



Groundbreaking Treatment Offers Economic Relief and Improved Well-being for Millions Globally

Around 423 million people (20 years and older) worldwide experience some form of urinary incontinence. According to recent international research, if no actions are taken, the economic burden could rise by 25% in 2030, to €86.7 billion¹, these costs consist of medical consultations and products such as continence pads, incontinence-related absenteeism at work, nursing home admissions, and the environmental impact of incontinence care. Despite these staggering figures, many affected individuals remain silent due to the stigma associated with incontinence, with only half seeking any form of treatment.

societal participation. Achieving optimal continence health is crucial and should be accessible to everyone².

Introducing Emsella: a revolutionary, non-invasive solution designed to combat incontinence without the need for surgery or downtime. Launched in 2018, Emsella is an established solution used by thousands of providers worldwide offering clinically proven results which are supported with 9 clinical studies. Leveraging principles akin to Kegels exercises, Emsella allows patients to undergo treatment fully clothed, simply by sitting on the Emsella chair for a comfortable, 28-minute session. This innovative approach not only promises to restore daily comfort but also offers substantial savings by reducing the financial burdens associated with traditional incontinence treatments. “The results have been really rewarding. There are many patients who really call this a life-changing experience,” adds Julene B. Samuels, M.D. (Louisville, Kentucky, USA). Emsella causes deep and intense pelvic-floor muscle contractions which are extremely important in muscle re-education, it is also an effective solution for those suffering with intimate health issues such as women after childbirth, women with decreased intimate satisfaction or men after prostatectomy. Clinical studies show 68% improvement in urinary incontinence at 12 months³ and 57% average hygiene pad reduction⁴. Confirming the positive trend, Tracey Sims, M.D. (The Medical Laser and Aesthetics Group Wirral, United Kingdom) says: “The Emsella can offer significant and tangible improvement in the patient’s quality of life.”



WALK-IN WALK-OUT PROCEDURE



NON-INVASIVE



REMAIN FULLY CLOTHED



AVERAGE HYGIENE PAD REDUCTION*

Professor Philip Van Kerrebroeck, co-chairman of the Policy Office of the European Association of Urology and leading expert in the field of incontinence, emphasizes, that incontinence affects individuals across all demographics, significantly diminishing quality of life and imposing barriers to full



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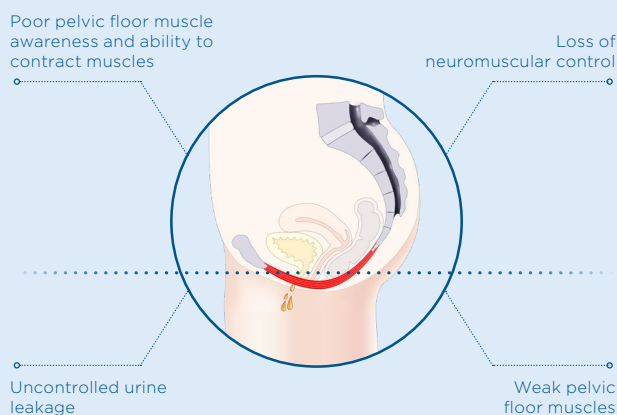
The Medical Laser
and Aesthetics Group
Wirral, United Kingdom

“I have never seen anything quite as innovative as the EMSELLA for the treatment of incontinence. After treating and observing 20 different women with both urge and stress and mixed forms of incontinence I was pleasantly surprised and happy to see the relief my patients obtained from this therapy.”

“EMSELLA is a great opportunity in terms of speed of efficacy and modesty because patients don't have to undress. The BTL EMSELLA can offer significant and tangible improvement in the patients' quality of life.”

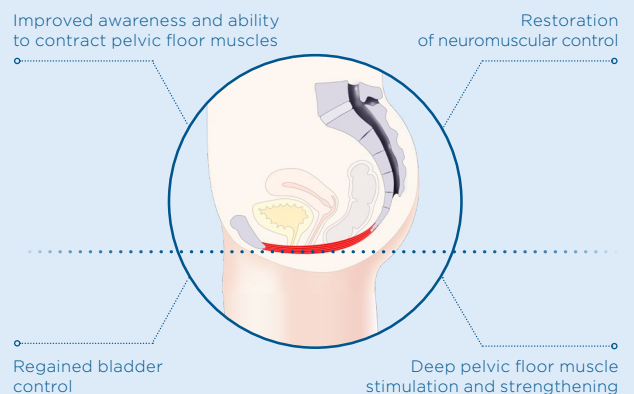
BEFORE

There is not just one cause of your patients' issues but a complex variety of changes in the pelvic floor system during the postpartum period and aging.

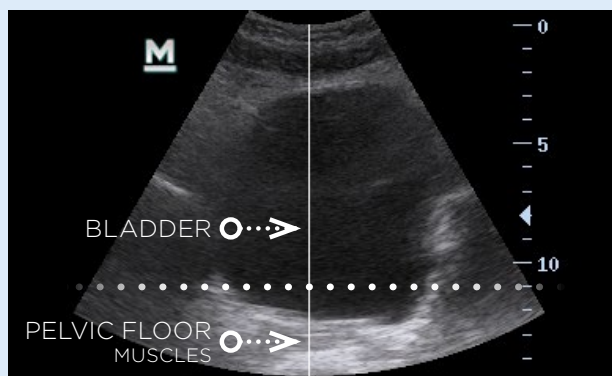


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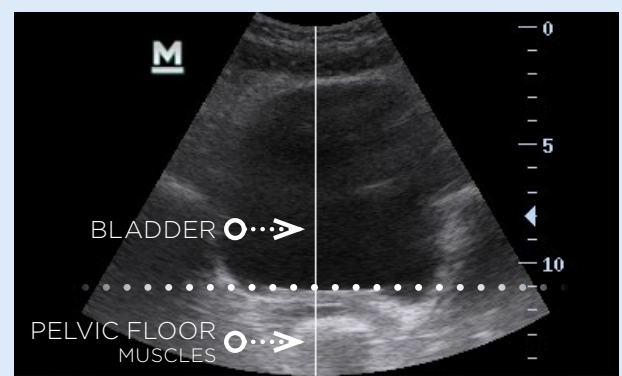
EMSELLA allows for the treatment of the muscles and main components of connective tissue in the pelvic floor area.



Relaxed & Loosened Pelvic Floor



Stimulated Pelvic Floor



About BTL

Founded in 1993, BTL has grown to become one of the world's leading medical and aesthetic equipment manufacturers. With 500+ engineers and 3,000+ employees in over 80 countries, BTL offers advanced non-invasive solutions for body-shaping, skin-tightening, and other medical aesthetic treatments, including women's intimate health and wellness. Among other brands, BTL's products include EMSCULPT NEO®, EMFACE®, EXION™, EMSELLA®, as well as their proprietary HIFEM® and HIFES™ procedures. Please visit www.btlaesthetics.com for additional information.

Contact details

For more information, please contact media@btl.net.

Sources:

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 4. Guerette et al., 2023, DOI: 10.35248/2167 0420.23.12.680
- *Data on File