



## NEWS RELEASE

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### MEDIA RELATIONS

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## Los Angeles-area Orthopedic Groups Become First in the Region to offer the iovera° treatment for Patients with Knee Pain

**Redwood City, CA – January 14, 2014** Myoscience announced today that Kerlan-Jobe Orthopaedic Clinic and Podesta Orthopedic and Sports Medicine Institute have joined a growing number of cutting-edge medical facilities in the nation, and are the first in the Los Angeles area, to offer the iovera° system for the treatment of anterior and interior knee pain. The iovera° system, cleared by the FDA to treat peripheral nerve pain, utilizes its patented Focused Cold Therapy™ delivery system to direct a controlled cold dosage via closed-end probes to specific nerves for precise, predictable, drug-free pain relief.

“We are pleased these practices have seen, first hand, the value of the iovera° system for their knee pain sufferers,” said Jeff Gold, myoscience CEO. “The iovera° system gives physicians and patients a unique option to address peripheral nerve pain in a very targeted, safe way harnessing the natural power of cold to temporarily stop nerves from signalling and to deliver immediate pain relief without systemic medication.”

Frequent knee pain limits function and mobility, and impairs quality of life for approximately 25% of adults.<sup>1</sup> Peripheral nerves treated with the iovera° system are temporarily stopped from signalling for a period of time, followed by a restoration of function - results may vary per patient\*. Because peripheral nerve function is disrupted rather than destroyed, the results are safe, effective and temporary.

“In my practice I strive to offer my patients options that are the least invasive to their bodies and lives as possible,” said Luga Podesta, M.D., of the Podesta Orthopedic and Sports Medicine Institute. “This procedure uses the simple power of cold in a very high-tech, precise way to essentially block specific nerve signals temporarily and deliver immediate pain relief.”

“The iovera° treatment has been a great addition to my clinical armamentarium for patients with knee pain. I can offer them highly targeted pain relief, and in many cases, help them avoid or reduce their need for systemic painkillers,” said Vernon Williams, M.D., of Kerlan Jobe Orthopaedic Clinic. “My patients are excited to have a natural, drug-free treatment that enables them to walk out of my office with reduced pain and stay that way for up to 3 months.”

The iovera° system delivers liquid nitrous oxide from a convenient and powerful handheld device to the closed-end probes of the Smart Tip during treatment. While this highly pressurized liquid travels from the handpiece to the Smart Tip, it undergoes a phase change becoming very cold, drawing in heat energy from the surrounding tissue and forming a precise zone of cold at the targeted nerve. The gaseous nitrous oxide returns into the handpiece, leaving nothing behind in the body. This precise cold treatment causes a reversible nerve block based on a process called

Wallerian degeneration. Pain is relieved in sensory nerves, which send messages to the central nervous system. The nerve re-innervates 1-2 mm per day, which gives a predictable restoration of nerve function.

### **About iovera°**

The Food and Drug Administration (FDA) cleared the iovera° system for use in peripheral nerves in January 2013. The iovera° system is being used most frequently for knee pain but can be used to treat pain in any peripheral nerve. The iovera° system is specifically cleared to destroy tissue during surgical procedures by applying cold temperature. It can also be used to produce lesions in peripheral nervous tissue by the application of cold to the selected site for the blocking of pain. The iovera° system is not indicated for treatment of central nervous system tissue.

### **About the Kerlan-Jobe Orthopaedic Clinic**

The Kerlan-Jobe Orthopaedic Clinic is a world leader in the diagnosis and treatment of orthopaedic and sports medicine injuries and illnesses. In addition to sports medicine, the clinic specializes in all aspects of orthopaedic care, including the diagnosis and treatment of the spine, shoulder, elbow, knee, hand and foot disorders, orthopaedic trauma, arthritis, congenital disorders, and work-related injuries. The clinic also conducts research in the areas of sports medicine and orthopaedic care. For more information about the Kerlan-Jobe Orthopaedic Clinic please visit: <http://www.kerlanjobe.com>. Patients interested in the iovera° treatment at Kerlan-Jobe can call: 310-665-7200.

### **About the Podesta Orthopedic and Sports Medicine Institute**

Founded in 2008 by Dr. Luga Podesta in Thousand Oaks, CA, the staff of physicians, nurses, medical assistants, and radiological technicians is dedicated to delivering exemplary care to patients, while minimizing potential time lost from work or play. The Institute has expertise in the treatment of athletic and musculoskeletal injuries of the shoulder, elbow, knee and spine utilizing a sports medicine model to aggressively diagnose and treat all patients with orthopedic musculoskeletal injuries. When appropriate, the Podesta team strives to take a conservative, non-surgical approach to treatment. For more information about the Podesta Orthopedic and Sports Medicine Institute please visit: <http://podestasportsmedicine.com>. Patients interested in iovera° treatment at the Podesta Orthopedic and Sports Medicine Institute can call: 805-267-2902.

### **ABOUT MYOSCIENCE**

*Silicon Valley, California-based myoscience is a privately-held medical device company committed to making its platform technology, Focused Cold Therapy, the standard of care for the treatment of peripheral nerve conditions. Focused Cold Therapy is the patented technology delivered by the iovera° system. The iovera° system is currently approved in Europe and Canada for temporary wrinkle reduction, temporary pain reduction and treatment of dermatologic conditions, and is indicated in the United States for use in pain management and general surgical use. For more information, please visit [www.myoscience.com](http://www.myoscience.com).*

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\* In a single arm, post-market study of knee pain, 70% of subjects reported an effect at ~2 months. 45% of subjects reported a continued effect at ~3 months.

<sup>1</sup> Nguyen, Uyen-Sa D.T., DSc, et al. "Increasing Prevalence of Knee Pain and Symptomatic Knee Osteoarthritis," *Ann Intern Med.* (2011 December 6); 155(11): 725-732.