



**Rehab Dynamics and THE DRIPBaR Covington Empowers Women to Stop Suffering in Silence
with Newest Treatment Addition**

*Groundbreaking BTL EMSELLA™ treatment effectively treats incontinence by strengthening a
woman's pelvic floor*

With incontinence affecting over 19 million women in the US, Rehab Dynamics and THE DRIPBaR Covington are excited to introduce a breakthrough technology from BTL Industries. BTL EMSELLA™ stimulates the entire pelvic floor region and musculature by rehabilitating weak pelvic muscles and restoring neuromuscular control. BTL EMSELLA™ is revolutionizing the women's intimate health and wellness category, by effectively treating urinary incontinence. Additionally, the technology provides women with an easy, effective and completely non-invasive treatment option, empowering them to address an often private health issue that can dramatically impact their quality of life.

Incontinence is actually caused by a weakening of the muscles within the pelvic floor region, often a result of childbirth, menopause and the natural aging process. Although incontinence is extremely common, 5 out of 10 women do not seek help¹, according to the National Association for Continence (NAFC), which can have a dramatic effect on a woman's self-esteem and confidence.

"Given how common this is for women, it always surprises me that women keep it to themselves as many of their friends and colleagues are suffering as well," shared Crystal Ferris. "By the time they come to me, they're really at loss and are excited to learn about BTL EMSELLA™, the completely non-invasive nature of the treatment allows it to be approachable, making it easy for women to treat this issue and stop suffering in silence."

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. Supramaximal pelvic floor muscle contractions are extremely important in muscle re-education of incontinent patients.

A recent clinical study demonstrated that 100% of patients had better awareness of pelvic floor muscles as a result of treatment, with 95% of patients treated reported satisfaction and significant improvement in their quality of life following six treatments with BTL EMSELLA™.²

BTL EMSELLA™ serves as a complementary treatment to BTL ULTRA FEMME 360™ introduced earlier this year that rounds out the brand's Pelvic Suite of treatments. When used together, the treatments address both internal and external pelvic health concerns of women providing a comprehensive approach to intimate health.

For optimal results with BTL EMSELLA™, Rehab Dynamics and THE DRIPBaR Covington recommend a series of six, twice-weekly, 28 minute treatments.

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.pelvic-suite.com>.

¹ Leede Research, "Views on OAB: A Study for the National Association of Continence." December 16, 2015.

² HIFEM Technology Can Improve Quality of Life of Incontinent Patients, Berenholz J., MD, Sims T., MD, Botros G., MD, Individual results may vary.