



## THE STIGMA OF OVERACTIVE BLADDER SYNDROME

OAB, referred to in the literature as OAB syndrome, is a chronic, challenging medical condition consisting of a constellation of urinary storage-related symptoms (i.e., urinary urgency, urinary frequency, urgency incontinence and nocturia) demonstrated to have an impact on the quality of life for both men and women.



### The Stigma of OAB Symptoms

Beyond its physical and social functioning effects, one of the most impactful & life-changing consequences of OAB is the stigma associated with its lower urinary tract symptoms /LUTS (i.e., compelling urgency to urinate, frequently needing to urinate during the day, nocturia—needing to urinate during sleep cycle and incontinence).

### Physical & Social Functioning Consequences of OAB

In terms of quality of life, OAB can have a detrimental effect on a person's physical functioning (i.e. ability to carry out basic and instrumental activities of daily living such as cooking, cleaning, driving, doing laundry or managing finances) and social functioning (i.e. ability to interact with others to fulfill everyday relational expectations and responsibilities whether at home, work or other social-oriented environments).

### Risk Factors of OAB Syndrome

An array of risk factors associated with OAB have been identified and include:

- Functional gastrointestinal disorders with irritable bowel syndrome being the most common
- Autonomic nervous system dysfunction
- Ethnicity with African-American and Hispanic patients being at greater risk
- Other potential risk factors include;
  - sleep apnea
  - urinary microbiota
  - smoking
  - increased coffee consumption
  - artificial sweeteners
  - alcohol, spices and sour drinks
- Bladder inflammation and infection
- Bladder stones
- Enlarged prostate
- Menopause
- Genital prolapse
- Stress urinary incontinence surgery
- Obesity
- Anxiety and depression



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In one study, men reported feeling stigmatized for making frequent trips to the bathroom and were worried about being perceived as impotent, while women concerned about being seen as having an unclean body or having a compromised social identity, while at the same time creating stressful OAB circumstances, compromising the ability to cope with the circumstances of OAB, undermining quality of life and worsening OAB-related health outcomes.



It is important to underscore that the stigmatization of a person coping with OAB and its symptoms can experience psycho-emotional consequences.

For example, the stigma of OAB symptoms can make a person feel and be perceived as being different from and less desirable than other people, which can reduce self-esteem and lead to depression and anxiety, while at the same time creating stressful OAB circumstances, compromising the ability to cope with the circumstances of OAB, undermining quality of life and worsening OAB-related health outcomes.

### STRAUSS NATURALS BLADDER SUPPORT DROPS FOR OVERACTIVE BLADDER SYNDROME

The **Strauss Bladder Support Drops™** formula is a special blend of naturally sourced and studied herbs used traditionally in botanical medicine to help support a healthy functioning bladder and a healthy functioning urinary tract.

The **Strauss Bladder Support Drops™** formula is indicated to help increase urine flow, neutralize the acidity in urine, remedy mild and uncomplicated infections in the lower urinary tract, alleviate leaking of urine/urinary incontinence, moderate inflammation, protect against any harmful microorganisms/antiseptic, kill bacteria/antibacterial, along with sooth, strengthen and tone urinary passages. Hence, Strauss Bladder Support Drops™ are well-suited to help support and restore bladder functioning, while moderating the symptoms of OAB of urinary urgency, urinary frequency and nocturia.

**Medicinal Ingredients (per ml):** Birch leaf (*Betula pendula*) 268.7 mg, Bilberry leaf (*Vaccinium myrtillus*) 201 mg, Uva ursi leaf (*Arctostaphylos uva-ursi*) 132.8 mg, Juniper fruit (*Juniperus communis*) 91.3 mg, Saw Palmetto fruit (*Serenoa repens*) 91.3 mg, White willow bark (*Salix alba*) 45.6 mg, Linden flower (*Tilia x europaea*) 45.6 mg, Nettle Leaf (*Urtica dioica*) 45.6 mg, Corn silk stigma (*Zea mays*) 45.6 mg, Goldenseal root (*Hydrastis canadensis*) 32.6 mg

**Non-Medicinal ingredients:** Water, ethanol, glycerin, spearmint flavoring

**Dosage:** • Adults take 1mL orally, 3 times daily • Do not take with highly acidic foods (e.g., citrus fruits and juice) or medications which may acidify urine • Take a few hours before or after any medication or natural health product.

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