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FORMULATING INNOVATION

NEWS RELEASE

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Study on Patented Urox® Formula Honored As Nutrition Research Project of 2018

Published Research Demonstrated Patented Herbal Composition Promotes Healthy Bladder Control

Brisbane, Australia (July 17 2018) Research published in the journal BMC Complementary and Alternative Medicine on Urox®, a patented herbal formula that improves symptoms of overactive bladder and urinary incontinence, has been honored as Nutrition Research Project of 2018 by the respected publication NutraIngredients-USA.

The award-winning study, *Urox containing concentrated extracts of Crataeva nurvala stem bark, Equisetum arvense stem and Lindera aggregata root, in the treatment of symptoms of overactive bladder and urinary incontinence: a phase 2, randomised, double-blind placebo controlled trial* (Schoendorfer et al. BMC Complementary and Alternative Medicine (2018) 18:42), demonstrated that Urox® produced statistically significant improvements over two months.

The award was accepted by study co-author Dr. Alexander Schauss of AIBMR Life Sciences.

“We’re delighted that the judging panel of scientists and other experts singled out our study to honor as cutting-edge research,” said Tracey Seipel, N.D.

This study, co-funded by the Australian Federal government and the Seipel Group, assessed the efficacy of Urox®, a proprietary combination of phytomedicine extracts, in reducing urinary frequency and lack of bladder control. The Australian universities involved were the University of Queensland, University of Tasmania, and Endeavour College of Natural Health.

In the study, Urox® was shown to reduce frequency to normal range, reduce urgency by 60%, and decrease night time trips to the bathroom by almost half. It

is the only natural product shown in clinical research to be effective for urinary incontinence. Specifically,

- 60% reduction in occasional feelings of urinary urgency
- 60% reduction in occasional loss of bladder control (stress and urge)
- Noteworthy reduction of nighttime trips to the bathroom
- 75% of Urox users reduced their occasional pad usage to one or less per day
- 84% Urox users felt satisfied with Urox
- No significant adverse effects or known drug interactions

Fifty million Americans have poor bladder control causing significant reductions in quality of life, confidence and freedom, becoming reclusive and isolated with early nursing care admittance. Current options include adult diapers and poorly-tolerated medications. Urox® has potential to deliver natural, life-changing solutions for widespread bladder control issues.

Developed by Tracey Seipel, N.D., a Naturopathic doctor, medical herbalist and clinical nutritionist who has been combining traditional and scientific theories to develop treatment strategies and formulations since 1987, the Urox® formula was developed through years of research into the prevalence and impact of bladder control issues for both men and women, which affects up to 50 million Americans. The Seipel Group Pty Ltd. was granted US Patent No. 9,452,191 for *Herbal compositions for the prevention or treatment of urinary incontinence and overactive bladder* in 2016. Seipel Group has registered the US trademark Urox® for the formula, which can be found in several finished products on the US market.

BMC CAM is an internationally respected, peer-review on-line, free access journal. The study may be accessed here:

[BMCcomplementalternmedUrox](#)

About Seipel Group Pty Ltd

Seipel Group Pty Ltd is an Australian company committed to the research and development of specialized formulations to improve bladder control. Based in Brisbane, Australia, Seipel Group is led by the head formulator, Dr. Tracey Seipel. Products include Urox®, Prorox®, Seipel's prostate-bladder formulation which contains Urox® plus other prostate-benefiting components, and Bedtime Buddy®, Seipel's formulation for bedwetting children containing Urox®. For more information please visit: www.seipelgroup.com or call (855) 950-4567

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