

# ELITONE® WINS ‘NEW PRODUCT OF THE YEAR’ AWARD

## *International Aesthetics Awards Show Names Medical Device Top Winner*

**[MONROE, CONN. 5 DECEMBER 2019]** -- [ELITONE®](#) was recently awarded best “New Product of the Year” Award at the 2019 [My Face My Body](#) Global Aesthetic Awards show held on November 25, 2019, in Las Vegas, Nevada. The international awards event recognizes the best products, clinical practices and healthcare providers in the aesthetics industry. ELITONE took one of the top awards from among 1,500 entries and is manufactured by [Elidah, Inc.](#), a woman-owned medical device company based in Connecticut.

“We are thrilled to receive this impressive award,” said Gloria Kolb, co-founder and CEO of Elidah, Inc. “It’s encouraging to see how My Face My Body recognizes a woman’s beauty is more than what we see. It’s about the confidence she has in her body, inside and out - and ELITONE can truly help women regain control and confidence.”

ELITONE is a patented, FDA-cleared medical device used to stimulate the pelvic floor muscles to treat women with stress urinary incontinence. The treatment is non-invasive, is available without a prescription and is meant to be used at-home. The device is worn under clothes for a short amount of time each day - essentially doing Kegel exercises for women -- but for longer and stronger than she could on her own. In a recent clinical study 95% of women achieved a reduction in bladder leaks, with an average reduction of 71% within a short time.



ELITONE was introduced this year and is sold [online](#) and at select Medispas.

### **About My Body My Face**

[My Body My Face](#) provides consumers with news and insights into the aesthetics industry through informative articles, television series and newsletters – helping them make confident decisions regarding their health, beauty regimes, wellness and lifestyle choices.

### **About Elidah**

Elidah, Inc. is a woman-owned FemTech medical device company established in 2014 to help women who suffer from incontinence. Elidah is developing technologies that integrate recent advances in wearable devices, biomaterials and mobile interfaces to deliver innovative therapeutic solutions that are non-invasive, comfortable and convenient. Elidah is led by entrepreneur Gloria Kolb, Founder and CEO, an MIT- and Stanford-trained engineer whose previous accolades include Boston’s 40 under 40 and MIT Technology Review’s World Top Innovators Under 35 (TR35). To learn more, visit <https://elitone.com/> or visit Elidah on [Twitter](#), [Instagram](#) or [Facebook](#).

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