



*"A breakthrough for women... this book is the self-healing resource for chronic pelvic pain and post-partum complications."*

*—Ricki Lake and Abby Epstein, filmmakers of "The Business of Being Born" and authors of "Your Best Birth"*

# ENDING female PAIN

**A Woman's Manual**

*The Ultimate Self-Help Guide for Women  
Suffering from Chronic Pelvic and Sexual Pain*

**ISA HERRERA  
MSPT, CSCS**

*Foreword by Dr. Jacques Moritz, MD*

## **Ending Female Pain, A Woman's Manual**

The Ultimate Self-Help Guide for Women Suffering From Chronic Pelvic and Sexual Pain

By Isa Herrera, MSPT, CSCS

### **ENDING FEMALE PAIN, A WOMAN'S MANUAL BY ISA HERRERA, MSPT CSCS**

The Ultimate Self-Help Guide For Women Suffering From Chronic Pelvic and Sexual Pain

**FOR IMMEDIATE RELEASE:** Women who suffer needlessly from chronic pelvic pain, painful intercourse, and post-partum pain can find relief with this amazing, newly released resource.

It is estimated that approximately 30% of women between the ages of 20-50 will at some time suffer from some form of pelvic, sexual, or abdominal pain, and the vast majority don't know how to help themselves. Newly released **Ending Female Pain, A Woman's Manual** fills this void, instructing women how to regain pain-free lifestyles by teaching them the trade secrets developed by physical therapist and author Isa Herrera.

Herrera's book contains a large selection of techniques based both on medical research and Ms. Herrera's real life experience treating women with her trademarked Renew Program For Women. She has successfully treated thousands of women who suffer needlessly from conditions like vulvodynia, vaginismus, endometriosis, dyspareunia, and post partum scar pain. The muscles most affected by these conditions are collectively called the pelvic floor muscles, a critical basket of muscles that are the very core of a woman's well being.

**Ending Female Pain** provides the details women need to know to help themselves, presented by Herrera with honesty, accuracy, and simplicity.

Chronic pelvic pain can have devastating effects on women's lives and result in unbelievable stress, depression, and hopelessness. **Ending Female Pain** delivers the goods by fusing yoga, pilates, intra-vaginal and abdominal scar massage, vulvar self-care, as well mind-body and visualization techniques. The book also contains great personal stories from Isa's patients so that the reader can understand that they are not alone and can achieve life-changing results.

Filmmakers of "The Business of Being Born," Ricki Lake and Abby Epstein call this work, "A breakthrough for women...this book is the ultimate self-healing resource for chronic pelvic pain and post-partum complications." Leading NYC OB-GYN Dr. Jacques Moritz says in the foreword, "Doctors are also ignorant of remedies for these conditions because they are often not trained in medical school...in this book Isa gives you strategies and techniques that have brought relief to countless numbers of my patients."

Ms. Herrera's mission is to educate women everywhere who suffer needlessly, helping them to become the heroines of their own stories and to regain pain free lives. Ending Female Pain is just the resource women need to achieve that goal.

For more information about Ending Female Pain, A Woman's Manual, visit [www.EndingFemalePain.com](http://www.EndingFemalePain.com) or [www.Renew-PT.com](http://www.Renew-PT.com).

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For more information on this topic, or to schedule an interview with Ms. Isa Herrera, MSPT, CSCS, email [info@endingFemalePain.com](mailto:info@endingFemalePain.com) or contact her office at 212-213-4660.

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### FACTS AND FIGURES FROM "ENDING FEMALE PAIN"

The audience for "Ending Female Pain, A Woman's Manual" is vast and under-served. This book is the most complete resource on this topic to reach the market and show women that there is help for them, that they can conquer their pain and that they don't have to suffer in silence.

Consider the following statistics:

1. The C-Section rate in the US is over 30%. That's over 1 million C-Sections per year! (Source: CDC's National Center for Health Statistics) Very few women receive any instructions on how to take care of their scars after this major surgery, and prevent the painful and life-affecting complications that are so common. **Ending Female Pain, A Woman's Manual** shows women how to care for themselves after a C-section, episiotomy, or perineal tearing.
2. Researchers estimate that 12-20% of all women have chronic pelvic pain; up to 33% of women will have pelvic pain during their lifetime.
3. 10% of visits to gynecologists are for diagnosis and treatment of chronic pelvic pain.
4. 30% of women with pelvic pain who have been referred to pain clinics have already had a hysterectomy.
5. 20% of laparoscopies (lighted telescope placed into the abdominal cavity) are performed because of chronic pelvic pain.
6. 25% percent of women affected by chronic pelvic pain are bed-ridden for close to three days a month.
7. Almost 60% of women with chronic pelvic pain must limit their usual activity one or more days a month.
8. As many as 60% of women with chronic pelvic pain never receive a specific diagnosis.

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\* Source for 2-8: <http://www.nationalPainFoundation.org/articles/835/facts-and-statistics>

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### ABOUT THE AUTHOR – ISA HERRERA, MSPT, CSCS

Isa Herrera, MSPT, CSCS owns and operates Renew Physical Therapy, a leading healing center in New York City. She has dedicated her career to helping women find relief from conditions such as dyspareunia, incontinence, pelvic pain, prolapse and pre and post-natal complications. Ms Herrera's approach to healing is holistic, utilizing techniques that tie together mindful-painful body components. She believes that everyone holds the key to their pain relief, all they need is to be shown the way. Her goal is to always empower her patients with the tools they need to succeed on their own.

Ms Herrera's passion for women's health and healing began after working for many years with pregnant women, who many times suffered from sexual pain and other problems after the birth of their children. Her experience with these women inspired her decision to further her studies by getting her Master's in Physical Therapy. Herrera's experience with her patients lead to the development of her treatment protocols and therapeutic methods, which fuse together many types of exercises, self-care practice and relaxation techniques. Her women's health program is called "The Renew Program For Women™". Ms. Herrera's philosophy is, "With the proper amount of training and encouragement, women can be helped to control their pain or condition, get their bodies back and return to the lifestyles they desire."

She has appeared on national television on both The Regis and Kelly Show and NBC's Today Show, where she promoted her work and her first book, "**The Pregnant Couples Guide to Working Together.**" Her second book "**Ending Female Pain, a Woman's Manual**" is hands down the most comprehensive resource on this topic available on the market today, filled with advanced techniques to relieve pain presented in a way that any woman can understand and use to conquer her pain.

Ms. Herrera holds a Masters in Physical Therapy from Hunter College and a BA in Psychology and Biology from Fordham University. She is a member of the American Physical Therapy Association, National Vulvodynia Association, and International Pelvic Pain Society.

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### MEDIA INFORMATION

#### **Isa Herrera Television Appearances**

The Regis and Kelly Show - Promoting her first book, :  
"The Pregnant Couple's Guide to Working Out Together



NBC's Today Show - Promoting her first book, :  
"The Pregnant Couple's Guide to Working Out Together



NBC's Extra - Helping women get fit upper bodies



#### **Isa Herrera Recent Speaking Engagements**

- Featured lecturer at The New York Baby Show
- Guest speaker at The Pregnant New Yorker
- Presented Pelvic Rehab Workshop at Birthday Presence in Brooklyn NY
- Hosted Yoga for Pelvic Pain series workshops

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