



Rehab Dynamics and THE DRIPBaR Covington Introduce Groundbreaking and Completely Non-Invasive Treatment for Incontinence in Women
New BTL EMSELLA™ offering makes treating incontinence as easy as sitting in a chair

Rehab Dynamics and THE DRIPBaR Covington announce the introduction of a first of its kind treatment, BTL EMSELLA™-- the only device available to target a woman's entire pelvic floor region for the treatment of incontinence. This unique technology revolutionizes the women's intimate health and wellness category by providing those suffering from incontinence with a completely non-invasive option. The "chair" design of the device itself allows women to remain fully clothed for treatment, with no pain or downtime, so patients can walk out immediately following treatment.

"We're thrilled to be able to offer our patients the BTL EMSELLA treatment as it offers maximum results with no surgery needed," shared Crystal Ferris, DPT, MTC. "This is truly revolutionary as up until now, invasive treatments have been the only option to effectively address these serious issues, so we're delighted to finally have an efficacious treatment solution that is truly non-invasive."

Statistics show that approximately 35% of women worldwide are affected by urinary incontinence, which presents itself in three forms: stress (leakage during physical activity), urge (strong & sudden), and mixed (combination of stress and urge). Incontinence is often a result of child birth and/or the natural aging process, and can have a dramatic effect on a woman's quality of life. Women often report having to give up exercise and a decrease in self-confidence and intimacy as a result of incontinence.

Harnessing the power of HIFEM (High-Intensity Focused Electromagnetic) technology, BTL EMSELLA™ stimulates the entire pelvic floor at once—with a single session providing thousands of supramaximal pelvic floor muscle contractions, comparable to thousands of Kegels.

A recent clinical study demonstrated that 95% of patients treated reported satisfaction and significant improvement in their quality of life following six treatments with BTL EMSELLA™. Additionally, 67% of treated patients totally eliminated or decreased the use of hygienic pads in day-to-day life.¹

For optimal results with BTL EMSELLA™, recommends a series of six, twice –weekly, 28 minute treatments.

About BTL Industries

Founded in 1993, BTL has grown to become one of the world's major manufacturers of medical and aesthetic equipment. With over 1,500 employees located in more than 53 countries, BTL has revolutionized the way to offer the most advanced non-invasive solutions for women's health & other medical treatments. BTL's brands include BTL Emsella™, Emsculpt™, Exilis ULTRA 360™ with Ultra Femme 360™, BTL Vanquish ME™, and BTL Cellutone™. Additional information can be found at <http://www.pelvicsuite.com>.

¹ HIFEM Technology Can Improve Quality of Life of Incontinent Patients, Berenholz J., MD, Sims T., MD, Botros G., MD, Individual results may vary.