



**Dr. Adam Maddox**  
**Thrive Aesthetic and Anti-Aging Center**  
**[www.thriveportland.com](http://www.thriveportland.com)**

**Thrive restores women's quality of life, intimacy with non-invasive EMSELLA™**  
**Groundbreaking treatment for urinary incontinence**

Portland, OR, January 21, 2019 – Around 35% of women worldwide suffer with urinary incontinence. And now Thrive is bringing relief to women with stress, urge, or mixed incontinence via groundbreaking EMSELLA™ technology.

**Treating a common condition; enhancing women's lives**

It's estimated that more than 19 million women in the U.S. suffer from the loss of bladder control. Urinary incontinence presents as either leaking during exercise and physical activity, a strong and sudden urge to urinate, or a combination of both "stress-induced" and "urge" forms of the condition.

Often, the problem occurs after childbirth, as women enter menopause, or over the course of the natural aging process. Poor bladder control can have a profound effect on a woman's life; patients may give up the exercise that keeps them healthy and happy, or lose confidence in themselves and intimacy with their partner. Yet, the National Association for Incontinence reports 5 out of 10 women don't seek treatment for this common and troubling problem.

BTL Aesthetics, the makers of EMSELLA™, are providing a treatment option that is discreet, convenient, noninvasive, well-tolerated, quick, and effective. EMSELLA™ leverages High-Intensity Focused Electromagnetic technology. HIFEM stimulates the entire pelvic floor region and musculature by rehabilitating weak pelvic muscles and restoring neuromuscular control – **all within a single treatment session.**

EMSELLA's HIFEM technology generates thousands of the types of supramaximal muscle contractions that are critical to re-educating the pelvic floor muscles responsible for incontinence. In fact, it would take thousands of Kegel exercises to produce the number of contractions achieved with EMSELLA™ treatment. EMSELLA's unique "chair" design means patients are fully clothed during treatment. The discomfort and downtime generally associated with surgical alternatives is avoided, and patients walk out of the office without assistance immediately following treatment.

In a clinical study, BTL Aesthetics reports:

- 95% of patients were satisfied with the results, and reported “significant improvement” in the quality of their lives following six sessions
- 67% of those women treated totally eliminated the need for or reduced the use of hygienic pads on a daily basis
- 100% noted “better awareness” of pelvic floor muscles as the result of treatment

The Thrive team generally recommends a series of 6, twice-weekly treatments, completed in about 30 minutes per treatment session.

“Given how common this is, it always surprises me how many women keep it to themselves – and so many of their friends and colleagues are suffering from urinary incontinence, too,” said Dr. Adam Maddox, Thrive’s medical director and a board-certified physician. “By the time they come to me, they’re really at loss and are excited to learn about EMSELLA™, because the completely non-invasive nature of treatment makes it approachable and easy for women to treat.”

Maddox continued: “Women can stop suffering in silence. Up until now, invasive treatments were the only option to effectively address these serious issues. This is truly revolutionary.”

**For more than 15 years, Dr. Maddox and the Thrive team have been helping individuals age beautifully.** Trust your health and wellbeing to the Thrive team’s skill and experience – spanning more than 15,000 procedures and more than 10,000 patients. Suffer no longer. Call 503-928-6505 to schedule an appointment at the Portland, OR office and to learn more about EMSELLA and complementary procedures, such as BTL Ultra Femme 360™.