

## W.A.K.E. UP & FLEXX Campaign Fact Sheet

### W.A.K.E. Up & Flexx

W.A.K.E. Up & Flexx (**W**omen's **A**rthritic **K**nee **E**ducation) is a national public awareness campaign sponsored by Ferring Pharmaceuticals Inc. to help address the disproportionately high number of women impacted by knee osteoarthritis (OA). The campaign encourages women who suffer from osteoarthritis knee pain to speak with their physicians about their treatment options and steps to help maintain healthy, active lifestyles.

W.A.K.E. Up & Flexx focuses on women's arthritic knee education and asks women across the country to "W.A.K.E. Up" and help educate themselves and their loved ones about knee OA, the associated pain and treatment options.

Gloria Gaynor, GRAMMY® award-winning recording artist and the Arthritis Foundation's 2011 Woman of the Year (New York Chapter), is the national spokesperson for the campaign. Following Ms. Gaynor's diagnosis with OA of the knee more than 25 years ago, she has passionately advocated the need for increased awareness of OA knee pain, treatment options and the importance of maintaining a healthy, active lifestyle.

Launched in May 2011, the W.A.K.E. Up & Flexx exercise video series encourages people with knee osteoarthritis pain to participate in simple and convenient daily exercise routines to help them maintain healthy, active lifestyles.

The five-part W.A.K.E. Up & Flexx exercise video series is hosted by Ms. Gaynor and can be accessed at [Euflexxa.com](http://Euflexxa.com). Before starting any exercise program, people with osteoarthritis knee pain should consult their doctors.

A special effort is needed to help increase awareness around the disproportionate number of women afflicted with the burden of knee osteoarthritis. Please visit [Euflexxa.com](http://Euflexxa.com) to learn more about the W.A.K.E. Up & Flexx Campaign, osteoarthritis knee pain treatment options and ways to maintain a healthy, active lifestyle.

### Osteoarthritis of the Knee

OA is the most common form of arthritis and a chronic disease in which the cushioning tissue between the bone joints, wears away. Approximately 16 million of the nearly 27 million people affected by OA are women.<sup>1,2,3</sup>

According to the American Academy of Orthopaedic Surgeons, women older than 50 years of age are more likely to develop osteoarthritis of the knee than men, and approximately 60 percent of osteoarthritis sufferers are women.

## About Euflexxa®

Euflexxa® (1 percent sodium hyaluronate) is used to relieve knee pain due to osteoarthritis. It is used for patients who do not get enough relief from simple pain medications such as acetaminophen or from exercise and physical therapy.

### IMPORTANT SAFETY INFORMATION

You should not take this product if you have had any previous allergic reaction to EUFLEXXA or hyaluronan products. You should not have an injection into the knee if you have a knee joint infection or skin diseases or infections around the injection site.

EUFLEXXA is only for injection into the knee, performed by a qualified doctor. After you receive this injection you may need to avoid activities such as jogging, tennis, heavy lifting or standing on your feet for a long time (more than one hour). The safety and effectiveness of repeat treatment cycles of EUFLEXXA have not been established. The safety and effectiveness of EUFLEXXA have not been shown in children under 18 years of age.

Side effects sometimes seen when EUFLEXXA is injected into the knee joint were pain, swelling, skin irritation and tenderness and these were generally mild and did not last long.

Please see full Prescribing Information at [Euflexxa.com](http://Euflexxa.com).

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#### References

- [1] U.S. Department of Health and Human Services. (2002, Revised 2006). *Osteoarthritis* (NIH publication No. 06-4617). Washington, DC: National Institute of Arthritis and Musculoskeletal and Skin Diseases.
- [2] American Academy of Orthopaedic Surgeons. (2007). Frequently Asked Questions about Osteoarthritis of the Knee. Retrieved Mar. 8, 2011, from, <http://orthoinfo.aaos.org/topic.cfm?topic=a00228>
- [3] Arthritis Foundation. (2011). Arthritis in Women. Retrieved Mar. 8, 2011, from, <http://www.arthritis.org/women.php>