

W.A.K.E. Up & Flexx Exercise Video Series Fact Sheet

W.A.K.E. UP & FLEXX Exercise Video Series

The W.A.K.E. Up & Flexx exercise video series launched in May 2011 to encourage people with knee osteoarthritis (OA) pain to participate in simple and convenient daily exercise routines to help them achieve and maintain healthy, active lifestyles.

Each video features a set of two recommended exercises tailored to easily fit into individuals' daily routines and help them stay healthy, active and limber for everyday activities such as gardening, shopping or playing golf.

The five-part series is hosted by the national W.A.K.E. Up & Flexx Campaign spokesperson Gloria Gaynor and can be accessed at Euflexxa.com.

Ms. Gaynor, known for her hit record and tale of personal strength "I Will Survive", was diagnosed with knee OA in 1984. Following her diagnosis, it became Ms. Gaynor's mission to raise awareness about OA knee pain, the impact on women and the importance of achieving and maintaining a healthy, active lifestyle.

Osteoarthritis of the Knee

OA of the knee is the most common form of arthritis and a chronic disease in which the cartilage (cushioning tissue between the bone joints) wears away. In OA of the knee, the thick fluid that surrounds the knee joint becomes thinner and less able to cushion, lubricate and protect the joint and causes pain.¹

Nearly 27 million people are affected by OA and approximately 60 percent of those OA sufferers are women. According to the American Academy of Orthopaedic Surgeons, women older than 50 years of age are more likely to develop OA of the knee than men.^{2,3}

W.A.K.E. UP & FLEXX Campaign

W.A.K.E. Up & Flexx (**Women's Arthritic Knee Education**), is a national public awareness campaign sponsored by Ferring Pharmaceuticals Inc. to help address the disproportionately high number of women impacted by knee osteoarthritis. 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.

**Before starting any exercise program, people with osteoarthritis knee pain should consult their doctors.*

EUFLEXXA® (1 percent sodium hyaluronate) is indicated for the treatment of pain in osteoarthritis (OA) of the knee in patients who have failed to respond adequately to conservative nonpharmacologic therapy and simple analgesics (e.g., acetaminophen).

Important Safety Information

EUFLEXXA® is contraindicated in patients who have a known hypersensitivity to hyaluronate preparations or who have knee joint infections, infections, or skin disease in the area of the injection site. EUFLEXXA® should not be administered through a needle previously used with medical solutions containing benzalkonium chloride. Do not use skin disinfectants for skin preparation that contain quaternary ammonium salts. Do not inject intravascularly due to potential for systemic adverse events. The safety and effectiveness of injection in conjunction with other intra-articular injectables, or into joints other than the knee have not been studied. Remove any joint effusion prior to injecting. Transient pain or swelling of the injected joint may occur after intra-articular injection with EUFLEXXA®. The safety and effectiveness of repeated treatment cycles weeks with EUFLEXXA® have not been established. In a randomized, double-blind, multicenter clinical trial (N=160 EUFLEXXA®), the only adverse event reported with EUFLEXXA® at an incidence greater than 5 percent was arthralgia (8.7 percent).

Please see full prescribing information at 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>