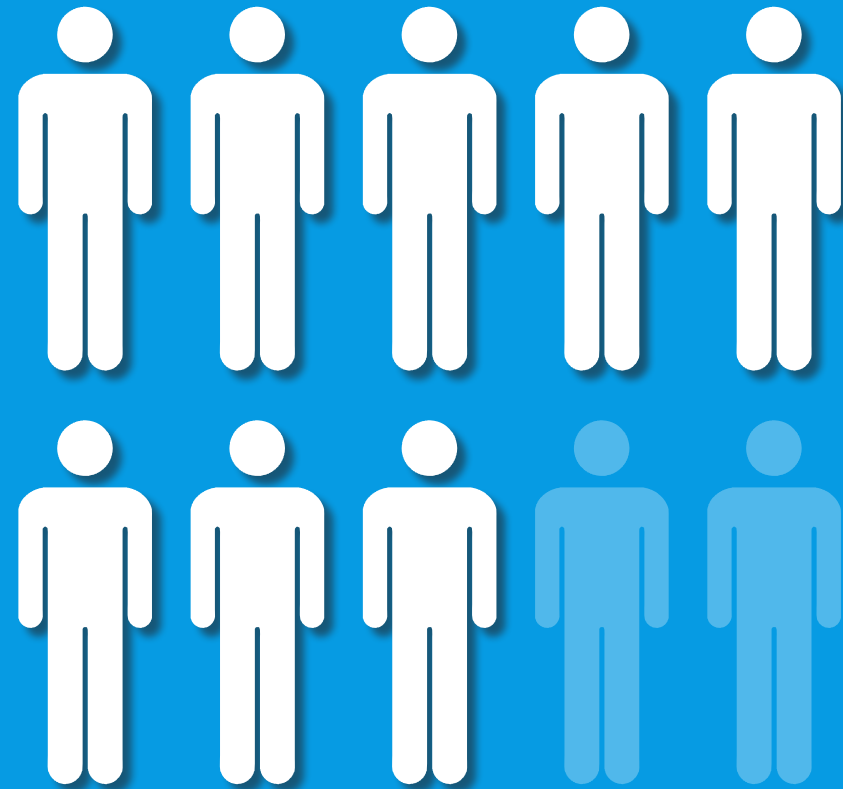
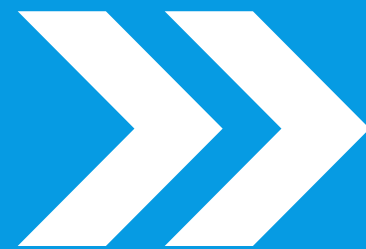


The Truth About **Benign Prostatic Hyperplasia (BPH)**



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.



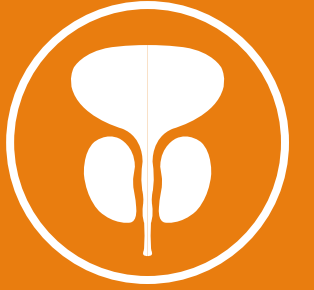
8 OUT OF **10 MEN**
WILL DEVELOP BPH IN THEIR LIFETIME.¹

¹ American Urological Association, Benign Prostatic Hyperplasia. Available at: <https://www.auanet.org/education/auauniversity/medical-student-education/medical-student-curriculum/bph>

OLYMPUS

Prostate Health Month

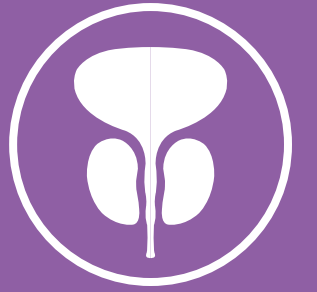
BPH Awareness



1 in **2**
MEN

**WRONGLY IDENTIFY BPH
AS A PRE-CANCEROUS
CONDITION.**

Visit www.iTind.com to learn more.



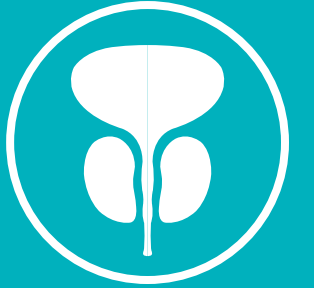
A survey conducted by Olympus in August 2020 indicated that **sexual function** tops the list of men's concerns when it comes to getting treated for an enlarged prostate.



Visit www.iTind.com to learn more.

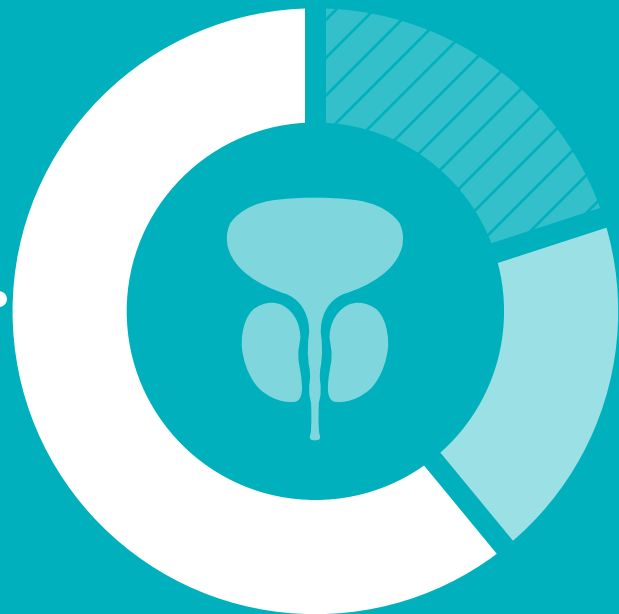
Top Concerns for Treatment Ranked:

- 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**



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.

Visit www.iTind.com to learn more.