



Body1, Inc
125 CambridgePark Drive
Cambridge, MA 02140
Email support@body1.com
Voice (617) 576-9400
Fax (617) 576-9430



CONTACT:

Julie Abadie
Hill & Knowlton
202-944-5127
jabadie@hillandknowlton.com

Millions Suffering from Unspoken Vein Problems

Body 1, Inc. to inform consumers, launches Veins1.com as resource, solution

Cambridge, MA, September 2000 – Twenty-five to 30 million people suffer from some form of venous disorder and although veins are an integral part of our circulation process, they are often overlooked and taken for granted. As a result, life-threatening conditions such as venous thrombosis (more commonly known as blood clots in the veins) can develop in as many as 30 percent of women and 20 percent of men who have some form of vein problem. This can lead to debilitating problems in the legs and sometimes life threatening clots that can travel to the lungs.

“Although information about arteries and specifically ‘clogged arteries’ are commonly discussed in the health field, patients rarely know, or have enough information about vein problems,” says Gregory A. Spitz, M.D., F.A.C.S., Senior Attending and member of the Teaching Staff at Rush-Copley Medical Center in Aurora, IL. “In reality, Americans are four to five more times likely to have problems with their veins than their arteries merely because arteries have thicker and stronger walls than veins.”

In response to this need for more veins-specific information, Body1, Inc. today rolled out their second Knowledge Cooperative, Veins1.com to address venous issues from cosmetic (spider veins) to serious medical conditions such as large varicose veins, deep vein thrombosis and pulmonary embolus. A new resource, Veins1.com is the only site exclusively dedicated to focusing on comprehensive veins health.

“Veins1.com provides consumers and medical experts with an interactive setting in which they can learn about vein conditions, injuries, available treatments and new procedures from leading experts,” said Body1 spokeswoman Rebecca Lobo, Women’s National Basketball Association (WNBA) star forward for the New York Liberty. “Consumers can share or post stories through on-line forums on their vein experiences, obtain information on vein anatomy, or learn about the latest trends in surgery and technology.”

In addition to using Veins1.com as a valuable information source, Dr. Spitz recommends seeing a phlebologist, a physician (usually a general or vascular surgeon) dedicated exclusively to treating venous disorders, if you think you have a problem. “Care of the veins is a very underestimated issue, “ warns Dr. Spitz, “If people take care of their veins problems before they become too serious, they will have a better chance of avoiding limb or life-threatening conditions later in life.”

~ more ~

Common venous disorders include:

- ***Venous thrombosis*** – a blood clot within a blood vessel (vein) caused by a buildup of fatty acids on the vessel wall. (Although some clots may never go away, they can be treated both in the hospital and at home to prevent the clot from growing or traveling to the lungs.)
- ***Chronic Venous Insufficiency*** – a deep-vein clot that causes swelling and change of color in one or both legs due to infection or injury.
- ***Deep Venous Thrombosis*** – a blood clot in a deep vein that may form on the valves within the vein, subsequently increasing in size to block off the vein.
- ***Phlebitis*** – inflammation of the leg veins (can occur in the deep leg veins, or more commonly on the surface).
- ***Pulmonary Embolism*** – part of a blood clot breaks off and travels in the bloodstream to the lungs.
- ***Varicose Veins*** – can appear as bulging and rope-like or small and thread-like commonly found on the inside of the leg and the back of the calf; they can cause aching, tired legs, burning, throbbing, itching, swelling, muscle cramps and a restless feeling in the legs.

Contributing factors to venous disorders include: family history, hormonal factors (i.e. pregnancy, birth control), prolonged standing, obesity and trauma to the leg. People cannot fully prevent vein disorders, but keeping fit and getting regular exercise will keep legs in shape, noted Dr. Spitz.

“I’ve never seen any site provide specific information like Veins1.com that covers the whole gamut of vein conditions,” says Dr. Spitz. “The site offers information on all types of veins disease, how to find a veins specialist, and offers the option of submitting questions to receive a response from a veins specialist.”

Later this Fall, Veins1.com will broadcast a live Webcast of a varicose vein removal surgery using breakthrough technology called The TriVex™ System, a surgery that until now, has been painful for patients and arduous for physicians. The TriVex™ System is used to perform Transilluminated Powered Phlebectomy...a revolutionary way to remove varicose veins with only a few small incisions (that do not require even 1 stitch) and takes only 30-40 minutes to treat the entire leg.

Veins1.com was launched by Body1, Inc., a healthcare Internet company based in Cambridge, as its second Knowledge Cooperative, or KnowCo, to be a leading resource for cutting-edge medical technologies and information on specific veins conditions. Body1, Inc. is a business-to-business provider of Internet-based sales acceleration programs for Fortune 1000 medical technology and biopharmaceutical companies like Smith + Nephew. As a sub-site of Body1.com, Veins1.com provides consumers and medical experts with an interactive setting in which they can learn about veins conditions, injuries, available treatments and new surgeries from leading experts. Consumers can also exchange their experiences with each other through a real-time online chat forum, create an on-line diary for their own veins wellness, or look up the latest trends in veins treatments and technology.

###

Founded in February 1999, Body1, Inc. is the Internet’s leading developer of interactive content-rich communities, or KnowCo’s, a source for cutting-edge medical technologies and information. Body1, Inc. was established to provide consumers with an interactive setting where they can learn about new advances and interact with experts in medical technology – the missing link in healthcare today. Body1, Inc. draws its expertise from the leading technology firms, universities and teaching hospitals in the Cambridge area and beyond.