



INCONTROL[®]
MEDICAL

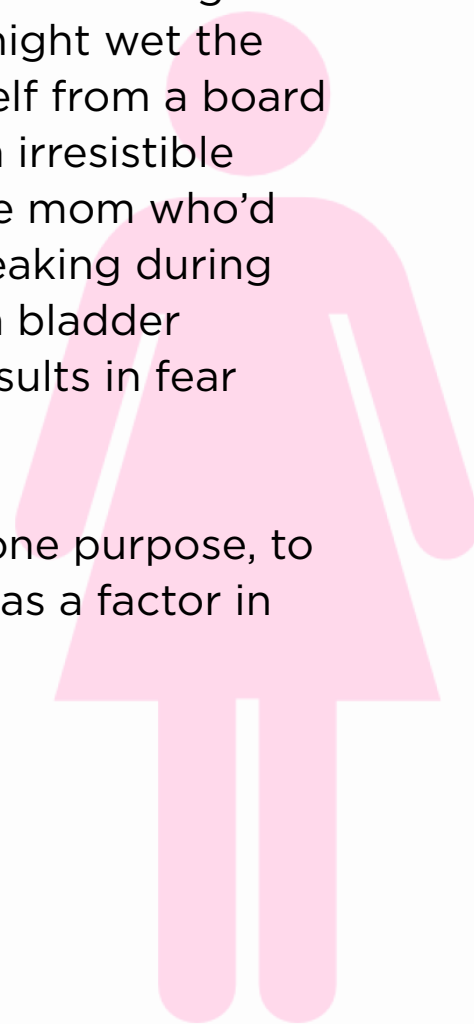
The Solution to Incontinence

**Made by
Women for
Women**

Every day 60,000,000 women wake up and begin to plan their day around a bathroom. The one at the McDonalds on the way to work, the ones at work, the one at the grocery store after work and the one at the clean gas station on the way home just in case.

Comedians make jokes about women who wet their pants, but for the women who deal every day with bladder leakage, the embarrassment of having an accident is no laughing matter. Consider the grandmother who won't pick up her grandchildren for fear she may leak, the mom who's afraid to go visit her grown children for fear she might wet the bed, the CFO that has to excuse herself from a board meeting because she got that sudden irresistible urge to go to the bathroom, the single mom who'd like to date again but she's afraid of leaking during an intimate situation. For women with bladder leakage this is the real world and it results in fear and a low quality of life.

InControl Medical® was founded for one purpose, to cure bladder leakage and eliminate it as a factor in women's lives.





Bladder leakage (urinary incontinence) is not an old ladies issue. Bladder leakage affects women from age 20 to age 90. There are three primary types of bladder leakage; stress incontinence, urge incontinence and mixed incontinence. In 90% of cases, bladder leakage is a muscle issue.

In Stress Incontinence the problem is weak internal pelvic floor muscles. The female urethra passes through the pelvic floor muscles that when healthy and strong, can close down on the urethra and prevent the bladder from leaking. If those muscles are weak and the woman laughs, coughs, sneezes, runs or does high impact exercise, urine leaks from her bladder, wetting her clothes. Stress incontinence is usually the result of pregnancy and childbirth but high impact exercise is a significant cause as well. The solution to stress incontinence? Strengthen those internal pelvic floor muscles and return them to their youthful ability to close the urethra and eliminate the leaks.



Urge Incontinence (also known as overactive bladder) occurs around 45 years of age though it can begin sooner. The bladder is surrounded by the detrusor muscle. In normal circumstances the detrusor muscle simply covers the bladder and waits for a signal from the brain to squeeze. Around the time of menopause that signal from brain to muscle gets lost and the detrusor muscle spasms and squeezes the bladder on its own with little warning. 50% of women over age 50 suffer from urge incontinence causing the sudden frequent urge to use the restroom and/or waking numerous times per night to use the bathroom, dramatically altering their lifestyle. The solution to urge incontinence is to calm the detrusor muscle and re-establish the muscle - brain connection.

Mixed Urinary Incontinence is for those lucky women who have both weak pelvic floor muscles and an overactive detrusor muscle.

“Treatments” for Urinary Incontinence

Urinary leakage pads dominate the market primarily because women aren't aware that there are real solutions that don't involve surgery or medications. Pads smell, they chafe, uric acid irritates the skin and women who wear pads have a much higher incidence of urinary tract infections. Pads don't treat anything they just absorb urine (most of the time). Studies have shown that the average woman will spend nearly \$1,000.00 per year on pads and associated clothes cleaning.



Medications ONLY treat urge incontinence and not very well. Studies show that only 20% of women get any benefit from the common medications and 70% stop taking them in less than a year due to side effects such as dry mouth and constipation. A recent study of 35,000 women showed that these medications increase a woman's chances of developing dementia by 50%. Medications can cost as much as \$1,000.00 per month, not a good cost benefit ratio.

Surgery was very common in the early 2,000's but after more than 100,000 lawsuits against the manufacturers of urinary slings and the FDA making the surgery a Class III procedure, demand for surgery declined dramatically. Surgery ONLY effects stress incontinence.



