



## NEWS RELEASE

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### MEDIA RELATIONS

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## New York City Pain Specialists Become the First Physicians in the Northeast to offer the iovera° treatment for Patients with Knee Pain

**Redwood City, CA – February 12, 2015** Myoscience announced today that Dr. Halland Medical, and Manhattan Spine and Pain have joined a growing number of cutting-edge medical facilities in the nation, and become the first in the Northeast, 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.

“The iovera° treatment provides my knee pain patients with a very effective, natural option that provides relief precisely at their point of pain allowing them, in many cases, to avoid or reduce their need for systemic painkillers,” said Sudhir Diwan, M.D., Manhattan Spine and Pain. “My patients are excited to have a minimally-invasive, drug-free treatment that enables them to walk out of my office pain-free and stay that way for up to 3 months.”

“Patients are relieved when they realize that there is a minimally-invasive, non-systemic option that can give them instant knee pain relief,” said Halland Chen, M.D., of Dr. Halland Medical. “There’s something familiar and comforting to patients about using the simple power of cold to eliminate pain, and with iovera° we can now use cold in a very high-tech, precise way to block specific nerve signals temporarily.”

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.

“We are so pleased that these pain specialists have seen the unique value of the Focused Cold Therapy delivery system for patients with knee pain,” said Jeff Gold, myoscience CEO. “The iovera° treatment allows physicians to target a patient’s pain directly at the source by treating the specific peripheral nerves involved with a natural, safe dose of cold that temporarily stops the nerves from signalling and delivers immediate pain relief.”

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. iovera° 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 Manhattan Spine and Pain Medicine**

Manhattan Spine and Pain Medicine physicians listen and treat pain without surgery. Their passion is improving patients' quality of life. Pain management is the medical specialty focused solely on treating patients in acute and chronic pain. The practice's goal is to restore function and improve the quality of life for those in pain. The board-certified physicians at Manhattan Spine and Pain listen diagnose and treat pain from head to toe using a range of non-surgical treatment options. For more information about the Manhattan Spine and Pain Medicine please visit: <https://treatingpain.com/mspm>. Patients interested in iovera° treatment at Manhattan Spine and Pain can call 877-463-7264.

### **About Dr. Halland Medical**

Dr. Halland Chen specializes in pain management. His practice is focused on non-surgical knee and spine treatments, with a special emphasis on regenerative medicine and organic options through the use of PRP, Stem Cells and natural supplements. Dr. Halland Medical applies its unique techniques for patients to address sports injuries, pain management conditions, and cosmetic anti-aging. Dr. Halland specializes in injection therapy and minimally invasive techniques. For more information about Dr. Halland Medical please visit: <http://drhalland.com>. Patients interested in iovera° treatment at Dr. Halland Medical can call: 212-464-8772.

### **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.