect the PeriCoach device to its app, the device is inserted into the vaginal canal. Three built-in biosensors detect the strength of each muscle contraction and the results are instantly sent to the smartphone app over a Bluetooth wireless connection. The app collects and analyzes the readings and displays a picture of how the user is doing over time. -PeriCoach has been designed to work with your healthcare professional if needed and this can be done via a secure web portal called – my.pericoach.com – which allows them to monitor your progress. Just a couple of concentrated exercises daily using PeriCoach and the app even sends you daily reminders so you don't forget.

Developed by Australian medical device company, Analytica, PeriCoach CEO Geoff Daily said: “We have listened closely to the concerns of women and healthcare professionals about the significant medical, lifestyle and economic challenges of addressing bladder leaking.

“There is a great desire to both prescribe and follow a regular pelvic floor muscle training program but nothing currently available to provide women the ease, motivation and the direction to follow a regimen, or clinicians the ability to regularly monitor patient progress. PeriCoach addresses all of these issues: motivation, management and monitoring.”

PeriCoach can be ordered directly at www.PeriCoach.com priced at £145.00 plus post and packaging.

-ENDS –

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About Analytica Limited, makers of PeriCoach

Analytica Limited is a Brisbane-based public company (ASX Code: ALT) specializing in the development of innovative technology-based solutions for unmet medical needs. Analytica's lead product is the PeriCoach® System – an e-health treatment system for women who suffer Stress Urinary Incontinence. This affects one in three women worldwide.

For more information about Analytica, visit www.AnalyticaMedical.com

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