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## Laugh. Pee. Jump. Pee. Pee-Pee:

Taking the Embarrassment Out  
of Talking About Incontinence

BY ANDREW LISCIQ | PHOTO COURTESY  
OF BEATA ADVANCED AESTHETICS



The funny thing about incontinence is that many of us struggle with variations of it, but are too embarrassed to have conversations about it. **IT'S TIME TO HAVE THE CONVERSATION.**

As of 2019, the *Billion Dollar* industry (yes, I said billion) of adult disposable products has found a place with our population and doesn't seem to show any signs of slowing. A switch was flipped and disposable briefs for the adult market surpassed infant diaper sales, according to Reuters. Body aging, childbirth, and menopause are just a few of the reasons which lead to stress and urge incontinence—having us literally laugh until we pee. Have you ever been scared to go play outside with your kids because you were scared of a little dribble? You're not alone.

Being a 53-year old man, I have never had any issues going to the bathroom, and I always thought that these issues only happened after childbirth in younger populations or as we age. There's no reason why I should be doing kegel exercises, right? **WRONG!** There was a time when I would wake up throughout the night once or twice just to head to the bathroom. It was easy to sum it all up to being hydrated since I always make it a point to drink enough water every day, but why should the trade-off have to be disrupting sleep?

Treatments for incontinence aren't too fun either. There are a number of medications for men and women that can be of use to many people, but don't come without ugly side effects like disorientation, irregular heartbeat, dizziness, the list goes on. In some instances, like overactive bladder, Botox® injections can be used, but like other medications, has its own list of side effects. In more severe cases, patients opt for a surgical bladder lift, which will generally give them relief for around three years, but not provide a long-term solution to the problem. Our health is our main concern, but yet our insurance doesn't mind trading one health issue for another. There has to be a better option. Entering the ring, comes BTL Emsella.

The chair-looking device by BTL Industries Inc., is the only FDA-cleared treatment of stress and urge incontinence for both men and women in the world that doesn't involve medications or surgeries. It works, by using HIFEM® (high intensity focused electro-magnetic energy) technology. Clinical studies have shown no adverse events and 81% of users reported a significant reduction in symptoms. At their three-month visit, more than 40% of the patients tested reported that they do not use adult briefs anymore. The device stimulates contractions of the pelvic floor resulting in about 11,000 kegels in 28 minutes. Did I mention all you have to do is sit on it wearing all of your clothes?

While at the moment, BTL Emsella isn't covered by insurance, it could be the long term answer you've been looking for, especially if you are like me and want something safe and effective with little side effects. It is important to know your options.

I decided to give the "chair" a try. The recommended treatment protocol is usually around six to ten treatments depending on the severity of symptoms. The forced kegel contractions is a strange sensation at first, but not uncomfortable or painful. Did I have a true issue with incontinence, no? After six treatments over the course of three weeks, however, I now sleep through the night and wake up feeling rested and ready for the day. While it is not indicated, others report better intimacy and relief from erectile dysfunction. Better intimacy on a lunch break isn't a bad deal. ☝



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