

**ARE BPH MEDICATIONS
WEIGHING YOU DOWN?**

**THINK OUTSIDE
THE PILLBOX**

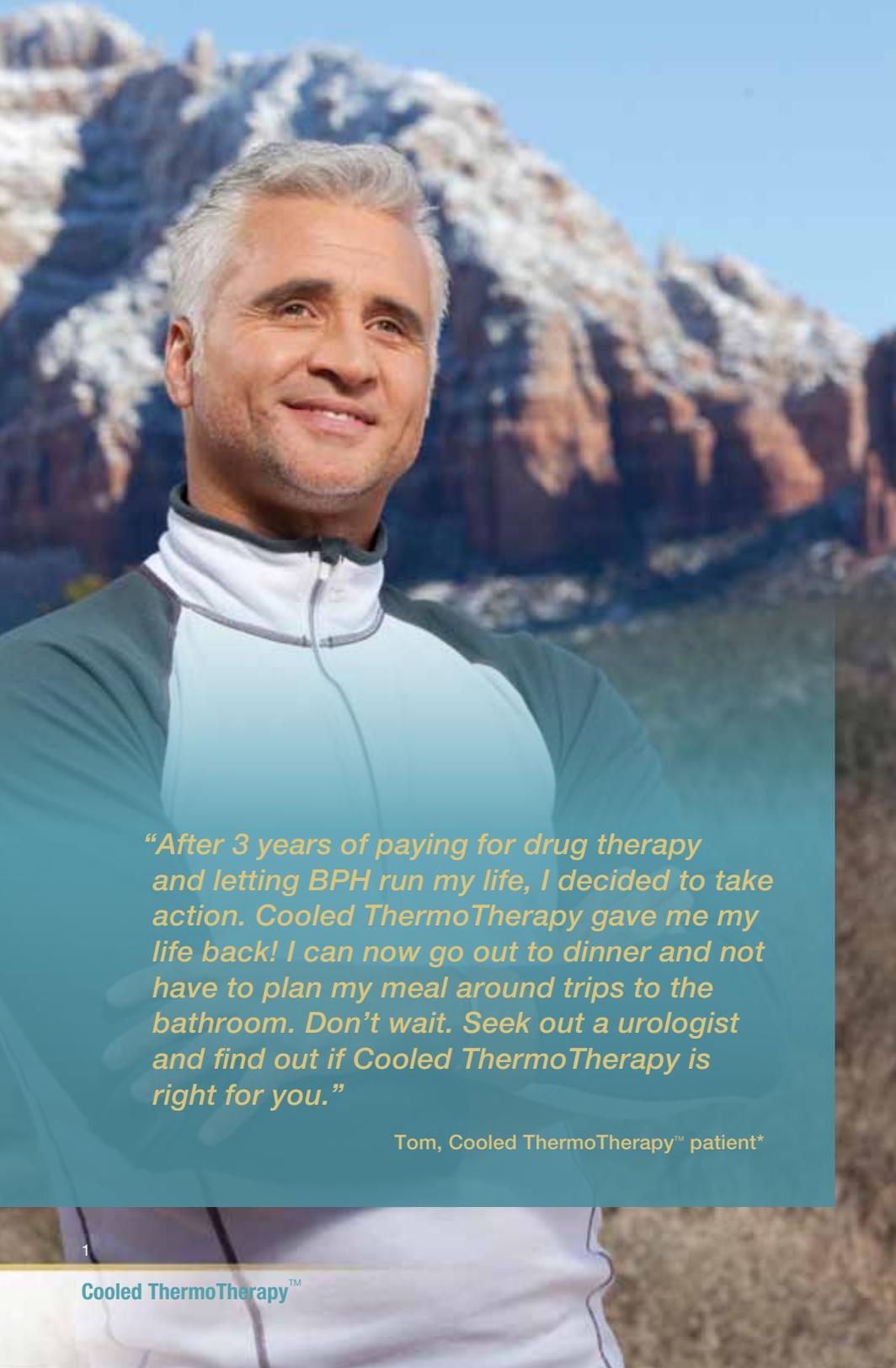


COOLED THERMOTHERAPY™

A non-surgical 30 minute in-office treatment that provides long-term relief from BPH symptoms and urinary obstruction without the side effects and high cost of chronic BPH medication.

Safe, Effective & Durable

UROLOGIX®



“After 3 years of paying for drug therapy and letting BPH run my life, I decided to take action. Cooled ThermoTherapy gave me my life back! I can now go out to dinner and not have to plan my meal around trips to the bathroom. Don’t wait. Seek out a urologist and find out if Cooled ThermoTherapy is right for you.”

Tom, Cooled ThermoTherapy™ patient*

**DON'T SETTLE
FOR TAKING DRUGS
THE REST OF YOUR LIFE...**

THERE IS ANOTHER OPTION

Are you tired of taking drugs every day? Is your medication not giving you the results you had hoped for? Are you experiencing bothersome side effects such as sexual dysfunction?

