

# EM Bella Chair

Focus on the restoration of intimate health for both men and women.  
Comprehensively safeguard the vitality of the pelvic floor muscles.



Part One.

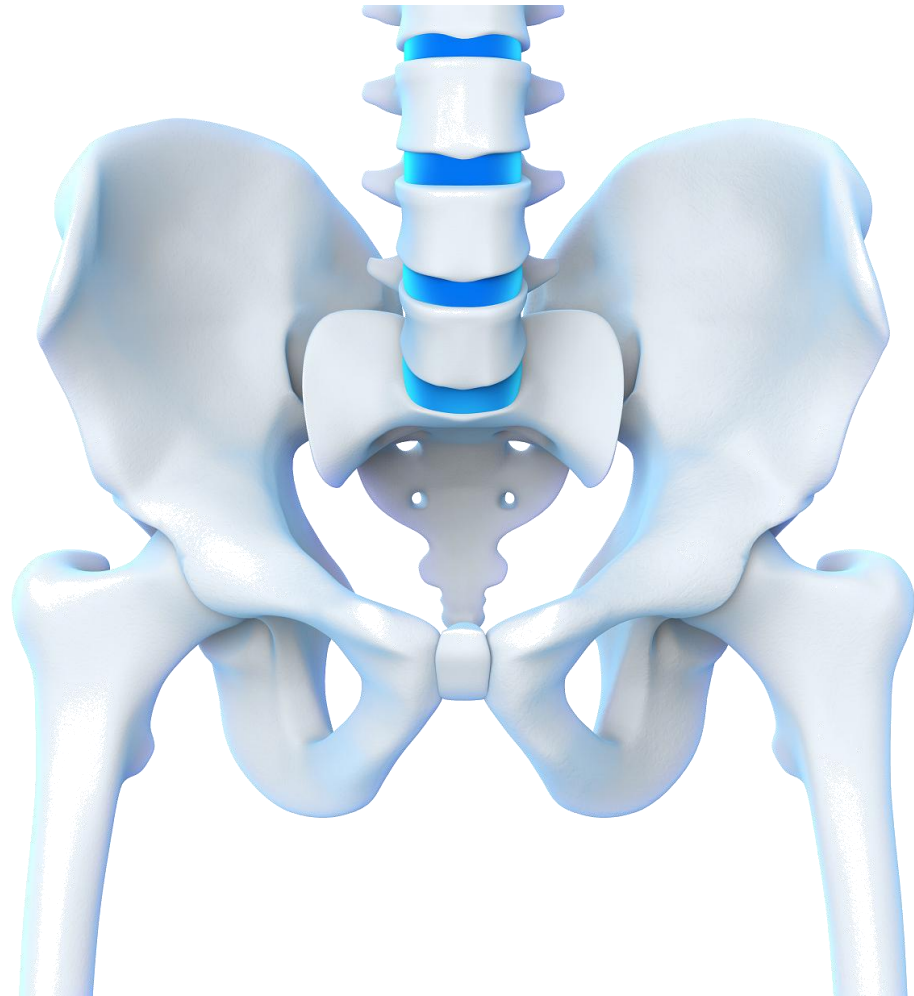
# Understanding Basic Clinics

U N D E R S T A N D   B A S I C   C L I N I C A L   K N O W L E D G E



## Know Your Pelvis

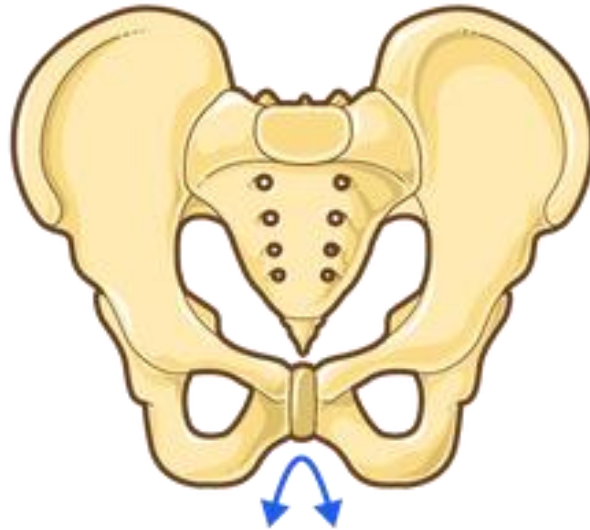
The pelvis is made up of the sacrum, coccyx, and two hip bones on each side. Each hip bone is fused together by the ilium, ischium, and pubis.



The pelvis, a crucial bony structure connecting the torso to the lower limbs, serves as a protective shield for vital organs like the uterus, bladder, vagina, and rectum in women. Functioning like a weightlifter, it constantly bears the upper body's weight.

