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New home-use medical device tackles the growing demand for noninvasive pelvic floor health solutions in Europe

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

LONDON, April 6, 2017 – Today in London, Joylux launches vSculpt, a home-use medical device using a unique combination of light energy from red and infrared light-emitting diodes (LEDs) and thermal heat to combat the symptoms associated with pelvic floor issues. 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.

vSculpt, the brainchild of high-tech beauty executive and first-time mom 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 in Europe, vSculpt is ready to make its European debut in the UK. The technology of combining light energy with thermal heat 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 decrease bladder leakage, strengthen the muscles of the pelvic floor, and improve sexual function in as few as 45 days, leading to a better quality of life. In a 2016 clinical study¹ of 45 women, 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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vSculpt is launching in the UK today. vSculpt PRO, a professional model with increased power, treatment times, and features, is expected to launch later this spring and will be sold exclusively through medical practices throughout Europe. vSculpt is not yet cleared in the United States by the US Food and Drug Administration (FDA) and is not available for sale in the US.

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.

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