



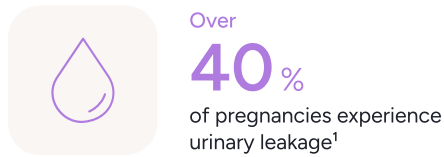
Bloom Through Pregnancy: Supporting Your Changing Body

Introducing Bloom, your \$0 women's health
benefit for pregnancy and beyond.

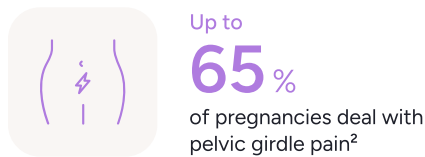


Bloom through pregnancy

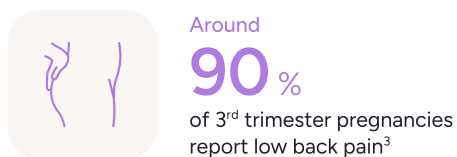
Pregnancy is amazing. But it can also bring big changes to your body. From bladder leaks to back pain, many symptoms go unspoken or untreated. Bloom is here to change that.



Throughout pregnancy, the added weight and strain from your growing baby can weaken the pelvic floor, contributing to bladder issues like urinary leakage and urgency.

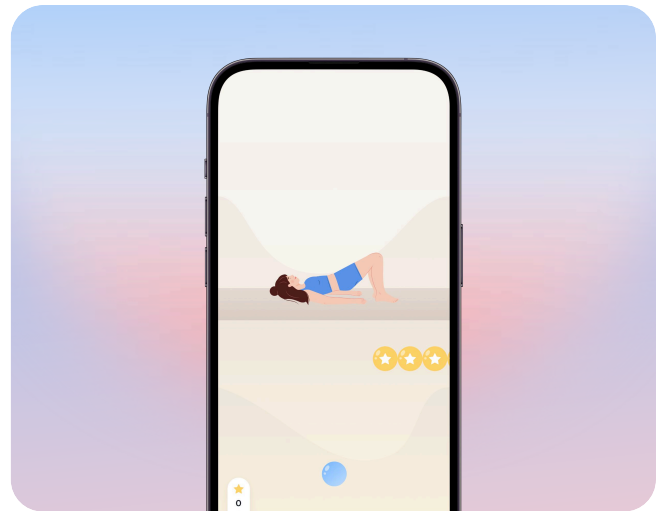


Diastasis rectus abdominis (DRA) occurs when the increased size of your belly puts strain on the tissue that holds the two sides of your abs together, causing midline separation. DRA can lead to a weakened core, impaired posture, and low back pain, making it difficult to perform everyday movements.



The curves of the spine change during pregnancy to compensate for the growth of the baby. Additionally, pregnancy hormones make the ligaments that stabilize the back and pelvis more flexible and less supportive, which can result in low back and pelvic girdle pain.

These symptoms are common, but that doesn't mean you have to live with them.



Meet Bloom: pregnancy relief for moms-to-be

Whether you're dealing with bladder leaks, low back pain, or just want to feel like you again, Bloom helps you relieve your pregnancy symptoms with personalized care that you can access from home, in just 10 minutes a day. No appointments and no co-pays.

What you get with Bloom:

- ✓ 1:1 guidance from a dedicated Pelvic Health Specialist
- ✓ A personalized program for your goals and symptoms
- ✓ Short, effective sessions through the Sword Health app

The best part? Bloom is available to you at \$0 cost as part of your benefits.

1. Int Urogynecol J. 2021 Jul;32(7):1633-1652. doi: 10.1007/s00192-020-04636-3. Epub 2021 Jan 13. PMID: 33439277; PMCID: PMC8295103.
2. BMC Musculoskelet Disord 25, 21 (2024). <https://doi.org/10.1186/s12891-023-07135-w>
3. Women Birth. 2019 Aug;32(4):e467-e476. doi: 10.1016/j.wombi.2018.09.008. Epub 2018 Sep 28. PMID: 30274876.

Signs you could benefit from Bloom:

Common symptoms include:

- ✓ Bladder leakage
- ✓ Frequent need to pee
- ✓ Waking up at night to pee
- ✓ Low back pain
- ✓ Pelvic pressure
- ✓ Core weakness
- ✓ And more

How it works:

Three Easy Steps:

- 1 Enroll online
- 2 Meet virtually with your Pelvic Health Specialist
- 3 Begin sessions from home, in just 10 minutes a day

Start feeling better
in 10 minutes a day.

Join thousands of women
who are finding relief with Bloom.



Activate your \$0 cost
benefit today

sword.health/bloom/lamresearch/mothers4

Scan the code with
your phone camera

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While pregnant and after giving birth to my son, I was having trouble holding my urine until I was able to get to a bathroom. After completing my Bloom program, I now rarely have issues making it to the bathroom.

Sword Member, Bloom

