



Quality system
certified to
ISO 9001 : 2008
ISO 13485 : 2003

THE EMDA BLADDER PLANET



EMDA[®]

Electro Motive Drug Administration

**A full program
for innovative
bladder treatments**

**Physion is
an Italian R&D Company
proprietary of
EMDA[®] technology**

PHYSION[®]



Introduction to Electromotive Drug Administration EMDA[®]

Conventional administration of drugs for urologic pathologies is either by the systemic route or via intravesical instillation and subsequent passive diffusion into the urothelium. The well documented concerns with systemic administration are the small quantities of drug locating at the site of disease and side effects which are occasionally severe. The problems associated with conventional intravesical instillation are the slow rate of diffusion across the tightly knit urothelium and a fundamental inability to control the rate of drug administration.

Now, a controllable method for delivery of drugs into the bladder wall and prostatic urethra has been developed by PHYSION[®].

It comprises a non/invasive, painless local drug administration which provides greater clinical efficacy than does passive diffusion yet without the side effects seen with systemic administration.

EMDA[®] utilises an electrical current to impart an accelerated, directional (towards the tissue) movement of ionized drugs in an intravesical solution, which results in greater quantities of drugs being delivered to greater tissue depths than is achievable by passive diffusion. Furthermore, the rate of drug administration is fully controllable simply by varying the intensity of the electric current.

EMDA[®]



Bladder Cancer

Innovative treatment programs in NMIBC

- In high risk patients with BCG + EMDA-MMC with sequential treatment program
- In intermediate risk patients with BCG+EMDA-MMC with reduced sequential treatment program
- Pre-turbt treatment program with EMDA-MMC for all patients

A full unprecedented treatment program covering all patient with bladder tumors for proven better clinical results and cost effectiveness.

Innovative
treatment programs



FUNCTIONAL UROLOGY

- **IN INTERSTITIAL CYSTITIS**

office cystodistension under local anaesthesia with EMDA[®] and MUCOSAVE[®]: an innovative natural extract for bladder mucosa e gag layer treatment by simple installation.

- **IN UTI**

treatment of UTI with EMDA and antibiotics in an office/ambulatory setting.

- **In O.A.B.**

treatment of O.A.B. with EMDA and oxybutinine, or other drugs, in an office/ambulatory setting.

The EMDA innovation treatment program for better clinical results and proven cost effectiveness.

FUNCTIONALUROLOGY



FUNCTIONAL UROLOGY

- **PROSTATITIS**

in diagnosed infective and non infective prostatitis with EMDA antibiotics and steroids office/ambulatory treatments for specific better clinical results and cost effectiveness.

FUNCTIONALUROLOGY

ANDROLOGY

I.P.P. PEYRONIE'S DISEASE

In diagnosed fibrotic plaques. EMDA with dexamethasone and verapamil for pain control, plaque and incurvation reduction. In office/ambulatory setting and home care. Clinically proven better results and cost effectiveness.

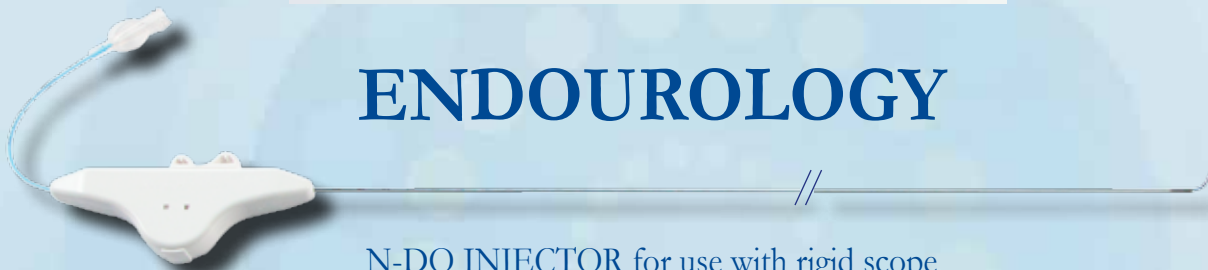
ANDROLOGY



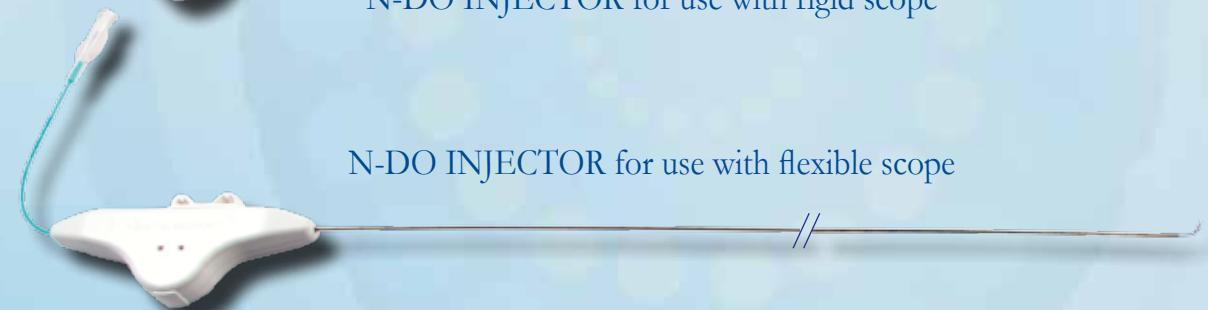
THE EMDA SYSTEMS



ENDOUROLOGY



N-DO INJECTOR for use with rigid scope



N-DO INJECTOR for use with flexible scope

N-DO Injectors are Physion technology for the endoscopic administration of drugs in the bladder wall and prostate.

The curving needle, adjustable length and safety needle stop-in-depth feature makes the N-DO needle systems the most advanced and safe for endoscopic administration of drugs in the market place.