



Just a *wee* bit further...

Don't let your
bladder hold
you back

A discreet, reusable bladder support so you can
focus on you, without the worry of leaks.

efemia

The pelvic floor

As women, our pelvic floor has the important job of supporting our bladder, bowel, uterus and vagina. We've all heard of it, and have been on the receiving end of many reminders to do our exercises. For a lot of us, that's about as much attention as our pelvic floor gets until it stops serving us quite as it might.

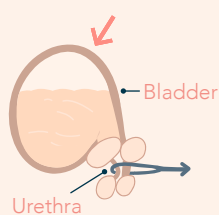
In the medical world, experiencing leakage on effort or exertion is called stress urinary incontinence (SUI). Perhaps you've joked about a bit of wee coming out when you laugh, or perhaps bladder control has caused you significant anxiety and concern for a long time now.

The good news is, you are certainly not alone. At various times in our life, it's extremely common to experience some incontinence – particularly post-childbirth or during the menopause.

But does that mean we should put up with it? Absolutely not!

40%

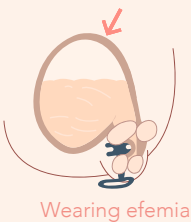
of women over 21 experience urinary incontinence. SUI is the most common form.¹



What is Efemia and how does it work?

When there's pressure on the bladder, the pelvic floor muscles pull against the urethra to prevent leaks.

Your urethra might need a bit of extra support at times, particularly on exertion, and that's where efemia comes in.

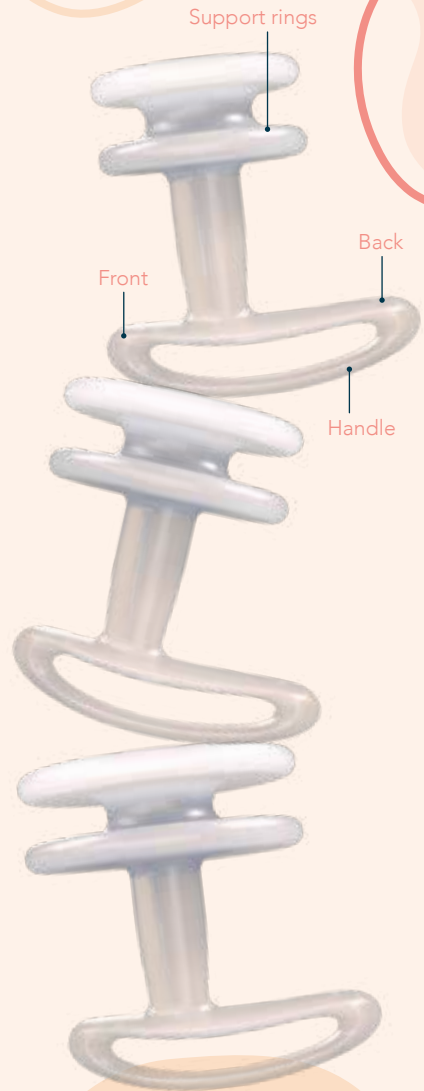


Its soft, silicon support rings are designed to be worn in the vagina like a tampon. By pushing slightly on the vaginal wall, it helps to support the urethra and ultimately reduce leaks.

efemia

Why Efemia?

- **Discreet** – Ditch those bulky pads! Wear it like a tampon and use its cotton pouch to pop in your handbag between uses.
- **Lightweight & flexible** – Designed for comfort, with an active lifestyle in mind. You can use alongside pelvic floor exercises too.
- **Reusable** – The environmentally conscious option. We recommend replacing after 3 months to ensure best effectiveness.
- **Wear for up to 16 hours** – Puts you back in control so you can use how and when you need it. All day, if you like!
- **Medical grade silicon** – It's very strong and doesn't increase infection risk, because peace of mind is crucial.
- **Easy to use** – Its simple design means there's no 'wrong' orientation. And don't worry, it can't get lost!
- **Available in 3 sizes** – Because we're all beautifully different!
- **Recommended by doctors** – Its proven performance means it's available on prescription and is rated by women & doctors around the world.



But don't take our word for it!
In a recent study, 94% said Efemia helped reduce leakage during exercise.²

Where to buy

In some areas, Efemia is available on prescription. Speak to your GP or pelvic health physio for more information.

You can also buy online at [MyPelvicHealth.co.uk](https://www.MyPelvicHealth.co.uk) - search "efemia"



We love to chat!

Don't hesitate to get in touch if you would like more information

✉ info@mypelvichealth.co.uk

☎ +44 (0) 1923 23 77 95

Additional info

- Efemia is a CE Class IIb Medical Device
- Do not use if you are allergic to silicone
- Avoid use if you are pregnant as effects during pregnancy have not been studied
- Can be used with water-based lubricant
- Avoid silicone-based lubricants as they can affect performance

We're all different, so why compromise?
Find your perfect fit:

S - 30mm

M - 35mm

L - 40mm

Efemia is available in 3 sizes, which vary by the diameter of the ring. To help you decide, we also offer a starter kit, which includes all 3 at a discounted price.

Tip: Start with the bigger size and work down (it's the opposite to what you'd think!).

Efemia is distributed in the UK by iMEDicare LTD
Unit 11, Shakespeare Indus. Est., WATFORD HERTS
WD24 5RR www.MyPelvicHealth.co.uk

References: 1. Cooper, J., Annappa, M. and Quigley, A. (2015) Prevalence of female urinary incontinence and its impact on quality of life in a cluster population in the United Kingdom (UK): a community survey. Primary health care research and development 16(4), 377-382. 2. Data on file - Quality of life study, TV58000, Inventmedic, August 2021