

Press release  
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## **Invent Medic launches Efemia Bladder Support in Germany in collaboration with the distributor Arteriomed**

**Invent Medic announces that the company is now establishing its product Efemia Bladder Support in Germany together with the distributor Arteriomed. The launch will initially be aimed primarily at the retail market, with availability from Q4 2019.**

Today, around 10 million women in Germany are using some kind of protection against urine leakage and are thereby potential regular Efemia users. This makes the country the largest single market for the product in Europe.

Arteriomed is a leading German distributor of medical products for personal use. The agreement with Invent Medic enables the distributor to sell the product directly to consumers as well as to resellers and health care entities. Initially, the parties will focus on the retail market.

“It is inspiring that we are now able to reach out with Efemia to the large number of German women who are looking for a simple and effective way to minimize urine leakage, both during physical activity and for longer periods of time. Arteriomed has a strong outreach in the women’s health segment, not least through its close relation with the German women’s health association the 19.6 Million Club. We see this as very positive as our collaboration with the Swedish 1.6 Million Club has proven to be a successful way to reach Efemia’s target group,” says Invent Medic’s CEO Karin Bryder.

“Efemia is a unique, exciting and proven solution to a problem that prevents women in many age groups from feeling free in their everyday life. We are really looking forward to reaching out with this product in Germany, thereby promoting a more active lifestyle with a higher quality of life coveted by so many women,” says Arteriomed’s CEO Helga Wachtmeister.

### **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 TVT 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).

### **About Arteriomed**

Arteriomed has more than 14 years’ experience in the distribution and marketing of medical products for personal use. The company is committed to the goal to giving the best outcome for the patient by providing the latest and most innovative technology and a high level of customer support. Arteriomed’s motivated team, open to new ideas and equipped with a pioneering spirit, is always looking for new products for improving their customers’ quality of life. For more information, see [www.arteriomed.de](http://www.arteriomed.de)

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

Karin Bryder, CEO      Telephone: +46 (0) 723 811 710      Email: [info@inventmedic.com](mailto:info@inventmedic.com)

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