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## **Coloplast acquires new male stress incontinence therapy**

Coloplast has signed an agreement with Caldera Medical Inc. from California on the acquisition of Levera, which will be the next generation of sling therapy addressing symptoms of male stress urinary incontinence (SUI).

The price is in the two-digit million Danish kroner range, and Coloplast will complete the development of Levera up to its launch in the US market in 2008. The US market for treatment of male stress incontinence using the sling method is estimated to amount to a figure in the region of USD 20 million a year.

In the US and Europe alone, over 3.5 million men suffer from stress incontinence, and the number is on the increase. While not a life-threatening disease, it is one that has serious adverse effects on the quality of life of the patient.

The treatment consists of a surgical procedure whereby a sling is placed near the urethra, supporting it and restoring it to its original position. The sling results in improved continence by exerting pressure on the urethra. Coloplast expects Levera to raise the bar for this type of male incontinence therapy. A similar approach is used for women with stress incontinence.

Lars Rasmussen, Group Executive Vice President, intends Coloplast to lead the market in therapies for this type of disorder:

"The market launch of an advanced male sling therapy represents a significant step on the way towards a leading-edge position within this type of therapy. We wish to offer surgeons a state-of-the-art armamentarium for improving men's health, and Levera will make us even better equipped to achieve that. Caldera Medical has shown foresight in their development so far of this product, and, along with a team of leading urologists, Coloplast will now ensure that the product is introduced to doctors and patients in 2008," says Lars Rasmussen.

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