Neuromodulation is another treatment for urge incontinence. It has no effect on stress incontinence. There are two types of neuromodulation therapy. One requires having a device implanted into the buttocks and electrodes attached to the sacral nerve. An electronic signal is sent to the detrusor muscle to attempt to calm the spasms of that muscle and re-establish the mind muscle coordination. One common device costs \$25,000.00 and has only modest success in treating urge incontinence. The other type of neuromodulation therapy is performed in a physicians office where a needle electrode is placed inside the tibial nerve in the ankle and an electronic signal is sent from the tibial nerve to the sacral nerve to the detrusor muscle. This treatment costs \$1,200.00 per office visit and requires 12 visits. This treatment also has limited effectiveness and the problem resurfaces after treatments end. Tibial nerve stimulation ONLY effects urge incontinence.

Electrical Muscle Stimulation (EMS) is used by physical therapists and sports medicine practitioners to strengthen muscles. Used inside the vagina, utilizing active resistance, EMS can strengthen pelvic floor muscles and cure stress urinary incontinence. EMS ONLY treats stress incontinence... until now.



Attain®, by InControl Medical, is the ONLY FDA cleared at home medical device that cures stress, urge and mixed urinary incontinence, and bowel incontinence with a better than 90% success rate. Attain utilizes two patented electrical signals to strengthen internal pelvic floor muscles AND calm the detrusor muscle to stop it from spasming eliminating urinary and bowel incontinence. Attain has no side effects and costs less than \$500.00. Attain is available through physician offices, physical therapy clinics AND over the counter (without a prescription), direct to consumer from InControl Medical.

InControl Medical is an American medical device developer and manufacturer located in Brookfield, Wisconsin. InControl has developed several successful products throughout our history. InTone® our first product, was very successful in treating incontinence but had to be issued from a physician's office. ApexM® was our first over the counter direct to consumer product. Attain is the culmination of our learning and experience. It is the only product that cures both urinary and fecal incontinence in women in one device.



InControl manufactures all of its products in our FDA GMP facility and meets the highest quality standards, ISO 13485 and MDSap. InControl holds dozens of patents on its technology in 7 different countries including the countries of the European Union. InControl has sold more than 170,000 devices through its history. InControl Medical also qualifies to bill Medicare directly for its Attain device.



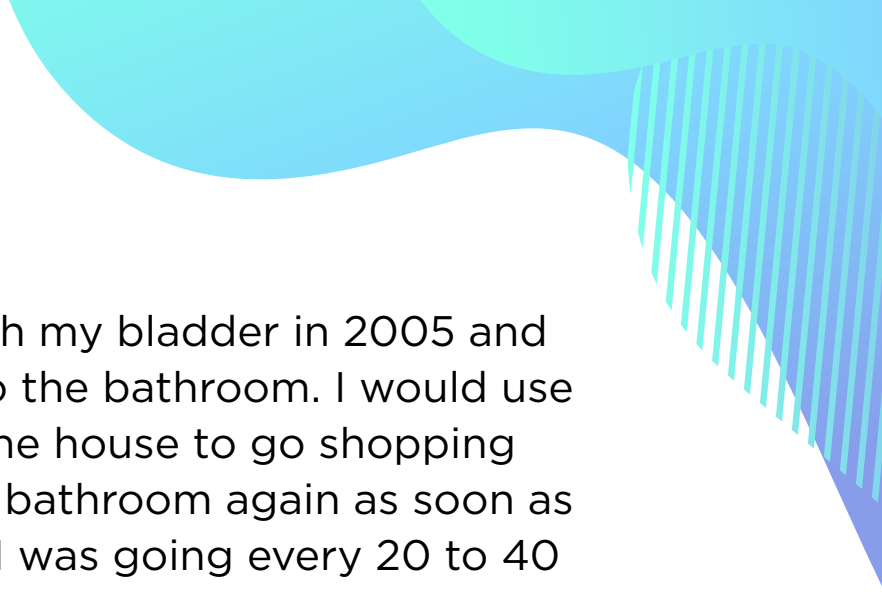
Other InControl Products

Apex® is an automatic pelvic floor exerciser that is FDA cleared to cure stress incontinence by tightening and toning the pelvic floor muscles. Apex does a woman's "Kegel" exercises for her, much more efficiently than she can do on her own.



Intensity® is an intimate health and stimulation device designed to specifically aid women with sexual dysfunction. More than 50% of women have some type of sexual dysfunction such as vaginal dryness, painful intercourse, and anorgasmia (the inability to achieve orgasm that affects 15% of all women.)





“I started having issues with my bladder in 2005 and eventually I became tied to the bathroom. I would use the bathroom when I left the house to go shopping and would have to use the bathroom again as soon as I arrived at the store. I felt I was going every 20 to 40 minutes, all day long and several times at night. I also had urgency and bladder spasms. I had seen a urologist for several years and they offered no treatment at all except for lanocain treatments in the office. I went to another urologist who prescribed Uribel, which works but with terrible side effects of severe acid reflux. That Rx is very expensive at \$112 a month. I saw a commercial for Attain on TV one evening and immediately did some research and called In Control. The nurses that I spoke to were very helpful and patient as they explained how the device works. Let me just say, that after the second time of using Attain I knew that it was working and I was thrilled. I have been using Attain for a little over a year and it has changed my life. Ladies, don’t hesitate to try this for bladder issues, you will not be disappointed. InControl Medical is a great Company and they make a great product. Thank you, In Control Medical!”

-Lorraine Trapp
Verified Attain Client

The Solution to Incontinence



Made by Women for Women

InControlMedical.com