

## PRESS RELEASE

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## LIFE-CHANGING PENILE TRACTION TECHNOLOGY

The penile traction technology was developed for the treatment of Peyronie's disease and to correct lost penile length associated with post prostatectomy surgeries.

Peyronie's disease is the severe curvature of the penis that can be painful and, therefore render intimacy difficult or impossible. The disease is progressive, typically the result of injury and manifests itself in pain, curvature in any direction and, in many men, over time, results in depression.

To date, non-surgical options to treat Peyronie's disease, including first generation traction systems have been difficult to use, uncomfortable and required as much as 8 hours of use per day. Dr Landon Trost, Urologic Surgeon at Mayo Clinic, USA designed the new device specifically to address these shortcomings and to give men the ability to adjust the tension and traction while wearing the device. Older systems lose traction during the treatment session while the new technology can be adjusted so men stay in the traction zone where therapeutic levels of traction are delivered. Using a unique and patented design, the device allows the user to counter-bend in the direction opposite the Peyronie's curvature. The counter-bending provides site-specific therapeutic levels of traction to the plaque that has formed in the outer layers of the penis due to the injury.

Clinical trials have resulted in men experiencing relief of symptoms including pain, curvature and restoration of penile length lost to the disease<sup>†</sup>. Dr Trost commented, "Our original premise that greater, continuous and targeted traction forces made possible by our novel design, could reduce treatment times to a total of 60 minutes per day, are holding true, and men suffering from PD are seeing significant physical and, as a result, psychological improvements as well".

"Endotherapeutics and Endo Personal Care are proud to bring the technology to Australia and New Zealand. Peyronie's disease affects a large proportion of the male population with few minimally invasive treatment options available." Adam Srejber, GM - Sales and Marketing, Endotherapeutics.

<sup>†</sup> Outcomes of Novel Penile Traction Device (RestoreX) in Men with Peyronie's Disease: a Randomized, Single-Blinded, Controlled Trial. Presentation at The Annual Meeting of the Southeastern Section of the AUA, March, 2019. Trost L. et al.

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