

**Toviaz®**

(fesoterodine fumarate)

**Don't Let Overactive Bladder Stop You In  
Your Tracks...**



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# What is Overactive Bladder?

- Urgency: having a strong need to urinate right away
- Frequency: having to urinate often
- Urgency incontinence: involuntary loss of urine
- Nocturia: waking up > 2 times

Source: International Continence Society



# OAB Prevalence

200 million people globally

33 million men and women in the U.S.

1 in every 6 persons who are over the age of 40

Source: Global Industry Analysts



# OAB Treatment

## First Line Therapy

Behavioral therapy; physical therapy; lifestyle changes  
Bladder training, pelvic floor muscle therapy, change in diet

## Prescription Medication

Detrol LA, Enablex, Vesicare, Sanctura, Botox, Ditropan XL  
Similar results in terms of safety and efficacy  
Half of patients stop taking medication

Source: Consumer Reports



# OAB Market Growth

## GlobalData

- Market worth \$1.8 billion in 2011
- Market worth \$1.3 billion in 2019

## Patent Expires of key drugs

Source: RegenceRx Pharmacy Benefit Management



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