



206.219.6444 main
206.219.6445 fax

1126 34th Avenue,
Suite 309
Seattle, WA 98122



*For a Healthier You,
Inside and Out™*

vsculpt.com

New OTC medical device tackles the growing demand for noninvasive vaginal rejuvenation solutions

Joylux debuts vSculpt®, a revolutionary device to address the discomfort and embarrassment suffered by millions of women with pelvic floor issues

LONDON, April 6, 2017 – Today in London, Joylux launched vSculpt, a world first: a home-use medical device using a unique combination of light energy from red and infrared light-emitting diodes (LEDs), thermal heat, and therapeutic vibration to help rebuild collagen to improve vaginal tissue laxity, strengthen pelvic floor muscles, and restore the overall health of the pelvic floor. Conservatively, one in three women will be impacted by some form of pelvic floor issue, most commonly brought on by pregnancy, obesity, and/or menopause. Weakened pelvic floor muscles and tissue can cause millions of women to suffer gynecological health challenges, spanning from stress incontinence to loss of vaginal sensation and lubrication, leading to embarrassment, pain, and sexual dissatisfaction. Given the limited treatment options available, most women learn to suffer silently. With the introduction of vSculpt, Joylux is helping women take control of their health, so they no longer have to suffer in silence.

vSculpt, the brainchild of high-tech beauty executive and first-time mum Colette Courtion, was designed in partnership with Obstetricians and Gynecologists and included input from over 2,300 women who shared insights into their own intimate health problems and what they wanted in a home-use solution. After more than three years of development, extensive testing, clinical studies, and recent attainment of its CE mark for medical devices, vSculpt is ready to make its European debut. The technology of combining light energy with thermal heat and sonic vibration is complex, but the solution is simple. Women gain control and confidence as they improve the health of their pelvic floor in just 10 minutes every other day over the course of six to eight weeks, from the comfort of their own home.

"My journey to motherhood made me realize the importance of maintaining the health of my pelvic floor. As a former beauty executive, I spent a great deal of time working with anti-aging technologies for the face, which led to my 'aha moment' of creating a device for the pelvic floor by applying these same scientific principles. Just as women choose products to help postpone the noticeable effects of aging on their facial skin, they can now do the same for the muscles and tissue of their pelvic floor, helping them feel younger, from the inside out," said Colette Courtion, vSculpt CEO and Founder.

vSculpt has been clinically validated to improve stress incontinence, strengthen the muscles of the pelvic floor, and regenerate the vaginal tissue in as few as 45 days, leading to a better quality of life. In a 2016 independent clinical study¹, study participants reported the following:

- 90% experienced a reduction in bladder leakage,
- 82% improved their pelvic floor muscle strength, and
- 81% saw an improvement in sexual function.

"As an Obstetrician and Gynecologist, I see women on a regular basis with bladder leakage and vaginal dryness. To have a noninvasive method to treat this resonates strongly with my desire to achieve the best clinical and holistic outcomes for my patients. I am encouraged that vSculpt has proven results and is based on sound healing principles that address both vaginal tissue and muscles," says
Dr. Sarah de la Torre.



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Retailing for £375, vSculpt will launch on www.currentbody.com and www.vsculpt.com. vSculpt PRO, a professional model with increased power, treatment times, and features, and a RRP of £475, will launch later this spring and be sold exclusively through medical practices. An accompanying Photonic Gel, which aids in accelerating the light and maximizing the benefits of vSculpt, is also available and retails for £25.

¹Dr. Sarah de la Torre, Larry Miller, Multimodal vaginal toning for bladder symptoms and quality of life in stress urinary incontinence, *International Urogynecology Journal*, December 29, 2016.

About Joylux, Inc.

Joylux, Inc. is a global health technology company creating innovative pelvic floor health devices and products to transform women's intimate health and empower women to live their best lives.

Press office

Please contact Tracy Posner at tracyposner@positivecomm.com or 020 8566 8811 or 07730 312 504.