

## **1-Pager on the Pelvic Floor Reinforcement Device Project**

Stress urinary incontinence (SUI) is leakage of urine that occurs with an increase in intra-abdominal pressure. The common causes of stress-related urine leakage are coughing, laughing, sneezing, lifting and exercising are. SUI develops as the result of weakening of the muscles of the pelvic floor which include the urethral and anal sphincters and in women the distal vaginal segment.

SUI is a chronic condition common among women which affects about 35 million women in the USA alone. It may be from occasional dripping, to total incontinence when the urethral sphincter cannot prevent the passage of the urine at all. Currently in the mild incontinence level, the only therapeutic option is pelvic floor muscle reinforcing physiotherapy and vaginal electrostimulation, which requires dedication of the patient. In severe cases, surgery remains the most popular option for managing SUI. Although the current surgical solutions represent large success rates, they are not indicated for patients suffering from mild SUI or in women who are in child-bearing age.

We are developing a novel, non-invasive device for pelvic floor muscle reinforcement in women with Stress Urinary Incontinence. This will be a device, with No electrical stimulation and No treatment sessions in physician offices. The application of the device will not necessitate a surgical procedure. Women having SUI but not candidates for a surgical treatment will be able to use the device by themselves. Differing from pelvic floor strengthening physiotherapy procedures necessitating continuous active participation of the patient the treatment we are developing is passive. There will be no need of active cooperation by the patient and the muscle reinforcement sessions can be done at home or at work. In addition, unlike the electrostimulation or pulsed electromagnetic treatments that create a tingling effect or even some level of pain, the use of our device will be painless.