



BLADDERVOID BRINGS IMMEDIATE RELIEF TO MEN WITH ENLARGED PROSTATES

PHILADELPHIA (Oct. 2, 2012) – In a world filled with pricey, high-tech innovations, a new low-tech medical device is catching the attention of urologists nationwide as a way to improve the lives of men battling the discomforts that come with enlarged prostates or BPH (benign prostatic hyperplasia). BladderVoid is a patented medical device created by healthcare professionals that provides a deep, soothing and long-lasting heat to the bladder muscle enabling men to urinate and empty the bladder completely. The device also works with initiating the double voiding technique recommended by the Mayo Clinic.

BladderVoid is shaped like a miniature neck and shoulder heat wrap, but anatomically designed to fit the male groin region. After heating the BladderVoid gel pack in the microwave for approximately one minute, men can wrap it around the genital area while urinating to relax the bladder muscle. After about 30 seconds, the bladder muscle relaxes and the urge to urinate is stimulated allowing a man to empty his bladder completely.

The BladderVoid device was invented by Mark Brown who originated the idea after witnessing his father's struggles at a hospital to get urine samples after a stroke.

“BladderVoid is really helpful for patients who want to avoid the expense and dependency of medications designed to increase the flow of urination,” says Dr. Peter Sinaiko, an urologist based near Philadelphia. “There are a lot of side effects that come with drugs and much discomfort with catheters; it’s refreshing to recommend something to patients that is easy to use and not so invasive.”

According to the American Urological Association, half of all men have BPH by age 60. The majority of men report only mild BPH symptoms, which according to Dr. Sinaiko, can often be treated through lifestyle changes and home remedies such as BladderVoid.

BladderVoid can be purchased online at: www.bladdervoid.com or in select Walgreens drug stores (\$29.95 SRP). The device is reusable and comes with a washable, terrycloth sleeve. To learn more about BladderVoid, visit: www.bladdervoid.com.