



UNDERSTANDING OVERACTIVE BLADDER (OAB) AND ITS SYMPTOMS

This material is intended to a global audience (outside the United Kingdom and Republic of Ireland) for educational purposes only. It could contain information not applicable in your country. It does not replace the advice of your healthcare professional: be sure to ask your HealthCare Professional about any questions or concerns you may have.



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WHAT IS OAB?^{1,2}

If you are experiencing any of the symptoms below, you may have a common condition called **Overactive Bladder (OAB)**.

You are not alone!

OAB affects around: **13% of women** and **11% of men** worldwide.

KEY SYMPTOMS OF OAB INCLUDE:

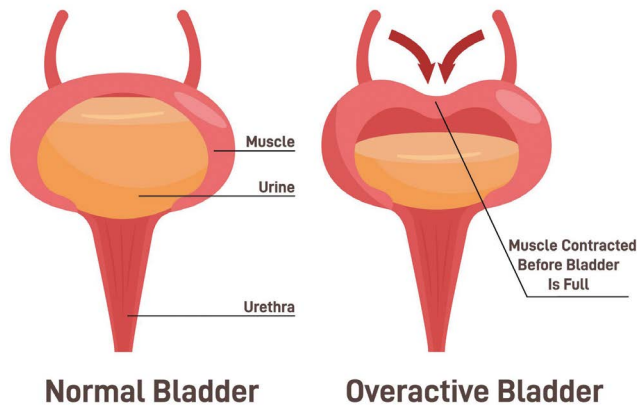
- A sudden and uncontrolled urge to urinate, called **urgency**
- Frequent visits to the bathroom, called **frequency**
- Having episodes of leakage, called **urgency urinary incontinence**
- Waking up at night (more than once a night) to go to the bathroom, called **nocturia**

WHY DOES OAB OCCUR?^{1,2}

Normally, as the bladder fills, nerve signals sent to the brain trigger the need to urinate.

These nerve signals coordinate:

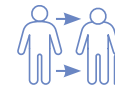
1. **Relaxation** of the pelvic floor muscles and the urethra
2. **Contraction** of the bladder muscles to push urine out



In people suffering from OAB, the bladder muscles suddenly contract too frequently and often, even when the bladder is not full, creating an urgent need to urinate.

FACTORS INCREASING RISK OF OAB^{1,2}

THE FACTORS ASSOCIATED WITH OAB:



Advancing age



Obesity and overweight



Diseases of the nervous system, such as multiple sclerosis, Parkinson's disease, strokes,...



Hormonal changes During pregnancy, menopause...

It's important to remember that although advanced age can contribute to symptoms, **OAB is NOT a normal part of aging.**

It is a medical condition for which you can get help.

If you experience symptoms of OAB, discuss them with your doctor.

OTHER SITUATIONS CAN ALSO TRIGGER OAB SYMPTOMS:



Running water



Stressful situations



Key-in-the-door syndrome (a sudden urgency to urinate when opening the door to your home)

Symptoms of OAB can differ from person to person and may change over time.

You might be surprised to hear that 1 in 6 adults experience OAB symptoms.² You are not alone, you are part of a large community of OAB patients.

LET'S REMOVE SOME MYTHS ABOUT OAB¹⁻³

There are many myths about OAB that may delay people like you from seeking help and treatment. **It's important that you know the FACTS and the MYTHS about OAB.**

OAB is just part of being a woman

The overall prevalence of OAB is similar between men and women.

There are treatments for OAB that can help

There are many treatments that can help manage OAB including lifestyle modifications, medications and surgical options.

OAB is just a normal part of getting older

MYTH

Advancing age can cause symptoms, but OAB is NOT just a normal part of aging.

Lifestyle changes can help manage OAB

FACT

Lifestyle changes are the first option for OAB management. You can : reduce alcohol intake, caffeine, and spicy foods consumption, train your bladder to hold urine for longer periods, do pelvic floor exercises, lose weight if needed, avoid smoking...

Don't ignore the signs, don't be afraid to talk about them with your doctor and your family/friends.

Sources: 1. Urology Care Foundation – Overactive Bladder (OAB): urologyhealth.org. 2. Bladder Health UK – Overactive Bladder: bladderhealthuk.org. 3. World Federation of Incontinence and Pelvic Problems: wfipp.org.



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