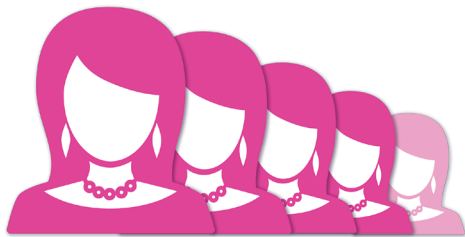


UTIs: The Burning Truth

Discussions and education around urinary tract infections (UTIs) is often limited, focusing largely on recitation of potential causes and a recycled list of lifestyle changes to minimize risk. **ellura**®, a medical-grade urinary tract supplement, sought to better understand women's perceptions regarding UTIs and the risks associated with antibiotic use for treating and preventing these infections in hopes of elevating the conversation about this often stigmatized health issue. This rare national survey polled 1,000 women ages 20+ with recurrent UTIs.

The Cure is What Ails You

4 out of 5 women have experienced antibiotic side effects:



- > Vaginal yeast infections (55%)
- > Digestive issues (37%)
- > Skin rash/redness/itching (27%)
- > Antibiotic resistance (24%)

52% of women use "just in case" antibiotics as their go-to for UTI prevention, relying on prophylactic antibiotics an average of 4 times in the previous 12 months.

Trying Every Trick in the Book

77%
INCREASE
WATER INTAKE



51%
WEAR COTTON
UNDERWEAR



47%
URINATE
AFTER SEX



93%
USE OVER-THE-COUNTER
PRODUCTS



Quality of Life Interrupted

31% avoided/limited sex to prevent UTIs

Takeaway



- ✓ Continued education on global antibiotic resistance crisis is a must. They are no longer working when we need them most.
- ✓ Save antibiotics for when **truly** needed - for **treatment** (not prevention)
- ✓ Take a closer look at **clinically-proven, non-antibiotic solutions** for UTI prevention

89% of women experience **emotional distress** from UTIs



A Third of Women Experience Depression (33%) and Sadness (30%)



3 in 4 women (76%) feel they are judged for getting UTIs perpetuating the unfair STIGMA:

- > Under 50 years old feel others think they:
 - Lack good hygiene (55%)
 - Live a promiscuous lifestyle (40%)
- > 50 and older (33%) feel judged for "old age" medical issues

The Doctor is [All] In



- > Women 50 and older (66%) are most comfortable talking to their doctor about their UTIs, while younger women are more likely to favor a partner/spouse (25%).
- > **Nearly half of women (47%) leave their healthcare provider's office feeling negative about their visit, including lacking clarity on why they get UTIs (30%) and certain they will be back with another (23%).**
- > **17% of women felt they were rushed out of their healthcare provider's office.**

Takeaway



- ✓ Preventive education is necessary as women are desperate for effective solutions
- ✓ Healthcare providers should be an invaluable resource for helping to erase the UTI stigma and spearhead prevention efforts and education

For complete survey results, visit UTIburningtruth.com

Brought to you by the urinary tract supplement

The nationally representative survey was conducted by Wakefield Research among 1,000 U.S. women, ages 20+ in July 2019 for Trophikos, LLC

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