



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

# THE EMDA BLADDER PLANET



# EMDA<sup>®</sup>

Electro Motive Drug Administration

A full program  
for innovative  
bladder treatments

Physion is  
an Italian R&D Company  
proprietary of  
EMDA<sup>®</sup> technology

# PHYSION<sup>®</sup>



# 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.



# PHYSION **Natura**

introducing

## **MUCOSAVE®**

A natural oil extract from the BAOBAB superfruit for intravesical installations

In all mucosal gag layer damages:

- interstitial cystitis
- infective cystitis
- chemotherapy cycles
- traumas
- radiation induced cystitis
- urolithiasis
- urinary retention

MUCOSAVE® is a fully natural extract with no contraindications, proven by lab tests and ongoing clinicals.

# PHYSION **Natura**

# LIST OF PRODUCTS

| CODE        | DESCRIPTION   |
|-------------|---|
| PH03000000N | PHYSIONIZER 30 N2<br>current generator for EMDA 0-30 mA                                     |
| PH00200000  | MINIPHYSIONIZER 2.0<br>current generator for EMDA 2.0 mA                                    |
| PH05000601  | CT-DAS/500 Ag<br>transcutaneous electrode 5 cm <sup>2</sup> for EMDA andrological therapies |
| PH05500000  | CT-DAS/500 Ag 95<br>transcutaneous electrode 5 cm <sup>2</sup> for EMDA pain therapies      |
| PH08800000  | CT-DAS/800 Ag 95<br>transcutaneous electrode 8 cm <sup>2</sup> for EMDA pain therapies      |
| PH00971101  | CE-DAS UROGENICS/Ag 9701<br>catheter-electrode for bladder therapies                        |
| PH00991103  | CE-DAS UROGENICS/Ag 9903<br>catheter-electrode for prostate therapies                       |
| PH00961108  | CE-DAS UROGENICS/Ag 9608c<br>catheter-electrode for bladder-prostate therapies              |
| PH9473W001  | DISPERSIVE ELECTRODE (set x 2)  |
| PG4624L400  | DISPERSIVE ELECTRODE Pre-gelled   |
| PH00961109  | N-DO INJECTOR CURVING NEEDLE  |
| PH00961110  | N-DO INJECTOR FLEX  |

## PHYSION s.r.l.

Via Fogazzaro 4/B • 41037 Mirandola MO • Italy  
 Tel. +39-0535-611082 • Fax +39-0535-610420  
 e-mail: [info@physion.it](mailto:info@physion.it) • web site: [www.physion.it](http://www.physion.it)



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