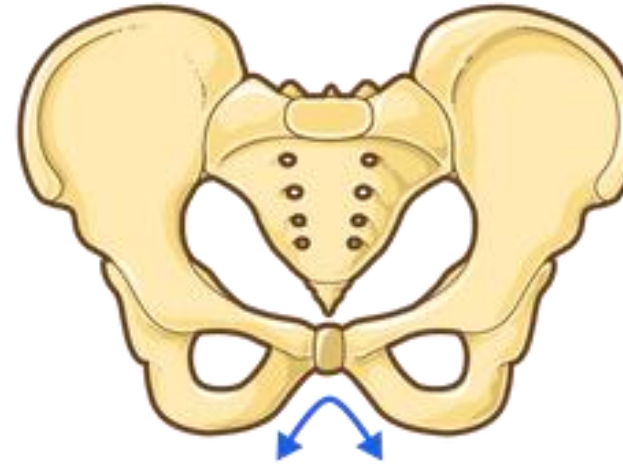
During pregnancy, the pelvis is responsible for supporting the weight of the fetus. For the delivery process, the pelvis is also the bony birth canal that the fetus cannot bypass when delivered. Its structural characteristics and physiological changes have a great impact on the smooth delivery.

## Comparison of Pelvis between Males and Females



Male

The upper opening of the male pelvis is heart-shaped and the lower opening is narrow. The pelvic cavity is long and funnel-shaped, and the pelvic arm is thick and rough with heavy bone.



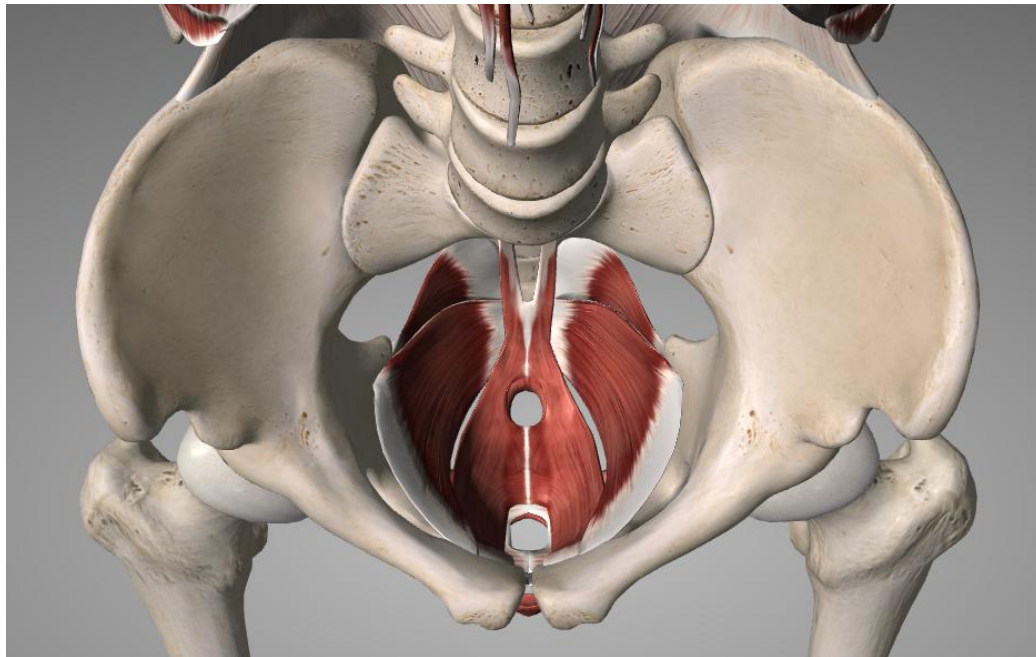
Female

The upper opening of the female pelvis is nearly round, and the lower opening is wider. The pelvis is short and wide, barrel-shaped, and the sacral protrusion is not obvious, which facilitates women to conceive and give birth and provides space for the birth canal. However, it has poor ability to support the gravity of the upper body, so the general physical activity of women is generally weaker than that of men.

Postpartum  
women are prone  
to pelvic floor  
dysfunction

## Understanding the Pelvic Floor Muscles

The pelvic floor muscles are the group of muscles that enclose the pelvic floor. Functioning like a "sling," they support organs within the pelvis including the bladder, uterus, and rectum, maintaining their proper positioning and normal functions. These muscles are located at the base of the pelvis, extending from the pubic symphysis to the coccyx, surrounding the urethra, vagina, and rectum.



### The manifestations of pelvic floor dysfunction

incontinentia  
urinae

Organ prolapse

sexual  
dysfunction

abnormal  
defecation

Stefani Buehler explained that the pelvic floor muscles function like a spring, connecting the pubic bone and coccyx. These muscles surround the openings of the urethra, vagina, and rectum, providing support for pelvic and abdominal organs while coordinating bladder function, bowel movement, and sexual health.

# The Functions of the Pelvic Floor Muscles

## 01 PROP UP VISCERAL ORGAN

The pelvic floor muscles act like a "suspension system" that supports organs such as the bladder, uterus (in women), and rectum, preventing them from prolapsing due to gravity or increased abdominal pressure. For example, during pregnancy, they support the enlarged uterus; in daily life, they maintain proper positioning of organs and ensure pelvic stability when the body changes posture.

## 02 SPARE TIME CONTROLLED URINATION

The pelvic floor muscles surrounding the urethra and rectum act like valves to control urine and stool expulsion. When contracted, these muscles close the urethral and rectal openings, enabling the body to hold urine and stool. When needed, they relax to ensure smooth and voluntary elimination. These muscles help prevent incontinence during daily activities.

## 03 ASSISTANCE SEXUAL FUNCTION

When women are sexually aroused, the contraction of the pelvic floor muscles increases vaginal tightness and sensitivity, enhancing pleasure; during childbirth, it helps the fetus pass through the birth canal, and after delivery, it is conducive to recovery. For men, it assists in erection, helps control ejaculation, and can improve sexual function through exercise.



