

Rezūm[™]
Water Vapor Therapy

**Boston
Scientific**
Advancing science for life[™]



Marketing Kit



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This marketing kit contains suggested content you may want to use to educate your patients about Rezūm Water Vapor Therapy. It could be used on websites, social media, brochures and signage or other resources.

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To access more content such as patient brochures, media kit materials (press release, FAQ, fact sheet), patient testimonial videos and more, visit our [Healthcare Professionals Resources page](#).

About Benign Prostatic Hyperplasia

Benign prostatic hyperplasia (BPH) or an enlarged prostate is one of the most common conditions of aging men and is associated with bothersome lower urinary tract symptoms. These symptoms affect quality of life by interfering with normal daily activities and sleep patterns. BPH affects around 50% of men by age 60 and by age 85, it's as high as 90%.¹

Common symptoms of BPH include:¹

- Waking up several times a night to urinate
- Weak, interrupted urine stream
- Hard time starting and stopping
- Feeling a sudden urge to urinate
- Not sure your bladder is empty
- Dribbling at the end of your stream
- Painful or burning urination
- Inability to go when you feel the need
- Lack of control over urination

1. Barry M, Roehrborn C. Management of benign prostatic hyperplasia. *Ann Rev Med.* 1997 Feb;48:177-89.



BPH Treatment Options

Treatment options range from behavior modification and watchful waiting to medications, minimally invasive procedures and surgery. Which is right for you? It all depends on the amount of discomfort you're in, your age, health, the size of your prostate and your post-procedure expectations.

Watchful Waiting

If your BPH symptoms are mild to moderate and don't interrupt your daily routine, your doctor may recommend a watch-and-wait approach. It includes active monitoring before considering other treatments.

Behavioral Modification

You can help control BPH symptoms by making lifestyle changes such as following a diet rich in fruits and vegetables; getting regular exercise; maintaining a healthy weight; reducing stress in your life; limiting caffeine, alcohol and other beverages in the evening; and avoiding decongestants and antihistamines and other medications that can aggravate symptoms.¹

Medications

Alpha blockers relax the muscles in the bladder and prostate, making it easier to urinate. And alpha reductase inhibitors help shrink the prostate gland by blocking hormones. But they may not work for everyone. In some cases, side effects and cost make medication a less desirable option.

Water Vapor Therapy with Rezūm™

Rezūm Water Vapor Therapy is an in-office treatment that uses the natural energy stored in water vapor, or steam, to treat the excess prostate tissue causing symptoms such as irregular urine flow, a weak stream, straining or getting up at night to urinate. All while preserving sexual function.²

Permanent Implants

Prostatic Urethral Lift is a procedure that utilizes permanent implants to lift and hold the enlarged prostate tissue out of the way, so it no longer blocks the urethra.

Laser Therapy with GreenLight™

GreenLight Laser Therapy is a same-day procedure that uses a high-energy laser to remove your excess prostate tissue and return urine flow.

Other Surgical Options

TURP, transurethral resection of the prostate, involves using a superheated thin metal band to cut and remove tissue. Open prostatectomy may be required in complex cases. This procedure enables surgeons to remove the inner portion of the prostate blocking urine flow by making small incisions in the lower abdomen.

This list of treatment options is not all-inclusive. Other treatment options may be available.

1. American Urological Association Education Research, Inc. American Urological Association Guideline: Management of Benign Prostatic Hyperplasia (BPH), Revised. 2010. Appendix 280, 283-5.

2. McVary KT, Gange SN, Gittelman MC, et al. Erectile and ejaculatory function preserved with convective water vapor energy treatment of lower urinary tract symptoms secondary to benign prostatic hyperplasia: Randomized controlled study. *J Sex Med.* 2016 Jun;13(6):924-33.

Rezūm™ Water Vapor Therapy

Rezūm Water Vapor Therapy treats the source of Benign Prostatic Hyperplasia (BPH) – your enlarged prostate. This short, in-office procedure uses the natural energy stored in a few drops of water to shrink the prostate. So urine can flow freely. There are no incisions, no general anesthesia, and most patients return to regular activities within a few days.* And, it preserves sexual function.^{1,2}

Rezūm Therapy is typically performed during one visit at your urologist’s office, or at an outpatient surgery facility. Sterile water vapor, or steam, is released throughout the targeted prostate tissue in 9-second intervals. Over time, your body’s natural healing response absorbs the treated tissue, shrinking the prostate. With the extra tissue removed, the urethra opens, reducing BPH symptoms. Most patients begin to experience symptom relief in as soon as two weeks, and maximum benefit may occur within three months.^{*1,2}

Learn more about the benefits and potential risks of this therapy by visiting Rezum.com.