Well, if so, you are not alone. 48% of patients on BPH drugs do not have clinically significant symptom improvement¹ and many patients on drug therapy will experience sexual side effects such as impotence.² Millions of men just like you are realizing that there is another way. Cooled ThermoTherapy™ provides a safe, effective and durable treatment option to relieve the symptoms of enlarged prostate, also known as benign prostatic hyperplasia, or BPH. The best part is that the treatment can be performed in less than an hour in the comfort of your doctor's office.

So, what are you waiting for? Talk to your doctor today about Cooled ThermoTherapy™ and take the first step to freedom from a lifetime of daily medication.



WHAT IS COOLED THERMOTHERAPY™?

Cooled ThermoTherapy™ is a safe, effective, in-office treatment that delivers targeted heat to reduce excess prostate tissue. It includes an advanced cooling design providing enhanced protection for the healthy urethra as well as increased patient comfort. The treatment should result in significant improvement from bothersome symptoms such as high frequency of urination and low urine flow.^{3,4}

COOLED THERMOTHERAPY™ OFFERS:

- a convenient treatment completed in your doctor's office in less than an hour.
- a minimally invasive treatment which can be done with oral medications to help you relax as well as local anesthesia.
- quick return to your normal activities often within just a few days of the treatment.⁴
- significant improvement of urine flow and relief of urinary symptoms as early as 6 weeks post treatment.⁴
- clinically proven results which typically last up to 5 years.³
- few reports of sexual side effects.³
- a treatment which is covered by Medicare, as well as many private insurance companies.

MOST IMPORTANTLY, COOLED THERMOTHERAPY™ MAY FREE YOU FROM A LIFETIME OF DAILY MEDICATION.

A man with short grey hair, wearing an orange work jacket over a black turtleneck and blue jeans, stands in a garden. He is smiling and holding a long-handled rake. The background is filled with trees and foliage in autumn colors. A semi-transparent teal box is overlaid on the lower half of the image, containing text.

“The quality of life that I had before was nothing as compared to what I’m having today. I’m very grateful for having this procedure available for me.”

Arthur, Cooled ThermoTherapy™ patient*

YOUR BPH SYMPTOM SCORE

TO CHECK YOUR BPH SYMPTOM SCORE,
COMPLETE THE FOLLOWING SEVEN
QUESTIONS BASED ON YOUR EXPERIENCE
OVER THE PAST MONTH

(Circle your answers and record your score in the right column)

WHAT YOUR SCORE MEANS

0 to 7 = Mild Symptoms

8 to 19 = Moderate Symptoms

20 to 35 = Severe Symptoms

Regardless of your final score, if you are experiencing issues with urination or dissatisfied with your BPH medications, ask your urologist how Cooled ThermoTherapy™ can help.

UROLOGIX®

BPH SYMPTOM SCORECARD

	<i>not at all</i>	<i>less than 1 time in 5</i>	<i>less than half the time</i>	<i>about half the time</i>	<i>more than half the time</i>	<i>almost always</i>	<i>your score</i>
1 Over the past month, how often have you had the sensation of not emptying your bladder completely after you finished urinating?	0	1	2	3	4	5	
2 Over the past month, how often have you had to urinate again less than two hours after you finished urinating?	0	1	2	3	4	5	
3 Over the past month, how often have you found you stopped and started again several times when you urinated?	0	1	2	3	4	5	
4 Over the past month, how often have you found it difficult to postpone urination?	0	1	2	3	4	5	
5 Over the past month, how often have you had a weak urinary stream?	0	1	2	3	4	5	
6 Over the past month, how often have you had to push or strain to begin urination?	0	1	2	3	4	5	
	None	1 time	2 times	3 times	4 times	5+ times	
7 Over the past month, how many times did you most typically get up to urinate from the time you went to bed at night until the time you got up in the morning?	0	1	2	3	4	5	

Total Score:





“Medication simply wasn’t working for me. Since having Cooled ThermoTherapy, my life has had a complete turnaround.”

Vincent, Cooled ThermoTherapy™ patient*

COMMON QUESTIONS

The following are answers to common questions often asked by men considering Cooled ThermoTherapy™. Please ask your doctor any specific questions you have about your individual medical care.

IS COOLED THERMOTHERAPY™ SAFE?

Yes, the treatment is safe.³ Cooled ThermoTherapy™ has been approved by the FDA since 1997 and is recommended in the guidelines issued by the American Urological Association (AUA) and the World Health Organization. In addition, Cooled ThermoTherapy™ has very few reported sexual side effects.³

IS THE THERAPY COVERED BY INSURANCE?

Medicare and many commercial insurance plans provide coverage. Ask your doctor's office to assist you by providing the information your insurance plan may require.

WHAT WILL HAPPEN DURING THE PROCEDURE?

Cooled ThermoTherapy™ is performed in your urologist's office. The treatment time generally lasts 30 minutes. You will be on an exam table in a comfortable position. You will be given medication to help you relax as well as local anesthesia.

The treatment is performed with a small flexible catheter that is inserted into the urethra. This catheter contains channels to circulate cooled fluid around an antenna that produces targeted heat within the prostate. The heat reduces excess prostate tissue. The proprietary cooling technology protects the healthy urethra and maintains patient comfort during treatment.