Pelvic floor muscle relaxation can cause PFD pelvic floor dysfunction

Mild  
impairment

GSM (genital atrophy syndrome) can cause vulvovaginal atrophy. Symptoms include vaginal wall laxity, vaginal dryness, difficulty achieving orgasm, reduced sexual pleasure, accompanied by a feeling of heaviness in the lower abdomen, frequent urination and constipation.

aggravation

Cavity of Kong is not closed, uterine prolapse, Vaginal bulging of anterior and posterior walls, incontinence without sensation

*Urinary incontinence is serious*

*Womens physical and mental health!*



Skin laxity can cause PC prostate disease

Mild  
impairment

Recurrent urinary tract infection, incomplete urination, frequent urination, painful urination with burning sensation  
Decreased libido, impotence, premature ejaculation, constipation, perianal heaviness, urethral discharge

aggravation

Prostate fibrosis, calcification, hypertrophy, prostate hyperplasia, Pain during ejaculation, anal prolapse and hemorrhoids



# Cause of Pelvic Floor Muscle Relaxation

01

## Pregnancy and childbirth

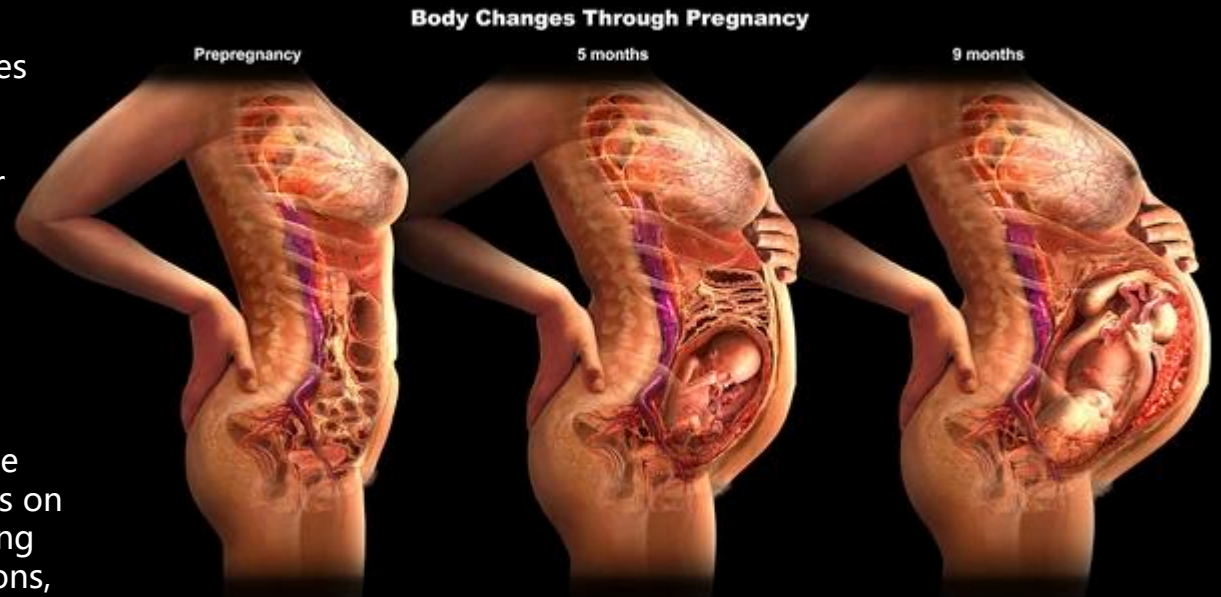
### Uterine pressure during pregnancy

The elasticity and strength of the pelvic floor muscles gradually decreased. Studies have shown that the pressure of the uterus on the pelvic floor during pregnancy can reduce blood flow to the pelvic floor muscles by about 30% -40%.

02

### Birth injuries

During vaginal delivery, the fetus passes through the birth canal, which exerts significant stretching forces on the pelvic floor muscles, fascia, and nerves, increasing the risk of tearing injuries. Even with cesarean sections, the pressure from the uterus during pregnancy can damage these muscles. Statistics show that approximately 70% to 80% of women who deliver vaginally experience varying degrees of pelvic floor muscle strain.





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## Hormonal changes

As women age, their declining estrogen levels play a crucial role in maintaining the normal structure and function of pelvic floor tissues. Reduced estrogen levels lead to decreased collagen synthesis and increased breakdown in these tissues, resulting in diminished elasticity. Postmenopausal women experience approximately 70-80% lower estrogen levels compared to premenopausal states, accompanied by a 30-40% reduction in collagen content within pelvic floor tissues.