Suggested Marketing Headlines

- Rezūm Water Vapor Therapy is an alternative to surgery. It treats the cause of your BPH by reducing prostate tissue, so you can get back to your life.
- What if there was a better way to get to the root cause of your BPH and experience significant, lasting relief?
- Treat your BPH without surgery, drugs and their side effects.
- Rezūm Water Vapor Therapy treats the source of BPH – your enlarged prostate.
- Uses the natural energy stored in a few drops of water to shrink the prostate. So urine can flow freely.
- Rezūm leading your life to the fullest. Why wait?

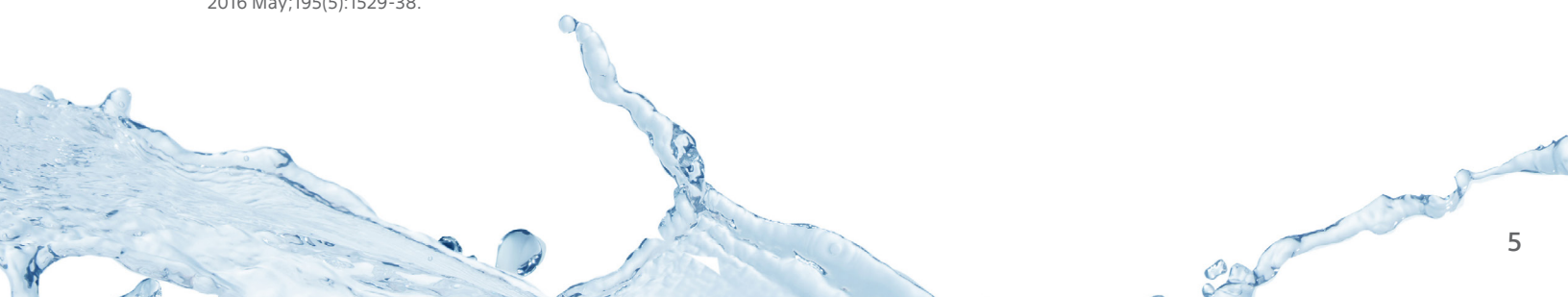
Risks

Potential risks associated with Rezūm Water Vapor Therapy include but are not limited to painful or frequent urination, blood in the urine or semen, decrease in ejaculatory volume, urinary tract infection (UTI), inability to urinate or completely empty the bladder, urgent need to urinate, and need for short-term catheterization.

*Dependent on individual clinical situation and healing response.

1. McVary KT, Rogers T, Roehrborn CG. Rezūm water vapor thermal therapy for lower urinary tract symptoms associated with benign prostatic hyperplasia: 4-year results from randomized controlled study. *Urology*. 2019 Apr;126:171-9.

2. McVary KT, Gange SN, Gittelman MC, et al. Minimally invasive prostate convective water vapor energy ablation: A multicenter, randomized, controlled study for the treatment of lower urinary tract symptoms secondary to benign prostatic hyperplasia. *J Urol*. 2016 May;195(5):1529-38.



Rezūm™ Water Vapor Therapy

Creative Assets

Please refer to the [Rezūm Water Vapor Therapy Style Guide](#) which provides in-depth visual guidance for colors, fonts, wordmarks and other creative assets.

Creative and visual assets can be downloaded from the [Rezūm Therapy Asset Library](#).

Photography

We suggest using lifestyle photography, like the examples below, that focus on the benefits that prospective patients would gain from treating their BPH with Rezūm Water Vapor Therapy. Examples include road trips without pit stops, an uninterrupted night of sleep, 18 holes of golf, and more.

Empowering men to take control of their condition rather than be defined by it provides a sense of relief and empowerment.



Rezūm™ Water Vapor Therapy

Creative Assets

These creative assets and icons are intended for use on web pages that have information about Rezūm Water Vapor Therapy.

