

New light on stress incontinence, vaginal atrophy and dyspareunia

- *Major advance for treatment of conditions affecting millions of Australian women*
- *In an Australian first, world leading technology being utilised by progressive network of Sydney gynaecologists*
- *A leading expert from the USA is in Australia to speak about this technology from 15th – 19th August*

“Women have been badly served with two of the most common problems they face post menopause,” claims visiting international expert Dr Scott Eder, Managing Director of the Center for Women’s Health in New Jersey USA. “As high as 80%¹ of women during and after menopause have vaginal atrophy, which is associated with vaginal dryness, inflammation, and pain - particularly during sex. Furthermore, one in two² have urinary incontinence which, as clinicians know, can cause enormous embarrassment and limitations.”

“To date, there have been only been limited treatments available such as oestrogen cream, pelvic floor exercises and surgery, such as sling operations and the controversial use of mesh,” continued Dr Eder. “But insights into the common pathophysiology between the two conditions have provided clues to newer, often less traumatic solutions.”

“The link is the disappearance of collagen as we age,” says Sydney gynaecologist Associate Professor Louis Izzo, who has formed a network of progressive gynaecologists called Gynaelaser Australia to approach these problems with world leading technology. “Collagen holds us together and fills us out. When it disappears, there’s sagging and thinning. We try to make up for its deficiency, say with muscle strengthening and oestrogen cream, but quite simply that’s not enough. We’re fighting a powerful force here - ageing – and we need more treatments that are safe and effective.”

Major advance in technology for these issues

“Fascinating research has shown that you can stimulate collagen production if you make the lining tissue in the vagina repair and rejuvenate itself³,” argues Dr Eder. “The way to do this is by specially designed and gentle laser therapy. What we do is circumferentially bathe the entire vagina with a carbon dioxide laser that can penetrate up to 1000 microns in a single pulse through the surface. The woman either feels nothing or only a little heat, even though the laser creates a thin layer of ablation and coagulation. The cells surrounding the treated tissue respond by producing more collagen and rejuvenated, thicker lining, significantly improving symptoms.

Dr Eder is the principal investigator into the largest study worldwide into the use of this type of laser technology that is currently underway - for vaginal atrophy and stress urinary incontinence. He is visiting Australia to share international best practice in this field.

“This new technology is far superior to anything we’ve seen before. It has five times deeper tissue penetration in a single pulse than any other system with no discomfort, meaning it has the ability to deliver a more effective treatment. It is also very fast,

¹ Management of symptomatic vulvovaginal atrophy: 2013 position statement of The North American Menopause Society

² Urinary Incontinence in US Women, A Population-Based Study. Arch Intern Med. 2005 2

³ The Use of CO₂ Laser in the Treatment of Stress Urinary Incontinence, Bartley Et Al

taking only a few minutes for the procedure, with three treatments four to six weeks apart. Women are able to return to normal activities the same day,” said Dr Eder.

“Like men who experience sexual dysfunction, women deserve to be able to take steps to improve their sex lives. This procedure is significant not only for post-menopausal women, but women of all ages, particularly after childbirth. We strongly believe that this will help to improve the quality of life for many women, and the ability to embrace normal sexual intimacy again without the need for hormone treatment or more invasive management,” continued Dr Eder.

“This treatment is also ideally suited to women who have problems of vaginal dryness, where hormone therapy is contraindicated because of previous cancers and other conditions. And it can make enough of a difference to stress incontinence to avoid or delay surgery,” finished Dr Eder.

The technology was developed by Lumenis®, the pioneers of laser medicine who developed revolutionary advances such as laser eye treatment and keyhole surgery. The system has considerably more FDA clearances than any other system available, making it is suitable for a huge amount of other surgical and medical applications including – ENT, beauty and aesthetics and burn scars.

Prof Izzo is excited to offer this world leading technology in Australia for the first time.

“We’ve formed a network of gynaecologists across Sydney, affiliated with the top hospitals, who are bringing the latest global technology in this field to Australia for the first time. It is developed by the world leader in laser technology that originally invented many of the medical lasers currently in use for other purposes, such as laparoscopic surgery and laser eye treatment,” said Prof Izzo.

“Importantly, at Gynaelaser, it is only utilised by our fully trained gynaecologists, making it very safe. It is incredibly exciting and I really believe it is the future for female vaginal health,” finished Prof Izzo.

Background

The technology is a minimally invasive Lumenis® CO2 laser treatment called the **FemTouch™ Venus Treatment**. Histological (cell and tissue) changes are evident on basic science studies and vaginal laser treatment appears safe and well tolerated.

Lumenis® are the inventors of the surgical and medical laser.

The Lumenis® AcuPulse and FemTouch™ Venus Treatment are cleared by the United States Food and Drug Administration (FDA) for a wide range of indications including but not limited to: ablation, coagulation, incision, excision, and vaporisation of soft tissue in medical specialities such as gynaecology, genitourinary, and general surgery.

