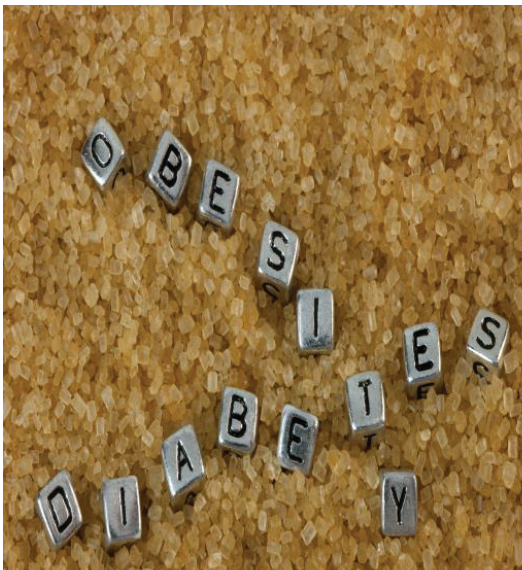


US obesity rates have tripled in the last 60 years!

OBESITY CAUSES CLINICAL HEALTH RISKS

National surveys show that 43% of Americans are obese, with 10% of them considered morbidly obese. Obesity rates have increase over the last 60 years suggesting that just over a third of Americans are overweight. A person is considered obese when their body mass index (BMI) is 30- 39.9% and morbidity obese is 40% higher with a healthy range BMI measuring around 18% to 25%. In today's social media culture, obesity acceptance is considered body positivity and has gone mainstream proclaiming "fat acceptance". However, the risk factors associated with being obese/morbidly obese contribute to the many health risks obesity causes and are often disregarded by many individuals. Some risk factors include high blood pressure, bone and joint wear and tear, type 2 diabetes along with peripheral nerve damage, fatty livers and other organ failures, heart attacks, strokes, sleep apnea, etc. As physicians, you are faced with treating patients suffering with various health complications due to obesity with increasing healthcare costs. The clinical risks and comorbidities are endless and can result in mortality. Recent data found that the medical care costs of obesity are almost \$150 billion per year in the U.S.¹

DIABETES + OBESITY = DIABESITY



Diabesity is a new medical term for a condition that is becoming a worldwide epidemic. The diabesity epidemic can be considered the highest health issue in today's world. With obese patients, they are approximately 6 times more likely to develop type 2 diabetes. Testing their glycohemoglobin (HbA1C) blood levels can help indicate the amount of glucose attached to their hemoglobin: normal range is below 5.7%, prediabetic is 5.7 - 6.4%, and 6.5% indicates diabetes. If they are already suffering with type 2 diabetes and obesity, their condition will most likely worsen. With obese + diabetic patients their cells resist moving glucose into and throughout their bloodstream. Their livers where the extra glucose is stored is filled with fat. This confuses the pancreas making it work even harder to produce insulin to move glucose though their bloodstream. The pancreas overworks to produce insulin and begins to wear out, ultimately becoming insulin resistant. Now, you not only have an obese patient but one who is also diabetic, a condition that can greatly increase the development of diabetic peripheral neuropathy and multimorbidity.

NOVEMBER IS DIABETES AWAENESS MONTH

According to the International Diabetes Foundation, there are 537 million adults (20-79 years) living with diabetes - 1 in 10. This number is predicted to rise to 643 million by 2030 and 783 million by 2045.² Diabetes occurs when the B-islet cells located in their pancreas are damaged and the pancreas becomes insulin resistant causing a lack of blood glucose control. High blood glucose weakens the wall of the peripheral nerves that supply oxygen and other nutrients causing the peripheral nerves to be unable to send healthy messages to the brain and other parts of the body. Diabetes can be controlled with low-carb diets, sugar-free diets promoting weight loss, managing blood glucose levels, monitoring A1C levels to evaluate their treatment plans, increasing physical exercise and discontinuing smoking. About 60 -70% of all people will eventually develop diabetic peripheral neuropathy, the most common type of nerve damage affecting the feet, legs, hands, and arms causing severe pain, numbness, weakness, tingling, cramps, etc.

→→ **Continued on page 2**

RST-SANEXAS NEOGEN®- SERIES

In the case of pain associated with diabetic peripheral neuropathy, treatment using Electric cell-Signaling Technology (EcST) FDA cleared RST-SANEXAS neoGEN®-Series device helps relieve pain and increase circulation. The neoGEN® device delivers electrical energy signals to nerve cells to assist in the recovery processes. Treating your patients can help them find pain relief and restore their HOPE for a pain-free quality life.