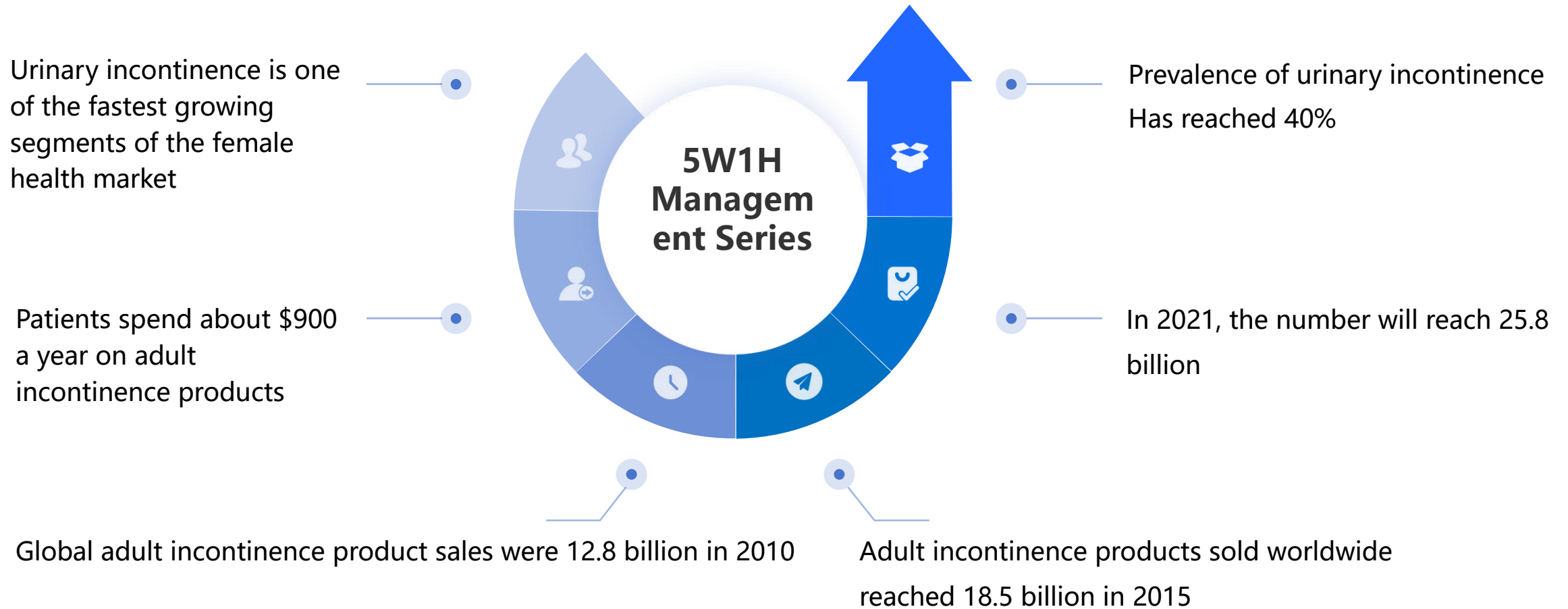
*Womens demand for intimate health is growing*

According to the International Society of Aesthetic Plastic Surgery (ISAPS), womens attention to their private health is increasing by 27 percent a year, with urinary incontinence one of the top health concerns for women.

Research by the National Urinary Incontinence Foundation (NAFC) reveals that approximately 19 million women and nearly 200 million people worldwide suffer from urinary incontinence. Alarmingly, over half of affected individuals do not seek professional medical help despite experiencing symptoms. The progression from initial mild symptoms to severe cases typically takes an average of 6.5 years. During this prolonged period, the condition not only severely impacts patients quality of life but may also trigger a range of other health complications.



# Market growth for urinary incontinence



Part T wo.

# Introduction of EM Bella Chair

I N T R O D U C T I O N T O P R O D U C T



# EM BELLA CHAIR

The EM Bella Chair utilizes high-intensity focused electromagnetic technology to precisely activate pelvic floor muscles, systematically performing sustained tightening and elevation movements. Within 28 minutes, it directly stimulates motor neurons to efficiently command up to 22,000 powerful muscle contractions, activating the entire pelvic floor muscle group at an unprecedented frequency. This high-frequency stimulation not only strengthens muscle strength but also comprehensively enhances users voluntary control over pelvic floor muscles, establishing a solid foundation for pelvic health.

