For more information on balloon kyphoplasty, visit: back.com/kyphoplasty

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YOUR SUDDEN BACK PAIN MAY BE A FRACTURE

Sudden-onset back pain could signal a spinal fracture. If left untreated, you could be at risk for more injury and even death.

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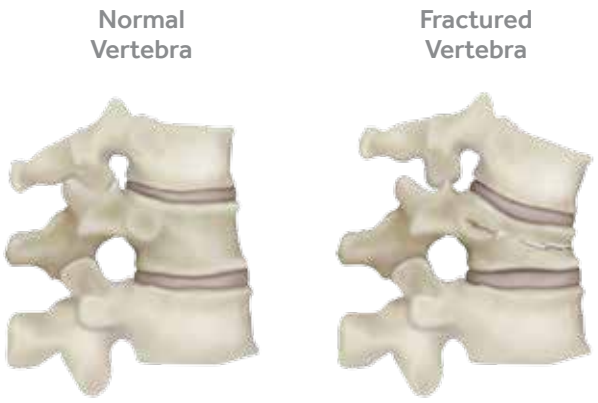
MICHELSON TECHNOLOGY AT WORK

TALK WITH YOUR DOCTOR

If you have tried treatments like rest and oral medication for your sore back **and still have sharp back pain,** you may have a spinal fracture, also known as a vertebral compression fracture (VCF). A VCF occurs when one of the bones of the spinal column weakens and collapses.



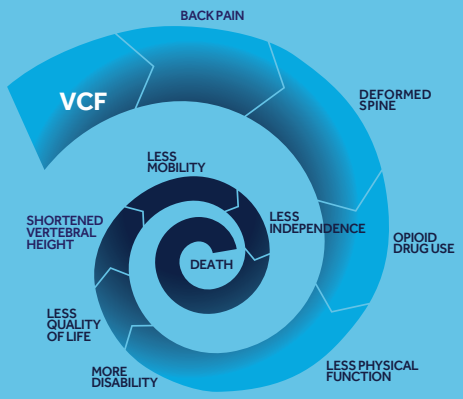
You may have a vertebral compression fracture if you:

- Have sudden onset of severe, sharp back pain that lasts longer than 3 days *AND*
- Are over 50 *OR*
- Have been told you have osteoporosis or low bone density

It's important to talk to your doctor right away, and treat a fracture if you have one.

AVOID THE RISKS

People with spinal fractures are at increased risk of complications and death compared with people who don't have spinal fractures.[7]



Early diagnosis and treatment are important steps to avoid the downward spiral of complications associated with untreated VCFs.[1-5]

Over time, this condition may squeeze your internal organs and cause:

- reduced activity and mobility[4,5]
- sleep disorders and reduced appetite[4,5]
- feelings of isolation and sadness[4,5]
- greater risk of future fracture[6]
- risk of death[1]

IMPROVE YOUR QUALITY OF LIFE

UNTREATED SPINAL FRACTURES CAN STOOP YOUR BACK — AND MORE

When left untreated, spinal fractures can cause your spine to shorten and curve forward. This stooped or hunched back, called "kyphosis," makes it difficult to walk, reach for things, and do other daily activities.

A spinal fracture can also lead to complications such as spine deformity, neurological complications, breathing problems, and death.[1-5]

People with spinal fractures treated with Kyphon Balloon Kyphoplasty experienced important benefits, compared to non-surgical treatments[8-11]:

- Less back pain
- Improved mobility
- Improved quality of life
- Satisfaction with the procedure

Ask your doctor about if your pain could be a spinal fracture and if balloon kyphoplasty may be right for you.

COMMON TREATMENT OPTIONS MAY NOT BE EFFECTIVE

Treatments for back pain often include:

- Bed rest
- Special exercises
- Back bracing
- Pain medication

But if your back pain is from a vertebral compression fracture, these treatments will not repair the bone or restore the height of your vertebra (the bones that make up the spine). Therefore, they have limited effectiveness in reducing pain and improving function long term.[8-12]

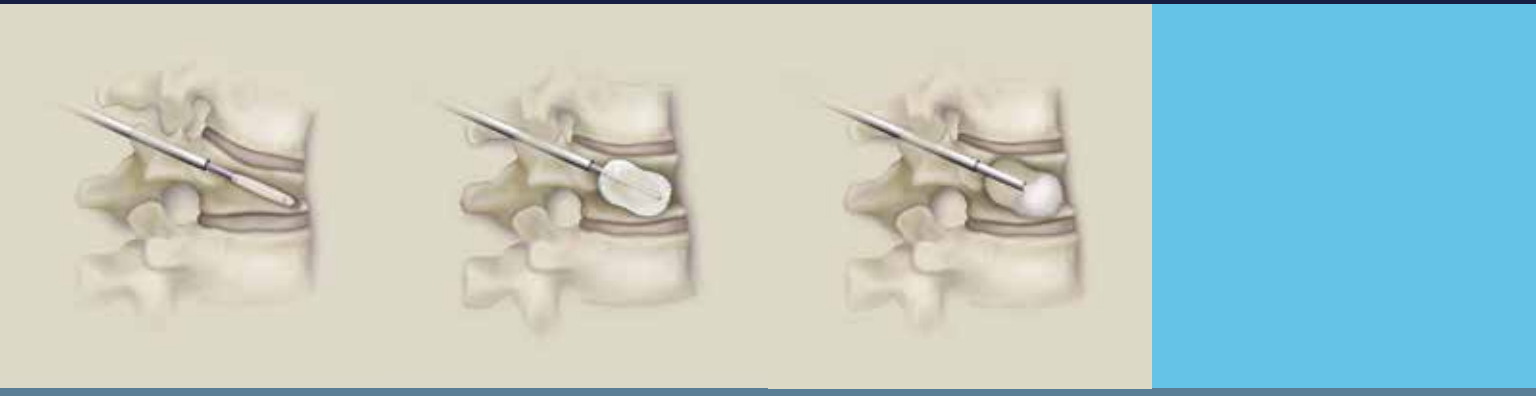
KYPHON® BALLOON KYPHOPLASTY TREATS SPINAL FRACTURES

Balloon kyphoplasty is a minimally invasive treatment that can repair spinal fractures caused by:

- Osteoporosis (low bone density)
- Cancer
- Non-cancerous tumors

Kyphon Balloon Kyphoplasty uses orthopedic balloons to lift the fractured bone and return it to its correct position. The balloon is then deflated and removed and the remaining cavity is filled with special cement that supports the surrounding bone and prevents further collapse. The procedure typically takes less than an hour.

Although the complication rate for Kyphon® Balloon Kyphoplasty is low, as with most surgical procedures, serious adverse events can occur. And though rare, some may be fatal including heart attack, cardiac arrest (heart stops beating), stroke, and embolism (blood, fat, or cement that migrates to the lungs, heart, or brain). Other risks include infection and leakage of bone cement into surrounding muscle and tissue. Cement leakage into the blood vessels may result in damage to the blood vessels, lungs, heart, and/or brain. Cement leakage into the area surrounding the spinal cord may result in nerve injury that can, in rare instances, cause paralysis. A prescription is required. Please consult your doctor to discuss the risks and benefits of this procedure and whether it's right for you.



Balloon Placement

Balloon Inflation

Special Cement