

Do You Have IC/PBS?

Interstitial cystitis (IC), also known as painful bladder syndrome (PBS), can be characterized by bladder pressure, bladder pain, urinary urgency, and/or urinary frequency. **It is estimated that as many as 10 million men and women in the US alone suffer from interstitial cystitis (IC).**^{1,2}

Women make up approximately 80% of those affected.³

WHAT SYMPTOMS TO LOOK FOR

IC/PBS is a debilitating condition some physicians may not recognize, but as a patient, you may find that the symptoms are consuming your life. Some of the symptoms include:

- Urinary frequency
- Urinary urgency
- Pain in the pelvic area
- Pain during or after sex

In severe cases, patients may need to urinate up to 60 times per day. **Most IC patients experience flares**, times during which symptoms can worsen dramatically.⁴ A flare-up may last anywhere from 1 to 7 days or longer depending on the severity. Patients may experience as little as one flare-up in a year to multiple during the course of a month.

Take the PUF Questionnaire today to see if your symptoms are related to IC/PBS.
Go to www.defeatIC.com/PUF



Treatment Options

To date, treatment options for IC symptoms have relied heavily on behavioral changes (eg, diet modifications and self-management) and oral medications (eg Elmiron®, antidepressants) that may take months to be effective. Bladder instillations, included in the American Urological Association (AUA) treatment guidelines for IC, provides an immediate treatment that is delivered directly to the bladder.

HEP-LIDO-A* (ALKALINIZED LIDOCAINE AND HEPARIN) BLADDER INSTILLATION

Hep-Lido-A is a compounded formulation that is instilled directly into the bladder as an immediate treatment option for IC. You may see relief within 30 minutes of administration. **Ask your physician about Hep-Lido-A as an immediate treatment option** during your flare-up, while you are making lifestyle changes including diet modifications and stress management that may take time to provide relief.

HEP-LIDO-A* IS:

- ✓ Ready to use, pre-mixed, and sterile for easy administration†
- ✓ Affordable and reimbursed by many insurance companies
- ✓ Packaged with all the tools needed for instillation in one single kit

† Bladder instillations may cause discomfort depending on frequency of catheterization.

*Compounded by a pharmacist pursuant to a prescription to meet the needs of individual patients. May be customized.

A bladder instillation can be administered by a physician during an office visit or can be shipped directly to you for home instillation.

IN-OFFICE INSTILLATIONS

You can schedule multiple visits per week during a flare-up.

AT-HOME INSTILLATIONS

You can be trained to administer bladder instillations at home.

HEP-LIDO-A* FORMULATION IS PRE-MIXED AND REQUIRES NO ADDITIONAL MIXING

If you need to talk to a doctor about these symptoms, don't wait. Find an IC Specialist today at www.DefeatIC.com.

An important step to obtaining a proper diagnosis, is finding a physician who understands IC/PBS. You may be referred to a Urologist to properly diagnose your condition. However, many gynecologists and OB/GYNs who have an interest in pelvic pain, may also provide a diagnosis. If you find yourself being referred to various physicians, it may be time to see an IC specialist.

TREATMENT OPTIONS³

FIRST-LINE TREATMENTS

- Diet modification
- Stress management
- Exercise (exception of kegel exercises)
- Supplements including CystoProtek[®] and CystoQ[®]

SECOND-LINE TREATMENTS

- Bladder instillations such as Hep-Lido-A (Alkalinized Lidocaine and Heparin)
- Elmiron[®]

THIRD-LINE TREATMENTS

- Hydrodistention with cystoscopy

OTHER TREATMENT OPTIONS IF NO RELIEF FOUND

- Botox[®] injections
- Cyclosporine
- Surgical intervention

References: 1. Berry SH, Stoto MA, Elliott M, et al. Prevalence of symptoms of interstitial cystitis/painful bladder syndrome among adult females in the US. Available at: <http://www.ichelp.org/Page.aspx?pid=824>. Accessed February 6, 2015. 2. Clemens JQ, Link CL, Eggers PW, et al. Prevalence of painful bladder symptoms and effect on quality of life in black, Hispanic and white men and women. *J Urol*. 2007;177(4):1390-1394. 3. Hanno PM, et al. AUA Guidelines for the diagnosis and treatment of IC/BPS. *J Urol*. 2011;185(6):2162-2170. 4. Interstitial Cystitis Association. Available at: <http://www.ichelp.org>. Accessed February 6, 2015.

Imprimis Pharmaceuticals compounded drug formulations are not FDA approved. All Imprimis Pharmaceuticals compounded drug formulations are made available with a physician's prescription for an individually identified patient in accordance with federal and state laws regulating compounded drugs.

TALK TO YOUR DOCTOR TODAY

Hep-Lido-A is exclusively available at the following ImprimisRx pharmacies:

PARK COMPOUNDING
Irvine, CA

PHARMACY CREATIONS
Randolph, NJ



Call your doctor today to ask about our Hep-Lido-A compounded formulation or visit www.DefeatIC.com.

JOIN THE CONVERSATION

Visit our Twitter and Facebook pages to join in on the conversation. Help us increase the awareness.

twitter.com/defeatic facebook.com/defeatic



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PHARMACEUTICALS

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For more information on Imprimis Pharmaceuticals, visit www.imprimispharma.com.

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DEFEAT IC

GET THE FACTS. GET BACK TO LIFE.

Suffering from bladder pressure, pelvic pain, or constant urgency to urinate?

Brought to you by **Imprimis**
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WWW.DEFEATIC.COM