

## FOR IMMEDIATE RELEASE

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### **HyGieaCare<sup>®</sup> Same Day Prep<sup>™</sup> Colonoscopy available for Gastrointestinal & Liver Specialists of Tidewater, PLLC (GLST) Patients in Norfolk**

AUSTIN, TX, 27 January 2016 – HyGieaCare Inc. today announced that *Same Day Prep*<sup>™</sup> for colonoscopy is now exclusively available for GLST patients at the HyGieaCare<sup>®</sup> Center located at The Amelia Building at Park Central, 885 Kempsville Road, Suite 224, Norfolk, Virginia.

The Center features the HyGieaCare Prep System, cleared by the U.S. Food and Drug Administration (FDA) to effectively clean the bowel using a gentle infusion of warm, gravity-flow filtered water. The use of this proprietary method means patients may forgo many of the elements that make traditional bowel prep inconvenient and uncomfortable, and can experience simple, easy bowel prep on the same day as their scheduled colonoscopy.

“With *Same Day Prep*<sup>™</sup> our patients can now prepare comfortably for colonoscopy in a safe, private and hygienic environment at the HyGieaCare<sup>®</sup> Center - without a sleepless night and without having to repeatedly run to the bathroom,” said Michael Sperling MD, President of GLST. “This exclusive offering is another example of the way GLST is providing our patients with exceptional level of care and highest quality comprehensive services.”

#### **Good bowel cleansing is the key to a successful colonoscopy, early cancer prevention.**

Colorectal cancer is the second leading cause of death from cancer in the United States.<sup>1</sup> It typically begins as abnormal growths called polyps, which can be detected and removed during a colonoscopy, dramatically lowering the risk of death from the disease by more than half.<sup>2</sup> Unfortunately, up to one-quarter of all colonoscopies are reported to have inadequate bowel preparation, which can hinder these efforts.

The reasons for inadequate prep varies, including poor compliance with preparation instructions; having a medical condition, like diabetes, that makes drinking large quantities of

water difficult; and physical impairments that can prevent a person from getting to a bathroom quickly. A bowel that is not adequately cleansed can result in a missed polyp, a longer procedure time, or even a repeat colonoscopy.<sup>3</sup>

“Our team is excited at the opportunity to provide GLST-referred patients *Same Day Prep*<sup>™</sup> for colonoscopy at the HyGIeaCare<sup>®</sup> Center in Norfolk,” said Gabi Meron, Chairman and CEO of HyGIeaCare, Inc. “a prep that is preferred by patients and provides gastroenterologists with consistently clean colons, allowing for better health outcomes.”

### **The convenience of simple, same-day prep.**

At the HyGIeaCare<sup>®</sup> Center, the prep is performed in a clean and comfortable environment. A trained tech leads the patient to a private room where he or she is seated on an ergonomic basin. The tech walks the patient through the procedure, which routinely takes less than one hour. A small, sterile, disposable nozzle is easily inserted about an inch into the rectum and a gentle stream of warm water flows into the bowel, loosening stool and causing the intestine to contract allowing for the comfortable and discreet evacuation of the colon. Water continues to gently flow until the tech determines the colon has been sufficiently cleansed.

The HyGIeaCare *Same Day Prep*<sup>™</sup> replaces traditional prep for colonoscopy and is performed on the same day as the colonoscopy, prior to the scheduled procedure. Patients who have experienced this prep have reported that it is safe, simple, comfortable and preferred over oral prep.

For more information about HyGIeaCare<sup>®</sup> and *Same Day Prep*<sup>™</sup>, look at the websites:

<http://glstva.com/locations-2/#.VqgALPkrJD8> or

<http://www.hygieacare.com/hygieacare-center-norfolk%2c-va.html>

### **About Gastrointestinal & Liver Specialists of Tidewater, PLLC (GLST)**

For over 25 years, Gastrointestinal & Liver Specialists of Tidewater, PLLC ([www.glstva.com](http://www.glstva.com)) has been the premier practice for liver and gastroenterology in Southeastern Virginia.

The GLST's 40 providers are the preferred expert gastroenterology consultants for most primary care physicians and specialists in the region because of their expertise in handling cases, from the very simple to the very complex.



A GLST goal is to set the best practice/highest quality standard of patient care and to gain an understanding of each patient's individual condition and deliver the most effective plan of care.

Patients choose GLST's practice for the recognized state of the art and highest quality comprehensive services, exceptional level of care along with the convenience of easy access to several locations to include; Carrolton, Portsmouth, Chesapeake, Suffolk, Newport News, Virginia Beach, Norfolk and Williamsburg.

### **About HyGIEaCare, Inc.**

Chairman and CEO Gavriel (Gabi) Meron -- the founder and former CEO of Given Imaging, the Company that successfully brought the PillCam to the world -- partnered with Texas-based Lifestream Purification Systems to form HyGIEaCare, Inc. to bring the HyGIEaCare FDA-cleared Prep System and procedure exclusively to the GI world.

The goal of HyGIEaCare is to provide unique services and solutions to gastroenterologists to deliver better GI outcomes for their patients and their practice through a chain of HyGIEaCare Centers to be established in the US and throughout the world.

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1. National Cancer Institute, General Information about Colorectal Cancer. Accessed online on March 18, 2015 at: <http://www.cancer.gov/cancertopics/pdq/prevention/colorectal/Patient/page2>

2. Zuaber AG et al, Colonoscopic polypectomy and long-term prevention of colorectal-cancer deaths. NEJM 2012 Feb 23;366(8):687-96. doi: 10.1056/NEJMoa1100370. Accessed at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3322371/>

3. Johnson et al, Optimizing Adequacy of Bowel Cleansing for Colonoscopy: Recommendations From the US Multi-Society Task Force on Colorectal Cancer. Am J Gastroenterology advance online publication, 16 September 2014; doi: 10.1038/ajg.2014.272. Accessed at: <http://gi.org/guideline/optimizing-adequacy-of-bowel-cleansing-for-colonoscopy-recommendations-from-the-us-multi-society-task-force-on-colorectal-cancer/>