Statistics

- Urinary incontinence affects over one third of Australian women⁴. Stress Urinary Incontinence (SUI) is the most common form (over 70%)⁵ and affects

⁴ Australian Institute of Health and Welfare, 2006.

⁵ The prevalence of Urinary Incontinence in Australia, Millard (1998)

35%-40% of women worldwide⁶.

- 70% of people with urinary leakage do not seek advice and treatment for their problem⁷.
- SUI increases with age – whilst we don't have specific statistics for Australia, US statistics indicate that it affects 50% of post-menopausal women⁸.
- While statistics vary slightly by source, most experts estimate that 40 to 60% of women will develop vaginal dryness at some point during the menopausal transition.⁹
- US statistics indicate that 80% of post-menopausal women suffer from vaginal atrophy.¹⁰

To make a booking with Gynaelaser Australia, please visit www.gynaelaser.com.au

Video and photo resources available [here](#)

*Distributed by Lanham PR on behalf of Lumenis®
Media Contact: Fleur Townley, 0405 278 758 | fleur@lanhampr.com.au*

Unsubscribe: *if you no longer want to receive messages from us, simply reply to this email with the word "unsubscribe" in the subject line*

Patient Testimonials:

“Would not have expected such a comfortable procedure.”

“The procedure was very quick, painless and I only felt a little bit of vibration – no heat, no pain.”

“After 8 weeks and 2 treatments I could go back to running without leaking, and this is very important for a 45 year old woman!”

“After one procedure I already feel younger and even my intimate life is better.”

Doctor Testimonials:

“FemTouch is an effective, safe and fast treatment for women who want to improve their vaginal health. I am excited to add this treatment to my practice as the patients I have treated so far are satisfied with the clinical outcomes and with the overall procedure which takes only a few minutes and is generally comfortable to them. I believe that FemTouch is the future of vaginal health as its simplicity of usage also leads to good clinical outcomes and it could also be effective for additional

⁶ The Use of CO2 Laser in the Treatment of Stress Urinary Incontinence, Bartley Et Al.

⁷ The prevalence of Urinary Incontinence in Australia, Millard (1998)

⁸ Urinary Incontinence in US Women, A Population-Based Study. Arch Intern Med. 2005

⁹ Menopause Centre Australia

¹⁰ Management of symptomatic vulvovaginal atrophy: 2013 position statement of The North American Menopause Society

gynecological indications.”

Dr. Massimiliano Marziali, GYN, Rome, Italy

“I have used many devices and lasers for women’s vaginal health and I find the Lumenis FemTouch is very user friendly. It delivers the best results for treatment of vaginal atrophy, urinary incontinence and vaginal laxity. The treatment takes about 3-5 minutes. Patient’s tolerate the treatment well and experience no pain. I am very happy with my overall experience with the Lumenis FemTouch Laser”

Dr. Mohyi, Cosmetic and Restorative Gynecology, San Diego, U.S

About Dr Scott Eder

Dr. Scott Eder is the Managing Director of the Center for Women’s Health and Wellness in New Jersey, USA. Practicing for over 20 years, and lecturing physicians in the United States and around the world, Dr Eder is at the forefront of the latest treatments and techniques in gynaecology.

A graduate of Boston University and medical school at the Catholic University of Louvain, he also holds Masters Degrees in both physiology and administrative medicine. Dr. Eder has been conducting clinical trials since 1983 and is a certified physician investigator. He is on staff at University Medical Center of Princeton and Capital Health Systems. For detailed background information visit www.scottedermd.com. Dr Eder has been brought to Australia by Lumenis®.

About Dr Louis Izzo

Dr Louis Izzo is a respected obstetrician and gynaecologist who has been practicing for over 30 years. He is the Head of Department at Canterbury Hospital, VMO at the Royal Prince Alfred Hospital, Associate Professor at Notre Dame University and Senior Lecturer at Sydney University. Dr Izzo is an examiner and member of the state committee of FRANZOG, as well as a member of the Overseas College Specialist Panel.

About Gynaelaser Australia

Gynaelaser is a network of highly regarding gynaecologists offering the latest technology for Australian women in vaginal health. They are currently offering the revolutionary FemTouch™ treatment in Leichhardt, Auburn and Sydney CBD, with services soon to be available in Miranda, Chatswood, Wollongong and Gosford. www.gynaelaser.com.au

About Lumenis®

Lumenis® is a global leader in the field of minimally-invasive clinical solutions for the Surgical, Ophthalmology and Aesthetic markets, and is a world-renowned expert in developing and commercialising innovative energy-based technologies, including Laser, Intense Pulsed Light (IPL) and Radio-Frequency (RF). For nearly 50 years, Lumenis®’ ground-breaking products have redefined medical treatments and have set numerous technological and clinical gold-standards. Lumenis® has successfully created solutions for previously untreatable conditions, as well as designed advanced technologies that have revolutionised existing treatment methods. For more information visit: www.lumenis.com.