

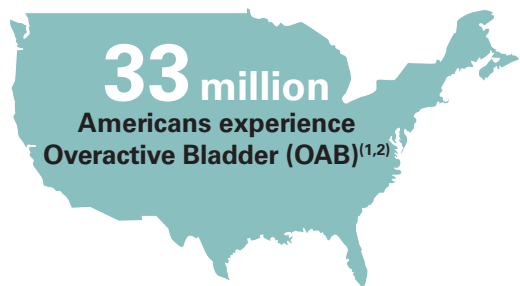
What's Going on Down There?

It can be embarrassing to talk to your doctor about urinary or fecal incontinence, which is the loss of bladder or bowel control. There's a stigma around these hidden conditions, forcing many to become prisoners in their own homes. Don't be one of the millions of people who suffer in silence. Discuss the following facts with your doctor.



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Overactive Bladder (OAB)



\$65.9 billion
The total U.S. economic cost of OAB.⁽¹⁰⁾

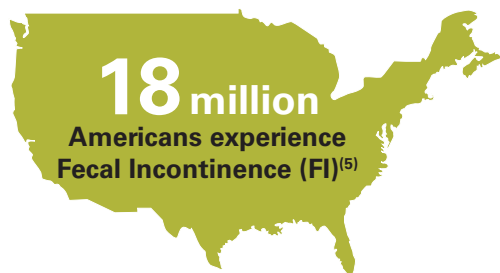
10, 20 or 30 Bathroom trips per day
The average adult makes 4-7 trips.⁽⁸⁾

More than 40% of menopausal women experience some form of urinary incontinence.⁽⁹⁾



More than \$400 million spent each year for adult diapers that control urinary and fecal incontinence.⁽⁷⁾

Fecal Incontinence (FI)



84% of patients with FI have a physician unaware of the patient's disorder.⁽¹¹⁾

1 out of 6 seniors who live in their own home or apartment have fecal incontinence.⁽¹³⁾



45% to 50% of people with FI have severe physical and/or mental disabilities.⁽¹²⁾

Possible Causes for both OAB and FI

- Side Effects of Medication
- Pregnancy
- Obstruction
- Dietary Habits
- Hysterectomy
- Neurological Disorders
- Constipation
- Advanced Age/Dementia
- Pelvic Organ Prolapse
- Muscle Weakness
- Alcohol and Caffeine Consumption
- Infections
- Overweight
- Estrogen Deficiency
- Stress and/or Anxiety

Treatment Options for both OAB and FI

- Bowel and Bladder Training
 - Voiding Techniques
 - Lifestyle Changes
 - Exercises
 - Prescription Medications
 - Pelvic Floor Physical Therapy
 - Sacral Nerve Stimulation
 - OTC Medications
 - Pessaries
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