More comprehensive, more in-depth and more efficient

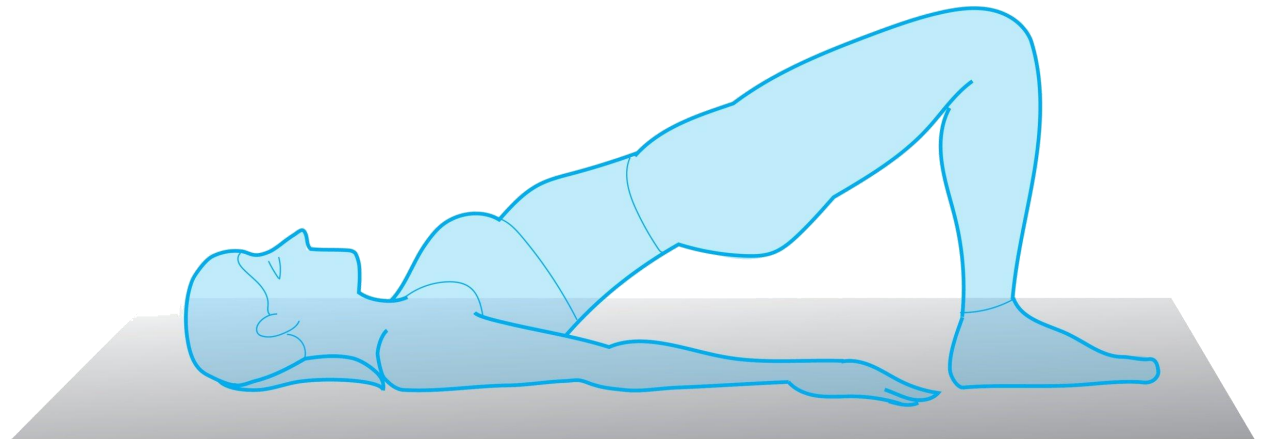
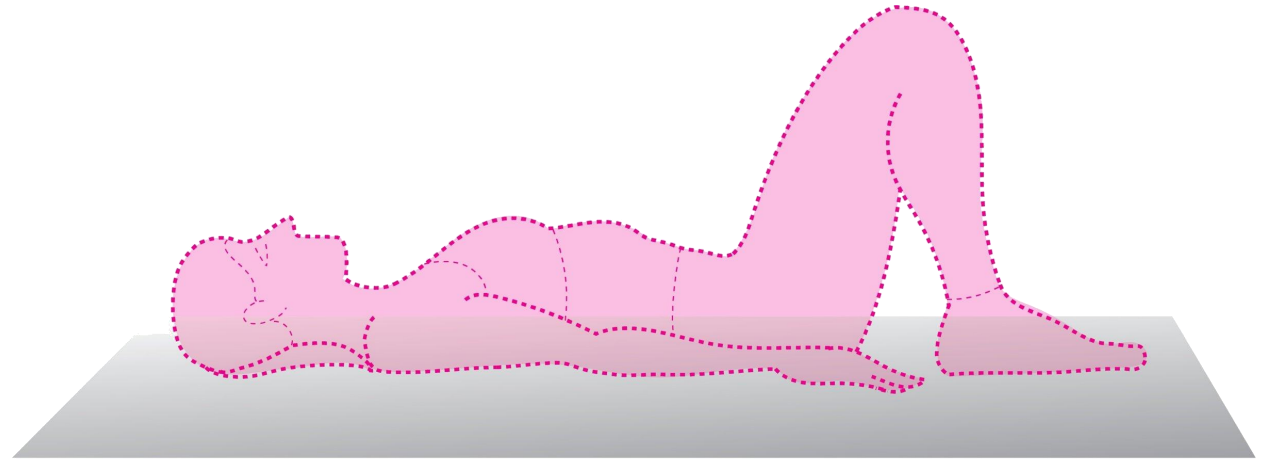


# MECHANISM OF ACTION

## Learn about Kegel exercises · Pelvic exercises

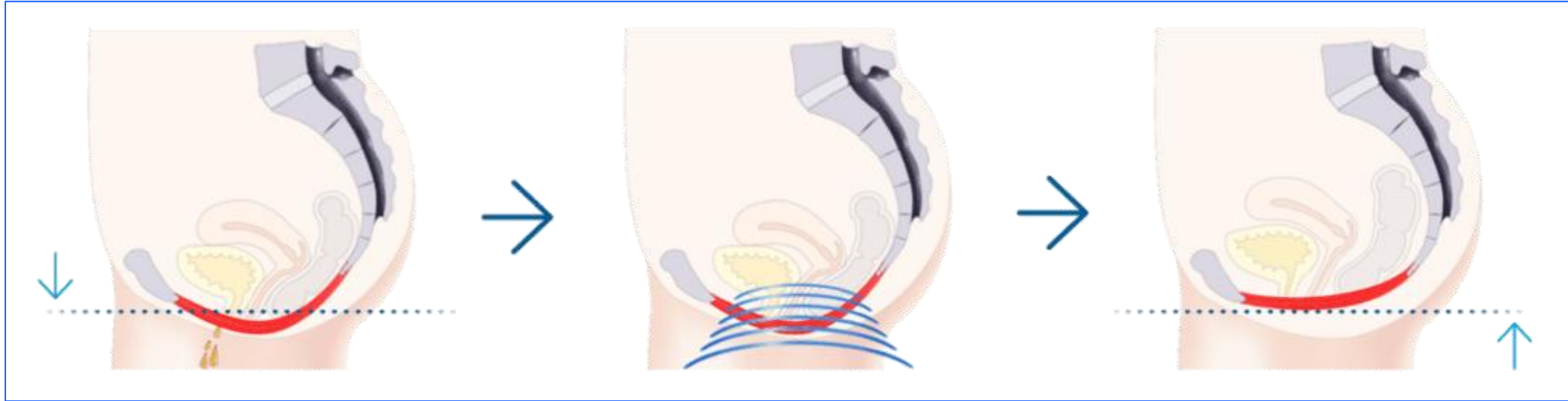
The Kegel exercise, also known as pelvic floor exercise, was originally designed to help postpartum women restore the strength of their pelvic floor muscles to improve pelvic floor dysfunction caused by childbirth, such as urinary incontinence.

The core principle of Kegel exercises lies in consciously contracting and relaxing the pelvic floor muscles to enhance their strength, endurance, and elasticity. These muscles form a closed group that enclose the pelvic floor, functioning like a "sling" that supports internal organs such as the bladder, uterus (in women), and rectum, while also controlling vital physiological functions including urination, defecation, and sexual control. During Kegel exercises, contracting the pelvic floor muscles increases tension in this "sling," strengthening support for pelvic organs. Conversely, relaxing these muscles reduces muscle tension and improves local blood circulation.