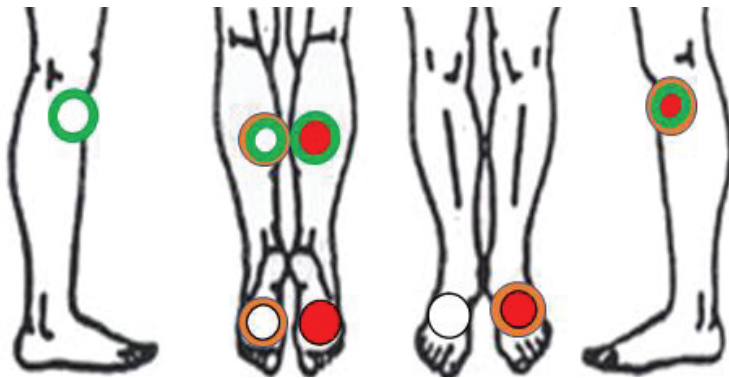
References

1. Catherine Welford Varney, DO. The Economic Costs of Obesity. Medical Economics. Mar 7, 2022. medicaleconomics.com/view/the-economic-costs-of-obesity.
2. <https://diabetesatlas.org> International Diabetes Foundation: Diabetes around the world in 2021.

Placement Suggestions

These Placements are examples for Neuropathy lower and upper extremity issues.

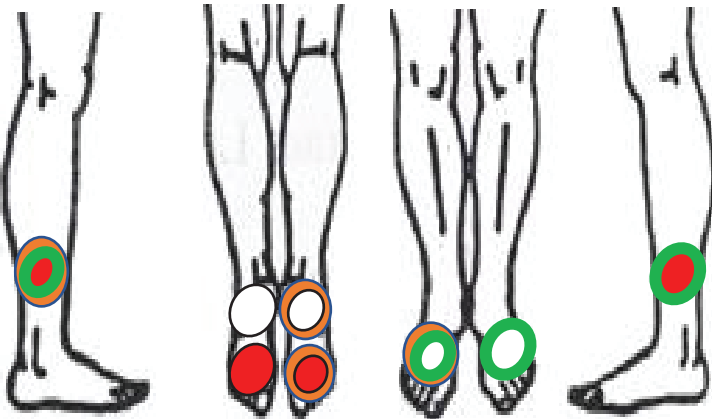
“Norm” or “Normal”



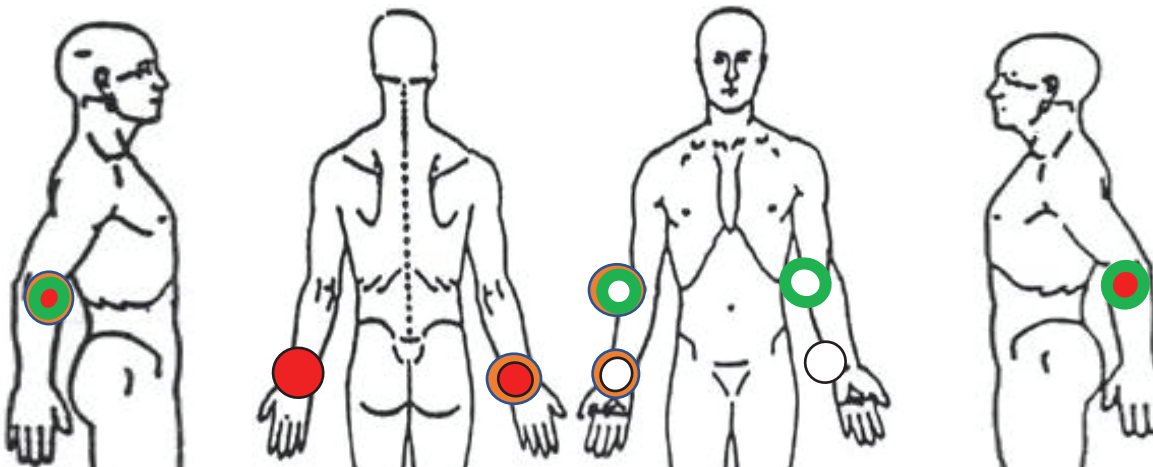
“2BT”



“2B”



Upper Extremities





**Buy 2 packs, Adhesive Anatomical Electrode
Get 1 pack FREE
(Purchase limit 5 packs)**

Offer ends, November 30, 2023



2" Round
Item # 4175
Pack of Four
**Buy 2,
Get 1 FREE**



3" Round
Item # 4300
Pack of Four
**Buy 2,
Get 1 FREE**



4" Round
Item # 4400
Pack of Four
**Buy 2,
Get 1 FREE**

Adhesive, single patient disposable adhesive electrodes, which comply with all regulatory standards. These adhesive electrodes are engineered for all electrical currents, including higher frequencies and multiplexed signal energy, and can be re-used approximately 10-15 times.