DOES IT HURT?

Once the treatment begins, you may experience some discomfort in your lower abdomen and the feeling of having to urinate. The medical staff will make sure you are as comfortable as possible during the treatment.

WHEN WILL I SEE IMPROVEMENT?

Most men will start to see a significant decrease in BPH symptoms as early as 6 weeks post treatment.⁴

DO THE TREATMENT RESULTS LAST?

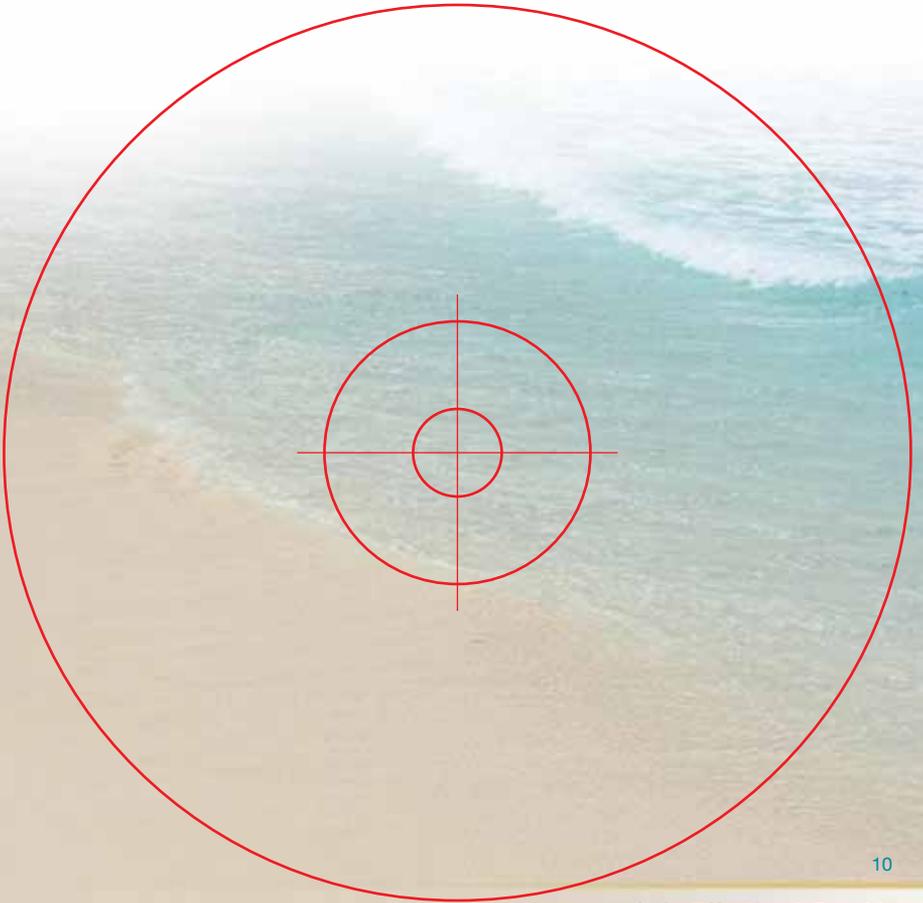
Cooled ThermoTherapy™ gives you the kind of long lasting results you deserve. Studies show a significant and lasting improvement up to five years following the treatment.³



References

1. Wei, et al, High Rates for Continued BPH Medical Therapy among Non responders, National AUA Meeting 2010 Abstract 498
2. Proscar Labeling 9631304, www.fda.gov.
3. Mynderse, L., et al, 5-Year Results of a Multi-Center Trial of a New Generation Cooled TUMT for BPH, Journal of Urology, May 2011
4. Ramsey, E., et. al., A Novel Transurethral Microwave Thermoablation System to Treat Benign Prostatic Hyperplasia? Results of a Prospective Multicenter Clinical Trial. The Journal of Urology, vol. 158, 112-119, July 1997.
5. CTC Advance IFU, 250348 Rev D 8/10, www.Urologix.com.

*Actual patient quote. Name changed and patient not pictured to protect privacy.





***Ask your doctor
about lasting BPH
relief & leave the pills
behind for good***

Important Safety Information

Cooled ThermoTherapy™ is available by prescription only. This therapy is not for everyone. Talk to your physician to see if Cooled ThermoTherapy is right for you. Most medical procedures may have side effects. Possible side effects for Cooled ThermoTherapy include blood in urine, clots in urine, painful or difficult urination, thickened bladder muscle, rectal irritation, temporary inability to control urination, brief inability to achieve or maintain an erection and the inability to discharge semen in orgasm thus should be considered by men who wish to have further offspring. A small risk of urethral stricture may result requiring further intervention. Patients may experience discomfort during the procedure that may require the use of analgesics or sedatives. Patients may be catheterized for a 2 to 5 day period following the treatment.⁵

For more complete information about the benefits and risks associated with Cooled ThermoTherapy please refer to the Instructions for Use found on our website at www.urologix.com or call us at **1.800.475.1403**.

**For more information, please visit
www.urologix.com or call our patient
hotline at 1-888-4-BPH-HLP.**