## EM Bella chair mechanism



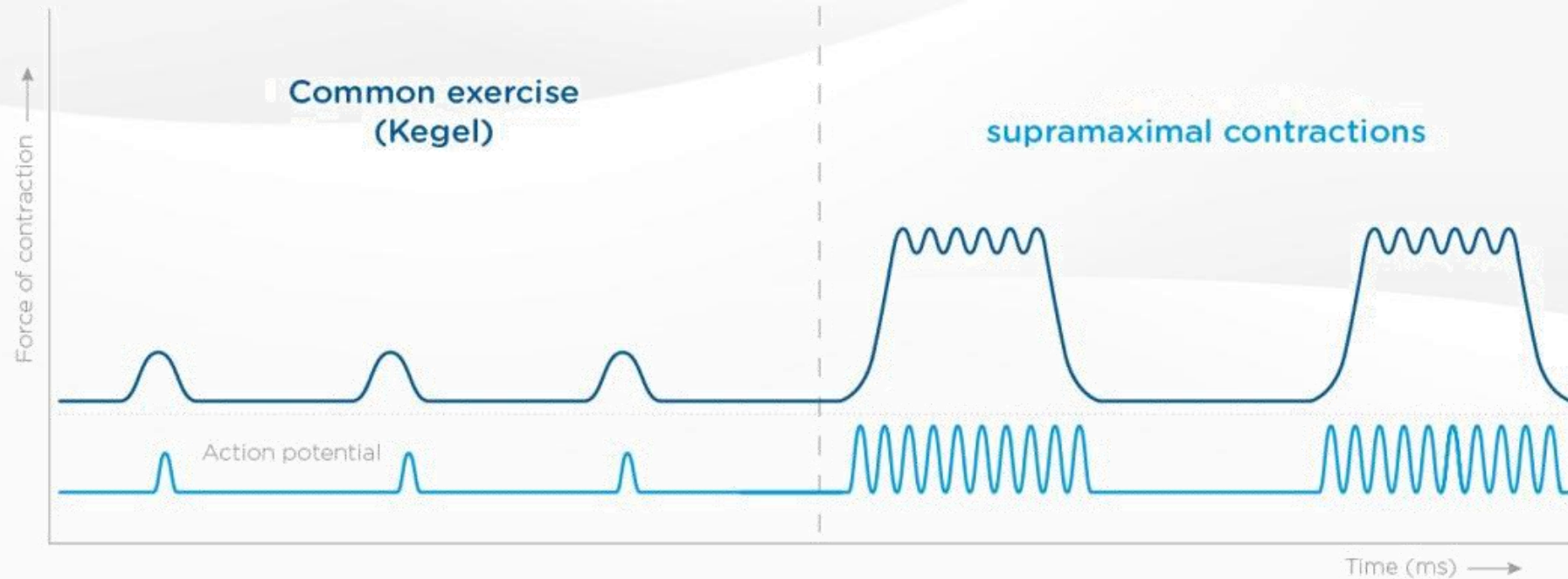
Electromagnetic  
energy focusing pulse



Deep penetration stimulates  
the entire pelvic floor area

One treatment = 22,000 muscle  
contractions

## Keegel Game vs. Happy Chair



The pelvic floor muscles (PFM) are capable of producing and maintaining the maximum tension at the limit of spontaneous contraction (MVC) in a physiological state, but this state is usually only transient.

The effect of super muscle movement is greater than the tension at maximum voluntary contraction (MVC).  
High-intensity focused magnetic field technology can stimulate the pelvic floor muscles.

## Product Features



### Non-invasive

The magnetic field stimulation method does not require surgery or puncture, which greatly reduces the risk of infection and reduces patients fear and physical pain of treatment.



### Strong penetration

Penetrates skin, fat, bone and other tissues, directly acting on pelvic floor muscles and nerves.



### Comfortable and painless

Magnetic stimulation is usually painless. There is generally no significant pain or discomfort.



### Self-regulation

The treatment parameters can be flexibly adjusted, and clinicians can make personalized adjustments according to the specific conditions of patients.



### Easy to operate

The device operation interface is simple, easy to understand and use.



### effective in treatment

In clinical application, it has good therapeutic effect on many kinds of pelvic floor dysfunction diseases.



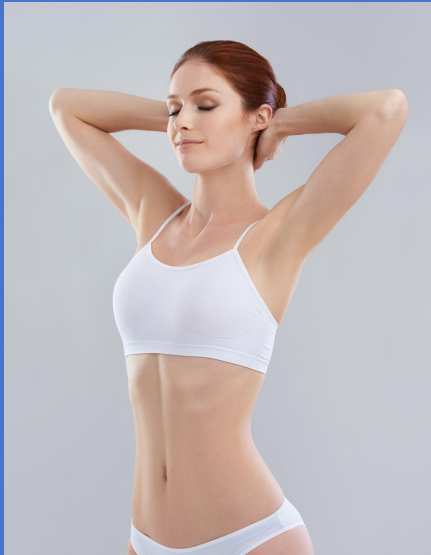
Part T hree.

