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We are very pleased to present ***The Bathroom Key: Put an End to Incontinence***, authored by Kathryn Kassai (physical therapist) and Kim Perelli (cured patient).

Urinary incontinence is a silent epidemic, affecting half to one-third of all women. Recently, this silence has been broken by some of the most publicized women in America: Whoopi Goldberg, Kris Kardashian Jenner, and Oprah. By divulging that they have incontinence, Whoopi and Kris encourage other women to ignore the stigma, speak up, and cure this dreadful condition. *The Bathroom Key* does all that by delivering a treasure trove of little-known information that every woman should know, but unfortunately doesn't.

Mirroring *The Bathroom Key's* message, Oprah validates its significance. In August 2011, the leading health article on **Oprah.com** ("*Physical Therapy for Your Lady Parts*") affirms that physical therapy results in an 85% cure rate for incontinence – an outcome the medical community has documented for decades. Public awareness is sorely lacking, as most women are totally unaware of this successful non-invasive approach. Your media coverage will expose the truth about this closeted issue and empower women to seek help.

The Bathroom Key is much more than Kegel exercises, because it incorporates key elements of the physical therapy approach. By encouraging readers to self-assess, use biofeedback, modify behaviors, re-train their bladders, alter dietary habits, and practice a variety of exercises to self-treat and cure their incontinence, this book is a genuine teaching tool.

The Bathroom Key:

- Is written in an easy "friend-to-friend" style that reveals the secrecy surrounding urinary incontinence through real life stories of women dealing with embarrassing and life-altering symptoms. Readers will surely relate to these compelling anecdotal stories.
- Advocates for physical therapy as something that can radically help the problem, with credible, mainstream-medical citations in support.
- Lists a variety of behavioral and practical exercises that allows people to self-treat at home in a step-by-step fashion with over 60 photographs and illustrations.

Women can regain bladder control naturally, stop taking medications, avoid surgery, throw away pads, and regain their dignity. Help us spread the word to the 200 million people worldwide who are suffering in silence from this highly curable condition.

Sincerely,

Tom Hastings, Marketing Manager, Demos Health

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