



Women's Intimate Health Company, Joylux, Adds Prominent Oncologist and Former FDA Commissioner to Advisory Board



SEATTLE, June 21, 2019 – Joylux, a leading Femtech company using energy-based, home-use technologies to improve vaginal health and sexual function for postpartum and menopausal women, adds Dr. Michael Friedman to its prominent group of medical and business advisors. Dr. Friedman, a distinguished Oncologist and clinical researcher with career roles in medicine, government, and academics, will bring valuable regulatory and clinical insights to Joylux. He will advise Joylux as they continue to expand their medical device clearances in the US and around the world, in addition to studying the effects of their red and infrared light technology on the treatment of vaginal atrophy in breast cancer survivors.

Dr. Friedman's illustrious career includes serving as current Emeritus Director and former Chief Executive Officer of City of Hope National Medical Center, Associate Director of the Cancer Therapy Evaluation Program at the National Cancer Institute within the National Institutes of Health (NIH), Chief of the Clinical Investigations Branch of the Division of Cancer Treatment at the National Cancer Institute, and nearly a decade at the University of California at San Francisco Medical Center in various positions, from Assistant Professor of Medicine to Interim Director of the Cancer Research Institute. In addition to his clinical oncology experience, Dr. Friedman served as Acting Commissioner and Lead Deputy Commissioner for the U.S. Food and Drug Administration under President Clinton, has authored more than 150 scientific papers and book chapters, and has received numerous commendations, including the Surgeon General's Medallion in 1999. Dr. Friedman received a Bachelor of Arts degree, magna cum laude, from Tulane University, and a doctorate in Medicine from the University of Texas Southwestern Medical School. He completed postdoctoral training at Stanford University and the National Cancer Institute and is board-certified in Internal Medicine and Medical Oncology.

"I'm thoroughly impressed with what Joylux has accomplished to-date, from regulatory approvals to clinical results and I look forward to advising and mentoring the company as they continue to innovate in women's intimate health," says Dr. Michael Friedman.

Colette Courton, Joylux CEO and Founder adds, "We are honored that Dr. Michael Friedman is joining our prestigious board of advisors. His breadth of clinical and regulatory experience will be invaluable to our company. Women's health, especially intimate health, has been overlooked for far too long. To have such an accomplished individual eager to help our young company grow, speaks volumes to the massive opportunity to improve intimate health and quality of life for millions of women."

About Joylux, Inc.

Joylux, Inc. is a global women's health company offering high-tech devices and products that address common intimate health concerns such as, stress urinary incontinence, vaginal dryness and sexual function, under the brands Joylux[®], vSculpt[®] and vFit[®]. Learn more at www.joylux.com. Follow us at www.facebook.com/joylux. For press inquiries, contact Heather Dazell at 206-219-6444 or heather@joyluxinc.com.