# EM Bella chair product application

P R O D U C T   A P P L I C A T I O N S

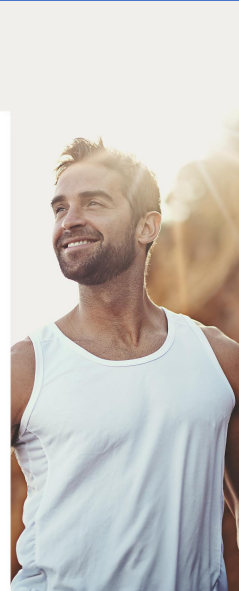


*Focus on mens and womens private health repair*  
*Keep your pelvic floor muscles alive*



## A womans exclusive care

- Optimize the private environment, empower the pelvic floor muscles in an all-round way, reshape their tough function, and build a solid foundation for womens health.
- To prevent the risks of related surgery in advance, improve the quality of life from the source, and help women enjoy a carefree life.
- Precise repair of pelvic trauma, strong acceleration of the body recovery process after childbirth, help to regain confidence and vitality after childbirth.



## Mens thoughtful care

- Deeply improve prostate problems, professional repair of bladder function damage, regain male urinary system health.
- Targeted relief of urinary stone pain, fine improvement of sphincter dysfunction, to "clear the obstacles" for daily comfortable life.
- Collaborate to help manage obesity-related diseases, protect mens health in multiple dimensions, and open a new chapter of healthy living.

# Clinical Application

## **Pelvic organ prolapse**

Vaginal anterior wall bulging/back wall bulging/uterine prolapse, etc

01

## **Postoperative pelvic floor dysfunction**

cervical cancer, total hysterectomy, ovarian cancer, low rectal cancer,  
After prostate surgery, pelvic floor dysfunction is easy to occur

02

## **Lower urinary tract dysfunction**

Pressure/emergency and mixed types of urinary incontinence, including urinary retention, neurogenic bladder, etc

03

## **Disordered bowel function**

Functional constipation/rectal incontinence/presbyotonic syndrome, etc

04

05

## **Pain trouble**

Chronic pelvic pain/anorectal pain/lumbar pain and pain caused by piriform muscle syndrome

06

## **Sexual dysfunction/reproductive health**

Loss of sexual pleasure/sexual pain/vaginal relaxation and reduced sensation and ovarian function recovery

07

## **Chronic disease burden**

Refractory overactive bladder/ stress incontinence/genital neuralgia/pelvic floor muscle weakness, etc

08

## **Other related issues**

Chronic prostatitis affects male urogenital health;  
Impaired sexual function by erectile dysfunction; childhood enuresis



