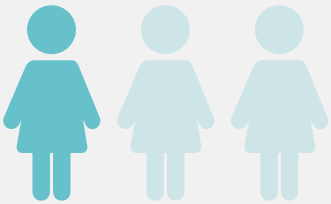


THE COSTS OF URINARY INCONTINENCE

Urinary incontinence (UI), or loss of bladder control, is a condition that occurs when you leak urine. Pregnancy, childbirth, and menopause can weaken the pelvic floor.

MILLIONS OF WOMEN EXPERIENCE UI



UI is a common condition among women—nearly **1 in 3** suffer from bladder leaks.

The condition often worsens with age, which is why women over 65 also have to spend twice as much as younger women.

Annual costs for
women over age 65
\$7.6 billion

Annual costs for women
under the age of 65
\$3.6 billion



Women spend an average of \$900 every year dealing with the effects of bladder leakage.

Urinary incontinence is one of the top 3 health conditions that adversely affect quality of life, along with Alzheimer's disease and stroke.

A COSTLY CONDITION

In addition to the emotional costs, bladder leakage can exact a heavy financial toll on those who suffer from the condition.

\$20 billion

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

MONTHLY EXPENSES ADD UP

The vast majority of money, as much as **75%**, goes toward routine care, particularly things like:



Incontinence Pads
Average of
\$60 per month



Adult Diapers
Average of
\$100 per month



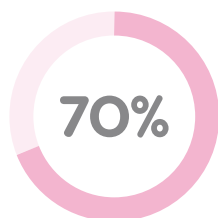
Dry Cleaning
Average of
\$65 per month



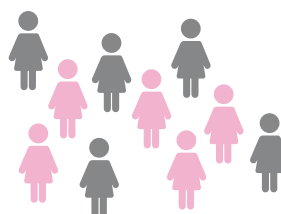
Medications
Average of
\$5-\$150 per month

Surgical options like sling treatments add even greater expenses, totaling anywhere between **\$10,000** and **\$25,000**.

TREATING THE CAUSE



Pelvic floor exercises can improve symptoms of incontinence by up to 70%, if performed consistently and correctly.



Unfortunately, **50%** of women fail to contract their pelvic floor muscles correctly when given only written or verbal instructions.



The PeriCoach guides women through pelvic floor exercises, displaying muscle activity and strength. The PeriCoach utilized with the PeriCoach Bladder Diary provide valuable information on bladder habits as well as pad usage for a complete picture of pelvic health and progress.

By treating the root cause, women can reduce symptoms, improve their quality of life and save money.

Learn more about PeriCoach at www.pericoach.com | Helpline: 844-205-0767