Prostate Health Month
The Truth About Benign Prostatic Hyperplasia (BPH)

BPH is an enlargement of the prostate. As men age, the prostate naturally enlarges. In some men, as the prostate enlarges, it can put pressure on the urethra causing it to narrow—which ultimately restricts the flow of urine and causes other adverse side effects.

Visit www.iTind.com to learn more.

8 OUT OF 10 MEN WILL DEVELOP BPH IN THEIR LIFETIME.¹

¹ American Urological Association, Benign Prostatic Hyperplasia. Available at: https://www.auanet.org/education/auauniversity/medical-student-education/medical-student-curriculum/bph
WRONGLY IDENTIFY BPH AS A PRE-CANCEROUS CONDITION.

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A survey conducted by Olympus in August 2020 indicated that sexual function tops the list of men’s concerns when it comes to getting treated for an enlarged prostate.

Top Concerns for Treatment Ranked:

1. Erectile Dysfunction
2. Pain to Prostate Tissue
3. Loss in Sexual Function
4. Not Wanting a Permanent Implant
5. Retrograde Ejaculation
6. Lower Sex Drive

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61% of respondents are aware of medication as a treatment option, but only 19% are aware of the option for an implant.

75% of respondents are very likely or likely to request a treatment that relieved symptoms of BPH that does not compromise sexual function.

NEW TREATMENTS: Like the iTind, provide a new option for men, in the form of a temporary implant.

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