



FemmePharma
GLOBAL HEALTHCARE, INC.

WAYNE PHARMACEUTICAL COMPANY EXPLORES NEW TREATMENT FOR FEMALE URINARY INCONTINENCE

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WAYNE, PA - New help is on the way for the millions of women who suffer with urinary incontinence.

FemmePharma, a Wayne-based pharmaceutical company, is studying a new treatment option for treating urinary incontinence in women.

Urinary incontinence is defined as the unwanted loss or leakage of urine at an unacceptable place and time. Of the 13 million Americans suffering from this disorder, 80% are women. Many sufferers incorrectly believe urinary incontinence is an inevitable part of aging. In fact, 25% of women between the ages of 30 and 59 has experienced urinary leakage, the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) says. Many suffer with Urinary Incontinence in silence, too embarrassed to confide in friends or healthcare professionals. They feel isolated and withdraw from family, friends and social contact. Daily routines focus around immediate access to bathrooms.

Urinary Incontinence is not just an outcome of childbirth, menopause or aging, although they can be contributing factors. The primary causes for urinary incontinence are:

- Bladder related; caused by the bladder's failure to store and/or empty; and
- Sphincter related; caused by poor position of the bladder neck in women, uncoordinated bladder sphincter, sphincter damage or weakness or outlet obstruction.

There are several different types of incontinence which include:

- Stress incontinence - This loss of urine occurs when pressure is exerted on the bladder through actions such as laughing, coughing, sneezing or exercising. It's estimated that 65 percent of the women with urinary incontinence suffer from this form.
- Urge incontinence - This loss of urine happens when the urge to urinate is so strong and sudden that the woman is not able to reach the bathroom in time. About 28 percent of the women with urinary incontinence suffer from this form.
- Overflow incontinence - This loss of urine happens because the woman is not able to completely empty her bladder. This could be due to an obstruction in the bladder or the tube leading from the bladder to the outside of the body. About 7 percent of the women with urinary incontinence suffer from this form.

A variety of treatment and management options are available in today's market. Adult diapers and sanitary napkins, while protecting against the "accident," are not treating the disorder. Behavioral techniques such as bladder training and Kegel exercises are often viewed as first-line therapies and can be effective in the mild to moderate cases of the disorder. Surgery and medical insert devices can be expensive, may require hospitalization and are generally seen as options for the most severe cases.

FemmePharma's research has shown that women prefer to explore non-surgical treatment options when given the choice. Today, the market contains effective pharmacologic treatment options for urinary incontinence. However, women are finding that while these medications are effective in treating the incontinence, the drugs can carry significant systemic side effects, such as dry mouth, sensitivity to bright light, blurred vision, dry eyes, nausea, drowsiness and cardiac manifestations.

Thus, women suffering from incontinence are forced to make a difficult decision - treat the disorder and live with side effects, explore surgical options or live with the disorder untreated.

That is where FemmePharma will be different. Delivered locally, FemmePharma's new drug will have high bioavailability within the pelvic region and affect the local bladder receptors. Regional administration should result in lower systemic side effects. This treatment option should be a viable alternative to women who cannot tolerate currently available pharmacologic treatment options.

FemmePharma is devoted to developing safe and effective drugs that minimize or eliminate side effects associated with many drugs by designing them in a way to suit the female anatomy. Clinical trials to test a new treatment for endometriosis are already under way in the Philadelphia, Chicago and Cleveland areas. Founded in 1996, by Gerianne Tringali DiPiano, the company's long-term vision is to develop products targeting life-cycle management of diseases and disorders that disproportionately affect women.

For more information on FemmePharma's [clinical trials](#), call Kim Groff at (610) 995-0801.

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