

Press release  
March 1, 2019

## **Invent Medic's product Efemia Bladder Support has a significant positive effect on quality of life**

**Invent Medic announces that a post-launch study with the company's medical technology product Efemia Bladder Support showed a significant improvement in quality of life in women with self-diagnosed stress urinary incontinence. The study was conducted together with Aller Media.**

83 percent of the participants stated that Efemia made their everyday life easier. In total, the study included 40 women with an average age of 58 years, that were recruited among female readers of the Swedish lifestyle magazine Femina. Of these, 30 participants completed the whole study.

"This result clearly shows that Efemia works very well for women in the product's main target group during everyday life. It is very encouraging and constitutes additional proof that we have been able to create a functional and well-designed product," says Invent Medic's CEO Karin Bryder.

In addition to the post-launch study, Invent Medic is also preparing a similar study in collaboration with Aino Fianu Jonasson, associate professor at Karolinska University Hospital located in Stockholm, Sweden and a specialist in urogynecology. This study is aimed at participants from the completed clinical study. The recruitment strategy will enable the company to gather results from a target group with clinically diagnosed stress urinary incontinence.

Efemia is available to purchase for personal use and by companies through Arcamea, Invent Medic's brand for women's health products. Arcamea's webshop can be found at [www.arcamea.se](http://www.arcamea.se). In the following months, it will also be included in the assortment of Apoteket.se, Sweden's largest pharmacy chain. The company is in discussions with additional pharmacy chains and health care providers in Sweden with the aim to broaden the product's availability and visibility.

### **For more information, please contact**

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### **About Invent Medic**

Invent Medic Sweden AB (Invent Medic) is a Swedish company developing innovative products with the aim to improve women's health and quality of life. The company's products are to be safe, effective and easy to use. The finished women's health products are sold through the company's Arcamea brand. Invent Medic's first product, Efemia, is a CE-certified and patented medical technology product used to reduce stress urinary incontinence (SUI) that was shown to reduce urine leakage with 77 percent during usage in a clinical study. The product is based on the same scientific principle as the TTV method, the premier surgical treatment for SUI. Invent Medic's share is listed on the Spotlight Stock Market with the ticker symbol IMS, and the share's ISIN code is SE0007603402.

More information can be found at [www.inventmedic.com](http://www.inventmedic.com) and [www.spotlightstockmarket.com](http://www.spotlightstockmarket.com).