



**TREAT
URINARY INCONTINENCE
WITHIN 7 DAYS*!**

MEDiballs[®]
secret

1 in 3 Australian women suffer from Urinary Incontinence

Pelvic Floor Assist™ is the trademarked brand that distributes MEDiballs® Secret, a discreet training device for the pelvic floor. A silent epidemic, the founders of Pelvic Floor Assist™ discovered that over 3.3 million Australian women were suffering with urinary incontinence¹. Frequently many of these women who presented with treatable incontinence concerns were offered limited treatment options, such as incontinence pads, surgery or pelvic floor exercises.



The team at Pelvic Floor Assist™ discovered that there was a medical device that could offer these women a proactive and affordable treatment, by training the pelvic floor and increasing muscle strength. MEDiballs® Secret was launched in 2014 in Queensland Australia, with the mission of providing women with an affordable, discreet, medically registered training device.

*Based on the average feedback from our customers, they begin to notice a change in their pelvic floor strength in as little as 7 days.

¹ Continence Foundation of Australia, Access Economics Report Fact Sheet, Available from:
<http://www.continence.org.au/data/files/Access_economics_report/dae_summary_final_web_version.pdf>

Since establishment, Pelvic Floor Assist™ has grown to offer a range of products. MEDIBalls® Secret is available in two sizes 'Single' or 'Double', to enable women to choose their preferred training start weight. An overwhelming amount of feedback from our customers using MEDIBalls® Secret has shown that many users have noticed some level of increased pelvic muscle strength in as little as 7 days. Complementing any MEDIBalls® Secret insertion is our 100% natural lubricant BIOglide®, available through our [Online Store](#).

As the team from Pelvic Floor Assist™ began to speak and meet with women who suffered with urinary incontinence, a concerning trend quickly came to light. The social stigma surrounding incontinence was a major source of anxiety for women. Many felt alone, anxious and stressed about admitting their concerns, seeking treatment or even discussing the issue.

Moved by this realisation, the goals at Pelvic Floor Assist™ became and continue to be, focused on changing the perception of urinary incontinence, while facilitating a productive conversation about women's pelvic health.

The Stigma

For many women, the 'incontinence stereotype' is not an image they want to freely associate with. And who could blame them! So often the image of incontinence is limited to elderly women, with incontinence triggers linked to ageing or childbirth.

As bladder control is a highly sensitive and private issue for many, those suffering can be reluctant to discuss their concerns socially or medically. It is crucial that women who feel that they may suffer with urinary incontinence consult a healthcare professional.

While it's understandable that women don't always discuss incontinence socially, what many don't realise is that they're far from alone and the stereotype is way off the mark.

The Reality

If after consulting a healthcare professional a woman's urinary incontinence is related to weak pelvic floor muscles, treatment is available with pelvic floor training. Although the stigma would have it that the symptoms of urinary incontinence are linked to age alone, in reality quite the opposite is true.

Weakened pelvic floor muscles can act as a trigger for urinary incontinence, as there is a loss of the necessary muscle strength required for ideal bladder control. As a result, women can suffer from urinary incontinence at any age, with the majority of sufferers sitting in a 30-55+ years demographic.

Building on the broad age range of women who suffer with urinary incontinence are the many variables that can lead to weak pelvic floor muscles. While ageing and childbirth are common triggers, so too is sudden weight loss/gain, repeated strenuous activity or menopause.



The Alternatives

MEDIballs[®] Secret is a medically registered and award-winning device designed to train the pelvic floor. At a glance however, MEDIballs[®] Secret can appear less like a medical device and more like a sex toy. The visual similarity between MEDIballs[®] Secret and their pleasure-based alternative is uncanny, but the internal designs are not.



- A 'Class 1' Medical Device
- German designed & manufactured
- Listed with the Therapeutic Goods Association of Australia
- Made of 100% Silikomed[®]
- Mucous membrane friendly and hypoallergenic
- Discreet (worn completely internal)
- BPA plastic free
- Latex free
- 2 year material guarantee

MEDIballs[®] Secret's true innovation is the internal design of the MEDIballs[®] casing. Divots and ridges line the inside casing, forcing the internally located weighted metal ball to remain constantly stimulated. Wearing and training with MEDIballs[®] Secret activates the pelvic floor and surrounding area to increase strength, nerve development and muscular blood flow.

Products that claim to strengthen the pelvic floor are often invasive and time consuming. The added benefit of the MEDIballs[®] Secret design is the discreet retrievable loop that sits up inside the body. The complementary 37 exercise training book included with the purchase of MEDIballs[®] Secret and the design of the device allows women to train at intervals that are convenient for them.

BPA

A key component that sets MEDIBalls® Secret apart from similar devices is its BPA free material. But what is BPA? And why is it important that MEDIBalls® Secret is BPA free?

BPA stands for 'Bisphenol A', which at its simplest is a chemical that has been used in various plastics for the past 50 years. Products that feature BPA can range from food storage containers, food cans, polycarbonate tableware and water and baby bottles.² In addition to this BPA can be used in epoxy resins, used to coat the inside of many food and beverage cans. The use of this chemical is so wide that over two million tonnes of BPA are produced annually on a global scale.³

A great deal of research has centred on BPA and the potential health hazard it can present. The Australian Government advocates that the trace quantities of BPA found in everyday goods are low enough to avoid poisoning individuals. Yet the growing use of BPA in everyday consumer products increases the probability of repeated chemical exposure. Although the research has suggested that current quantities of BPA are acceptable, the Government advocates that 'suppliers should always consider the safety and suitability of any chemicals [BPA] used in their products regardless of whether there are specific regulations.'⁴

As an intimate medical device, MEDIBalls® Secret has complete exposure to tissue and muscle contact. Pelvic Floor Assist™ are proud to use BPA free materials in MEDIBalls® Secret so that women are not at risk from additional or excess BPA exposure.

Accreditations & Associations



reddot design award
winner 2013



Australian Government
Department of Health
Therapeutic Goods Administration



universal
design award 2013

² Australian Competition and Consumer Commission, Bisphenol A in Consumer Products, Available from: <http://www.productsafety.gov.au/content/index.phtml/itemId/971446>

³ Australian Competition and Consumer Commission, Bisphenol A in Consumer Products, Available from: <http://www.productsafety.gov.au/content/index.phtml/itemId/971446>

⁴ Australian Competition and Consumer Commission, Bisphenol A in Consumer Products, Available from: <http://www.productsafety.gov.au/content/index.phtml/itemId/971446>

Moving Forward

As Pelvic Floor Assist™ continues to grow and expand our goal to challenge urinary incontinence stereotypes remains firm. Our passion is to offer women an affordable medical treatment, along with the knowledge and information that they need to break down incontinence stereotypes within their own communities.

If you personally feel limited and frustrated by urinary incontinence, the change starts with you! Consult a healthcare professional and begin to transform your pelvic floor strength in only 7 days with MEDiballs® Secret. Head to our [Online Store](#) to access the entire Pelvic Floor Assist™ range. To join the Pelvic Floor Assist™ community and engage with others experiencing similar concerns 'Like' us on Facebook or explore our website: pelvicfloorassist.com.au.



Tell Us Your Story!

We would like to hear from women who suffer with urinary incontinence to better understand their concerns and love feedback from product use and results. So we welcome those who would like to email a short summary detailing their experiences to: info@pelvicfloorassist.com.au.