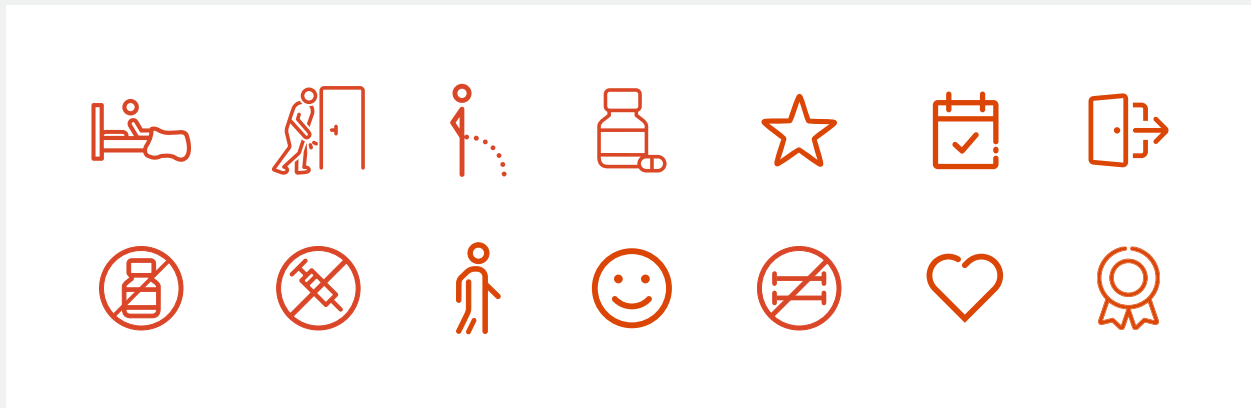
Water Swoosh



Wordmark

Rezūm™
Water Vapor Therapy

Iconography



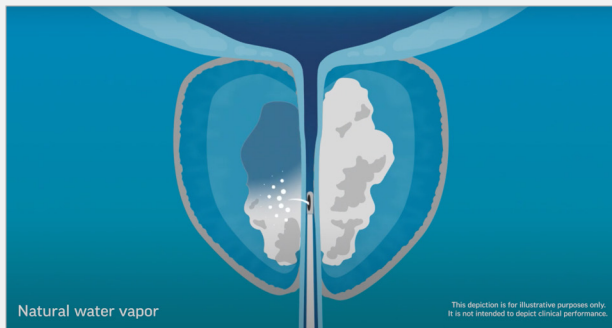
Rezūm™ Water Vapor Therapy

Patient Video Animations for Your Website – English

Videos can be used for website content or patient education materials you may be creating.

[Full-length Rezūm Patient Education Animation](#)

(7:11 min)



Embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/FbHM29oxeR4" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

[How it Works: Rezūm Water Vapor Therapy](#)

(1:50 min)

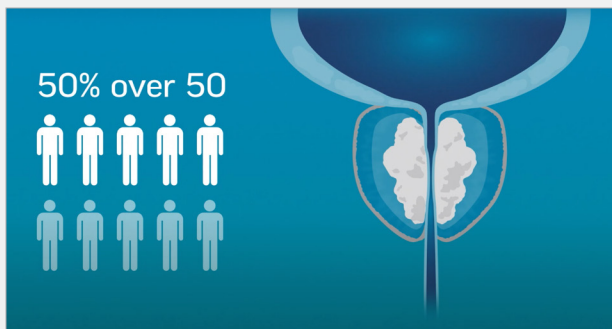


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[What is BPH?](#)

(1:47 min)

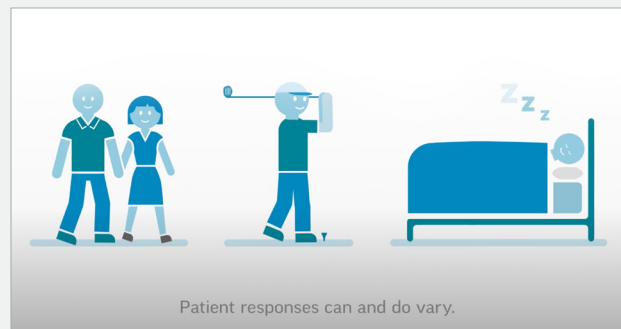


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[What to Expect with Rezūm Water Vapor Therapy](#)

(2:13 min)



Embed code:

