

Invent Medic will launch Efemia bladder support in Spain with its new regional partner En Suelo Firme

Invent Medic announces that the company has signed a distribution agreement with Madrid-based En Suelo Firme, a company specialized in offering pelvic floor health products to Spanish-speaking women in Europe. En Suelo Firme has a strong social media presence, with more than 250,000 followers and over 4 million annual website visitors.

With this distribution agreement for Spain, Invent Medic is extending its outreach for Efemia to eight European markets. The company is already reaching healthcare entities and users in Sweden, Norway, Denmark, the UK, Germany, the Netherlands and Belgium. Invent Medic will also soon apply for an FDA registration of Efemia in the United States.

“It is inspiring that we are able to appoint En Suelo Firme as our regional Efemia partner in Spain. Together, we will be able to reach out with Efemia to Spanish-speaking women in a better way than before, with a focus on their domestic market. En Suelo Firme’s use of digital marketing and growth ambitions is also aligned with our overall strategy for Efemia in the coming years,” says Invent Medic’s CEO Karin Bryder.

“Having Efemia in En Suelo Firme portfolio is a boost in our fight against the taboo that surrounds the hidden global health challenge of female urinary incontinence (SUI). It provides a solution to encourage women who suffer from SUI not to remain silent, but to recover their activities, social life and their lost quality of life,” says En Suelo Firme’s CEO Maria Lunz.

Efemia is expected to become available in Spain from the first quarter of 2021. Around 4.6 million women in Spain are estimated to be using some kind of protection against urine leakage and are thereby potential Efemia users. En Suelo Firme is the exclusive or official distributor in Spain of several leading pelvic floor health products, targeting both healthcare professionals and the retail market.

This disclosure contains information that Invent Medic Sweden is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 14-12-2020 22:06 CET.

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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. 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 and www.spotlightstockmarket.com.