## Clinical Advantages

No changing  
clothes required

Non-invasive treatment

No  
recovery  
period



**The Gospel  
of the  
Patient**

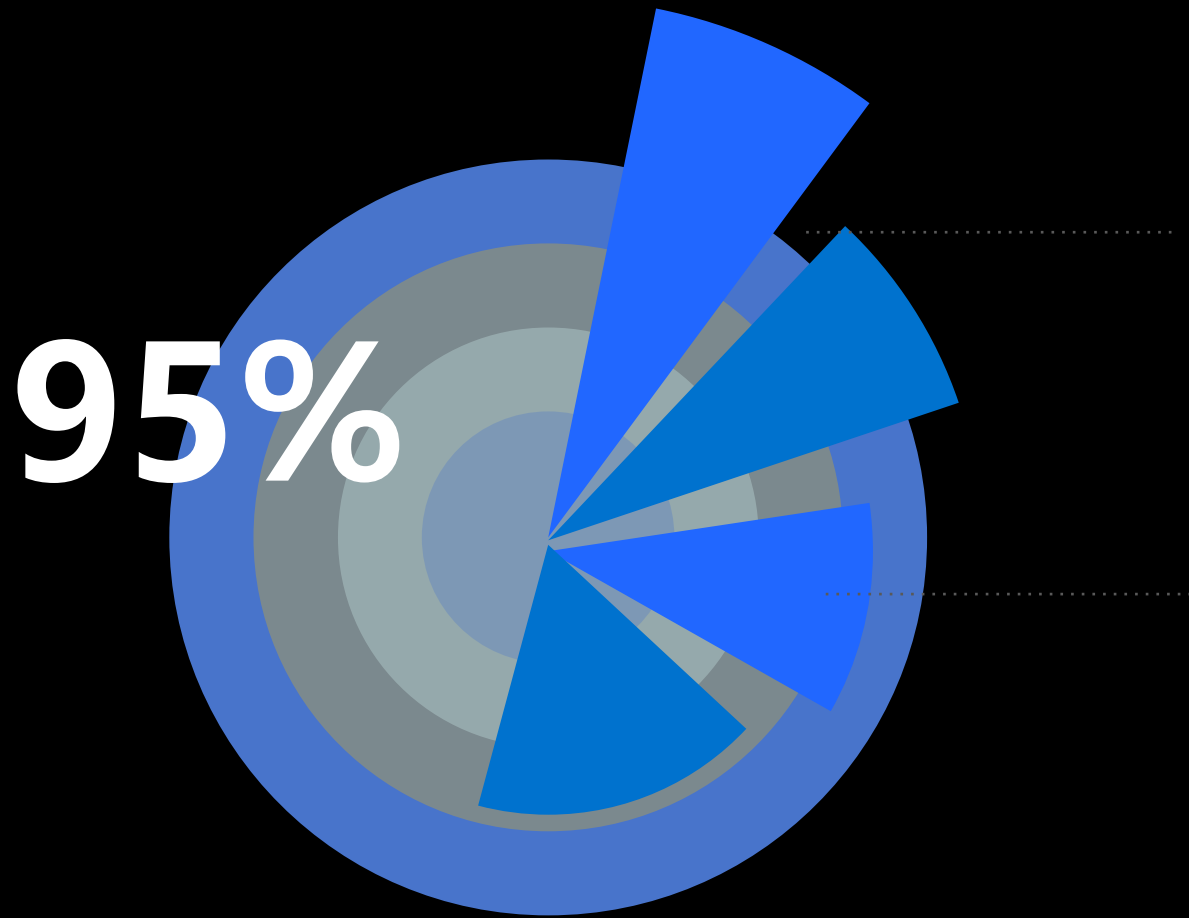


**Physician benefits**

Treatment does  
not require  
monitoring

No  
consumable  
s consumed

Enhanceme  
nt of  
efficiency



Clinical studies have shown that  
95% of patients report significant  
improvements in quality of life

*so far* —

- Two clinical studies have been completed.
- In the new clinical data update, more than 120 cases were enrolled, covering all types of incontinence.
- 95% satisfaction and significant improvement in patients quality of life.

Part F our.

# EM Bella Chair treatment program

T R E A T M E N T C O U R S E P L A N



*EM Bella Chair*

*30 minutes/once*

Experience a course

30 minutes per session

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6 times

Awakening

30 minutes/once

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12 times

Deep  
Therapy

30 minutes per session

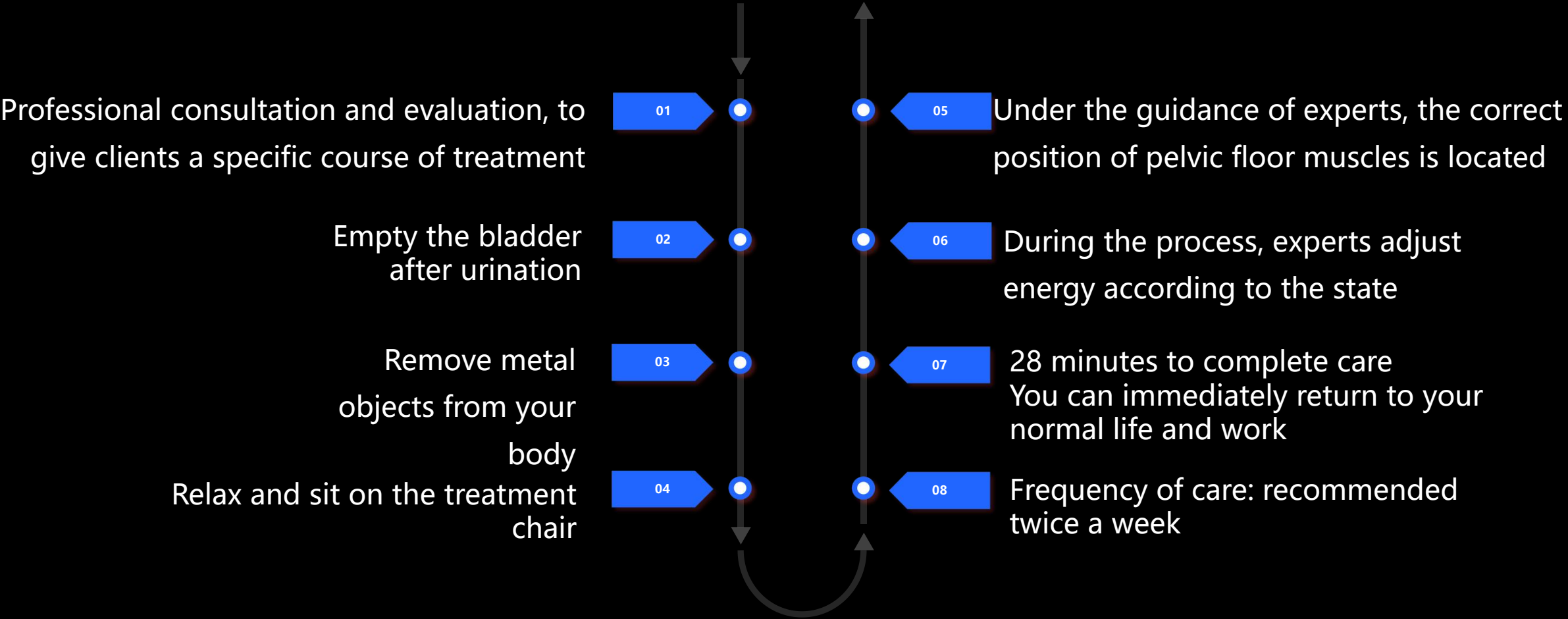
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20 times

30 minutes

- 6 Times, 12 times or 20 times

SOP service process



## Taboo people

- ① Patients with heart disease, pacemakers, defibrillators and emptying the bladder
- ② Metal contraceptive rings
- ③ Major diseases, severe hyperlipidemia, hyperglycemia and hypertension, bleeding diseases, anticoagulation therapy
- ④ therioma
- ⑤ Periods, pregnancy