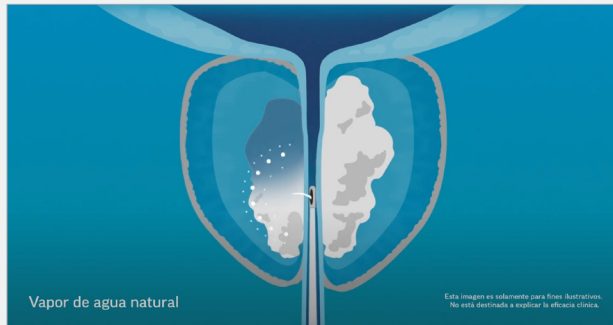
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```


Rezūm™ Water Vapor Therapy

Patient Video Animations for Your Website – Spanish

[¿Qué es la terapia de vapor de agua Rezūm?](#)

What is Rezūm Water Vapor Therapy? (7:11 min)



Embed code:

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```

[Comó funciona: La terapia con vapor de agua](#)

[Rezūm](#) How Does it Work: Rezūm Water Vapor Therapy (1:50 min)

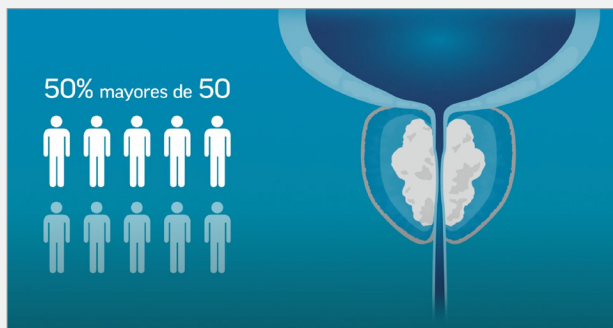


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[¿Qué es la HBP?](#)

What is BPH? (1:47 min)



Embed code:

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```

[Qué debe de esperar de la terapia con vapor de](#)

[agua Rezūm?](#) What to Expect with Rezūm Water Vapor Therapy (2:13 min)



Embed code:

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```

Social Media

Sample Posts

Urology Experts
Today at 19:33 · 🌐

Getting up all night to take trips to the bathroom isn't fun for anyone and may be a sign of benign prostatic hyperplasia. Our urologists can help. Make an appointment online at www.urologyexperts.com/EXAMPLE



👍 Like 💬 Comment ➦ Share

👍❤️👤 1035

Write something... 😊 📷 GIF 🗨️

Social Media

Additional Suggested Content

Following are some suggested social media posts that you can use for your practice. Depending on which platform you select for your audience, character limits may apply.

Be sure to include a call to action for your readers to help them understand what they are expected to do with your message. Each post should lead to a digital destination, whether that's your online appointments tool or a web page with patient education materials. The Boston Scientific patient website [Rezūm.com](https://www.rezum.com) could be a valuable resource for your practice.

- Urgent trips to the bathroom for men over 50 may be a sign of benign prostatic hyperplasia. Make an appointment with [DOCTOR NAME] to learn more [about Rezūm Water Vapor Therapy]. [INSERT LINK]

Call to action: Appointments available

- Weak urine stream could be a sign of an enlarged prostate, which can be treated. See a urologist at [PRACTICE NAME] to discuss your treatment options. [INSERT LINK]

Call to action: Book appointment now

- Getting up all night to take trips to the bathroom isn't fun for anyone and may be a sign of benign prostatic hyperplasia. A urologist can help. [INSERT LINK]

Call to action: Visit with [DOCTOR NAME]

- Slow urine flow in men over 50 may indicate benign prostatic hyperplasia. Fortunately, there are treatments. [INSERT LINK]

Call to action: Find out treatment options


- A weak urine stream could be a sign of prostate enlargement. Visit [DOCTOR NAME] in [CITY] to get checked. [INSERT LINK]

Call to action: Visit our urology clinic

In-office Materials

Rezūm Water Vapor Therapy Poster

Please contact your local sales representative for reprints of this poster.







Rezūm™
Water Vapor Therapy

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Rezūm

Rezūm nights without bathroom breaks.

