

# Sit tight, a new therapy aims to offer relief

Urinary incontinence (UI) can devastate a person's self-confidence and create distress in personal relationships, social and workplace situations.

Inability to control the flow of urine happens for various reasons but is commonly experienced during periods of exertion – or “stress” – to the abdomen, such as lifting, or even the simple acts of coughing, laughing and sneezing.

Depending on the cause, measures ranging from surgery (at the extreme) to medication, floor exercises and non-invasive laser treatment may all provide relief.

Incontinence pads, while practical and economical, just mask the condition and many people don't like wearing or having to rely on them.

A new electromagnetic therapy, the BTL EMSella, may be the solution incontinence sufferers have been seeking, says Dr Farshad Ghazanfari, a consultant physician in acute and general medicine and associate at the Instant Laser Clinic, Kew.

“TGA-cleared and US FDA-approved, EMSella is an ergonomic chair that uses high-intensity focused electromagnetic technology (HIFEM) to help treat both male and female urinary incontinence and promote pelvic floor improvement,” says Dr Ghazanfari.

“It is the only technology available that treats the entire pelvic floor in a 28-minute session.

“It delivers thousands of pelvic contractions per session to cause deep pelvic floor muscle stimulation and promote restoration of neuromuscular control.

“The treatment is stimulating but comfortable and is performed while patients



The EMSella chair is equipped with high-intensity focused electromagnetic technology.

are fully clothed. There is no downtime or recovery post-treatment and people may resume daily activities immediately after.

“Ninety-five per cent of our EMSella patients have experienced noticeable relief from stress incontinence and/or hyperactive bladder.”

Dr Ghazanfari says EMSella patients will experience tingling and pelvic floor muscle contractions. “Most remark that it is a feeling unlike any other,” he says.

“People who ‘leak’ when coughing or who have leakage with sudden urges to rush to

the bathroom are candidates.

“We cannot guarantee EMSella will work for everyone, just as it cannot be guaranteed surgery will work for everyone.”

At Instant Laser Clinic, Dr Ghazanfari and senior physiotherapist Morvarid Sadeghian, who is highly experienced in women's health and pelvic muscle therapy, can design a treatment plan tailored to a patient's needs.

“A suitable candidate will need an average six sessions, scheduled once or twice a week, with a typical treatment taking

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**Dr Farshad Ghazanfari**

about 30 minutes,” says Dr Ghazanfari.

“Some of our patients have observed improvement after a single session and results will typically continue to improve over the next few weeks.

“As this technology relies on magnets, anyone with metal implants or a pacemaker cannot have the treatment.

“If someone has an implanted contraceptive device, they may not be a suitable candidate,” he says.

“When the initial course of treatments is finished and the muscles have been conditioned, we strongly recommend patients maintain results with a monthly EMSella session.”

Among men who have had a radical prostatectomy and need to wear a liner or pad for small amounts of leakage, EMSella treatment undertaken at Instant Laser Clinic has helped them return to continence, Dr Ghazanfari says.

“However, we have not seen much improvement with men who have had radiation and surgery, albeit numbers are limited,” he says.

“Overall, we have had very good results with EMSella, with patients reporting 100 per cent better awareness of pelvic floor muscles and an average of 50 per cent improvement in their UI symptoms.”

**SAY NO TO URINARY INCONTINENCE**  
**SAY YES TO FREEDOM!**

Do you suffer from sudden or unexpected loss of bladder control when you cough, laugh, jump or sneeze or have the urge to urinate so suddenly and strongly that you don't get to the toilet in time?

New to **INSTANT LASER CLINIC**, a multiple award-winner clinic in Kew, **EMSELLA** is a great option for men and women of any age who desire a solution for urinary incontinence and improvement in their quality of life.

A typical treatment takes about 30 minutes and you will need about 6 sessions, scheduled twice a week. You are fully clothed during this treatment and there is NO need for anaesthetic, drugs or recovery!

It is a simple walk-in, walk-out procedure. You may observe improvement after a single session. The results will typically continue to improve over the next few weeks.

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