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Minna Life Survey: 57% of US Women Don't Get Pelvic Floor Information From Doctors

Research Supports Need to Clear Up Pelvic Floor Health Misperceptions

San Francisco, Calif.—May 7, 2015—In support of Women's Health Week, Minna Life, developer of kGoal, a smart Kegel exerciser and app that guides women through Kegel exercise routines, announced the results of its new ***Women's Personal Health*** survey. To view the full survey results or learn more about kGoal, please visit:

<http://www.minnalife.com/womenshealthweek>.

Key survey highlights:

- 61 percent of 18-29 year-olds receive their pelvic floor information from the media or word of mouth instead of a healthcare provider
- 82 percent of 18-29 year-olds have not discussed Kegel exercises with their doctors even though many women at this age could benefit from pelvic floor strengthening
- 54 percent of 30-44 year olds experience accidental urinary leakage while running, laughing, sneezing, or coughing; however, three quarters of them don't realize this is not normal and should not be ignored

Young Women and Misperceptions

The survey also found most 30-44 year-olds believe the number one reason women should practice Kegel exercises is for better bladder control, yet only 18 percent of them practice Kegel exercises the recommended amount of time.

"Minna's findings show women need more guidance in order to overcome misperceptions around pelvic floor health," said Liz Miracle, MSPT, WCS: Pelvic Floor Specialist at Minna Life. "Many women experience accidental urinary leakage yet do not realize that this is not normal and should not be ignored. Athletes especially should consider strengthening their pelvic floor muscles as many suffer silently and needlessly from poor bladder control due to the strain they place on their bodies."

In Minna Life's ***Healthy or Not*** video, women in San Francisco's Union Square were asked to identify the difference between an unhealthy and healthy pelvic floor, and few could explain their choice. When asked if they knew Kegel exercises could help strengthen the pelvic floor muscles, most were unaware.

Desire to Learn Despite Lack of Awareness

The good news is that 73 percent of all survey respondents view pelvic floor health as somewhat or very important while 56 percent have tried Kegel exercises, even though only 13 percent of all respondents practice a few times a week.

“This Women’s Health Week, we should commit to educating ourselves as much as we can about our bodies,” concluded Miracle. “Don’t be embarrassed or afraid to ask questions. Acknowledging issues can help provide you with the information and education you need to tackle the issue.”

More than 302 US women aged 18-60+ participated in the Minna Life: Womens Personal Health survey, conducted online during the month of April, 2015.

About Minna Life

Minna Life (www.minnalife.com) creates products that improve the sexual health and well-being of women. The company’s revolutionary squeeze pillow sensing technology enables a first-of-its-kind tactile biofeedback experience that has been the recipient of coveted awards for product design excellence, including the IDEA and Spark Awards. Launched via Kickstarter, Minna Life’s highly anticipated connected pelvic floor exerciser, kGoal, received \$267,000 in pre orders within its six-week campaign. Minna Life is located in San Francisco, California.

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