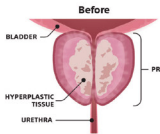
Rezūm™ Water Vapor Therapy is an alternative to surgery. It treats the cause of your BPH by reducing prostate tissue, so you can get back to your life.

| | |
|---|---|
|  Waking up at all hours to urinate? |  Weak stream? |
|  Having the urgent need to go? |  Tired of the side effects from BPH medications? |

Why choose Rezūm Water Vapor Therapy?
If you're suffering from an enlarged prostate or BPH, Rezūm Therapy offers many benefits.

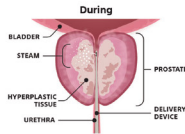
| | |
|--|--|
|  Clinical studies show that Rezūm Therapy relieves symptoms safely/effectively ^{1,2} |  Symptom relief that lasts ¹ |
|  Does not require general anesthesia ¹ |  No permanent implant |
|  Preserves sexual function ¹ |  FDA cleared |

Before



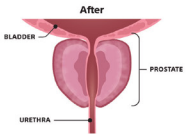
BLADDER
PROSTATE
HYPERPLASTIC TISSUE
URETHRA

During



BLADDER
STEAM
PROSTATE
HYPERPLASTIC TISSUE
URETHRA
DELIVERY DEVICE

After



BLADDER
PROSTATE
HYPERPLASTIC TISSUE
URETHRA

The number of water vapor treatments varies depending on the size of the prostate. The procedure is done during one appointment. The images are intended to show how the procedure works, not to provide an exact representation of patient results.

Rezūm leading your life to the fullest. Why wait?
Visit Rezum.com or talk to your doctor about the benefits, risks and see if Rezūm is right for you.

Potential risks associated with Rezūm Water Vapor Therapy include but are not limited to painful or frequent urination, blood in the urine or semen, decrease in ejaculatory volume, urinary tract infection (UTI), inability to urinate or completely empty the bladder, urgent need to urinate, and need for short-term catheterization.

REFERENCES & DISCLAIMERS

1. McVary KT, Rogers T, Roehrborn CG. Rezūm water vapor thermal therapy for lower urinary tract symptoms associated with benign prostatic hyperplasia: 4-year results from randomized controlled study. *Urology*. 2019 Apr;126:171-9.
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Caution: U.S. Federal law restricts this device to sale by or on the order of a physician.
Results from case studies are not necessarily predictive of results in other cases. Results in other cases may vary. Individual recovery varies. Experience may not be representative of all cases.
Content on this poster is for Informational Purposes only and does not constitute medical advice and should not be used for medical diagnoses. Boston Scientific strongly recommends that you consult with your physician on all matters pertaining to your health or to address any clinical/medical questions.
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In-office Materials

Rezūm Water Vapor Therapy Poster with Co-marketing


This poster allows practices space to add a logo, physician name or phone number. The urology practice owns the responsibility and cost of printing the poster.







Rezūm™
Water Vapor Therapy

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Rezūm nights without bathroom breaks.

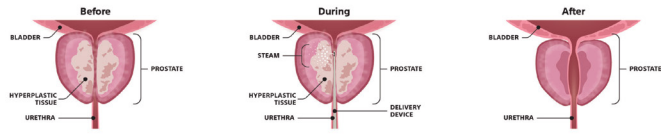


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If you're suffering from an enlarged prostate or BPH, Rezūm Therapy offers many benefits.

| | |
|--|--|
|  Clinical studies show that Rezūm Therapy relieves symptoms safely/effectively ^{1,2} |  Symptom relief that lasts ¹ |
|  Does not require general anesthesia ¹ |  No permanent implant |
|  Preserves sexual function ¹ |  FDA cleared |



The number of water vapor treatments varies depending on the size of the prostate. The procedure is done during one appointment. The images are intended to show how the procedure works, not to provide an exact representation of patient results.

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PLACE YOUR LOGO HERE

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In-office Materials

Digital Sign

A digital sign like this may be used on a waiting room TV monitor or as a screen saver on computer monitors in exam rooms.

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Rezūm nights without bathroom breaks.

Rezūm Water Vapor Therapy is a treatment for enlarged prostates or benign prostatic hyperplasia (BPH). Ask your urologist today.

Rezūm

Rezum.com

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Potential risks associated with Rezūm Water Vapor Therapy include but are not limited to painful or frequent urination, blood in the urine or semen, decrease in ejaculatory volume, urinary tract infection (UTI), inability to urinate or completely empty the bladder, urgent need to urinate, and need for short-term catheterization.

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