

NEW SURVEY REVEALS THAT 50% OF WOMEN BELIEVE HAVING A URINARY TRACT INFECTION WOULD BE EMBARRASSING

Cystex seeks to normalize urinary tract infections and help women understand UTI facts versus fiction

TREVOSE, Pa., June 2, 2016 -- It's a hard truth for women: about 60% will contract a urinary tract infection (UTI) at some point in their lives, no matter how old or healthy they are. And of that 60%, approximately 40% will have another. To put that into perspective, UTIs account for more than 8 million doctor visits each year, making it the second most common type of infection in the body.* Yet despite the prevalence of UTIs, a new independent survey commissioned by Cystex® among women ages 18-54, revealed that half (50%) of women believe having a UTI would be embarrassing.

"UTIs are caused by a variety of different reasons and there shouldn't be any shame associated with contracting one," said Dr. Yvonne Bohn, OB/GYN. "The embarrassment that this survey confirms is unwarranted because UTIs are so common -- and they are already painful enough."

The survey, conducted online by Harris Poll among 622 U.S. women ages 18-54 also found that 2 in 5 (41%) of women indicated that they believe people are judgmental of women who have a UTI.

When it comes to talking about UTIs, almost three quarters (71%) of women would feel most comfortable talking to their OB/GYN, compared to 59 percent who would openly discuss UTIs with their friends. The survey also found that women who have not experienced a UTI before are more likely to be uncomfortable talking to *anyone* about UTIs, compared to those who have had one in the past (12% vs. 4%, respectively**).

"As an OB/GYN, I feel it's my job to provide women with accurate information about the infection and assuring them that it is unfortunately a part of a woman's life," said Dr. Bohn. "It's also important to debunk the crazy myths about UTIs that exist. Women need to be armed with the truth so they can treat the infection properly instead of waiting too long to get help because they are embarrassed, which can make the condition worse."

In fact, survey findings show that while most women have had a UTI before, there are still some knowledge gaps and misconceptions when it comes to the infection. Specifically, 20% mistakenly think that UTIs can be caused by going to the bathroom too often and 19% incorrectly believe taking an oral contraception can bring about a UTI. And, only about 2 in 5 (37%) recognize that UTIs are more common in pregnant women.

The good news is that most women (64%) know that UTIs can be triggered by sexual intercourse and more than half (57%) understand that they can be a result of poor hygiene.

Almost all women who have previously had a UTI (99%) agree that they want to take a UTI head on when they think they have one by taking some form of action. Specifically, 39 percent say their first step would be to schedule an appointment with their primary care physician and 16 percent say their first step would be to take an over-the-counter (OTC) product to relieve the pain and stop the infection. [Cystex Urinary Pain Relief Tablets](#) is the only OTC UTI pain reliever with a dual-action formula that combines a key pain-fighting analgesic (sodium salicylate) that eases the discomfort with an effective antibacterial agent (methenamine) that helps stop the infection from getting worse while you wait for your doctor's appointment. Cystex tablets are also unique in that they will not change the color of your urine; other UTI pain relievers cause a fluorescent orange tint that can be alarming to some women.

"The only way to treat a UTI is through a doctor-prescribed antibiotic, but there are ways you can ease the pain and prevent the infection from getting worse while you await an appointment, such as taking an OTC product like Cystex Urinary Pain Relief Tablets," said Dr. Bohn. "UTI symptoms typically go away within days of proper treatment with doctor-prescribed antibiotics, and it is important to take the entire course of antibiotics even if symptoms have improved to be sure to eradicate all of the bacteria in the urinary tract. However, symptoms such as high fever or lower back pain could indicate a more severe infection, and if symptoms don't subside it's an indication that you should consult your doctor immediately."

"For those who have had a UTI before and simply want to keep their urinary health in check, there are products like [Cystex Liquid Cranberry Complex](#), a liquid supplement taken daily that is packed with ingredients," added Dr. Bohn. "Adding a supplement like this to your daily routine can be extremely beneficial. It's just like exercising a few days a week -- it can help you stay strong and healthy, and fight off infections."

"The fact that half of women think a UTI is embarrassing and a large number feel judged for having one is simply not right given that millions of us will contract the infection at least once," said Jennifer Moyer, Vice President of Marketing and Sales at Clarion Brands, LLC, the distributor of Cystex. "By educating women about UTIs and how they are really caused, we hope to normalize the infection and stop the myths from persisting."

To learn more about Cystex and UTI myths vs. facts, visit <http://www.cystex.com/>.

**Data from the National Institute of Diabetes and Digestive and Kidney Diseases.*

***Base size for women ages 18 to 54 that have never had a UTI is n=92. Small base size: <100.*

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Survey Methodology

This survey was conducted online within the United States by Harris Poll on behalf of **Clarion Brands, LLC** from April 1-5, 2016 among 622 U.S. women ages 18-54, among whom 530 have previously had a UTI. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Kelly Jackson, Manager, Public Relations, Allen & Gerritsen: kjackson@a-g.com

About Cystex

[Cystex](#) is the trusted urinary health brand that has helped millions of women manage the pain and discomfort of urinary tract infections (UTIs). [Cystex Urinary Pain Relief Tablets](#) are the only OTC UTI pain reliever available on the market with a dual-action formula that contains an antibacterial (methenamine) to help the infection from getting worse while you wait for your doctor's appointment. [Cystex Liquid Cranberry Complex](#) is formulated to help maintain urinary health and its proprietary formula contains a prebiotic, an anti-inflammatory, an anti-adherent and an anti-oxidant. Just one tablespoon a day has proven to promote urinary health. For more information on where to buy Cystex products in store or online, visit <http://www.cystex.com/where-to-buy/> to find locations nationwide.

About Clarion Brands, LLC

[Clarion Brands, LLC](#) offers products that provide relief for specialty health concerns. Examples of leading specialty health brands include: #1 ENT doctor recommended [Lipo-Flavonoid](#)[®] for ringing in the ears or tinnitus; [Certain Dri](#)[®], the #1 doctor recommended brand for controlling excessive underarm sweating; [Cystex](#)[®], the only over-the-counter urinary pain reliever available with a dual-action formula that eases pain and burning caused by a UTI and contains an antibacterial to help keep the infection from getting worse while waiting for a doctor's appointment; [Albolene](#)[®] [Moisturizing Cleanser](#), a makeup remover that easily cleanses stubborn mascara and lipstick, yet leaves skin feeling soft, supple and moisturized; and [Anti Monkey Butt](#)[®] [Powder](#), specially formulated with calamine powder to absorb excess sweat and reduce frictional skin irritation.