

Customer survey 2021

VagiVital – an active gel to treat vaginal atrophy

Objectives

The objectives of this customer survey were to evaluate how well VagiVital has been received and its user friendliness based on experiences gained since its launch in July 2018. The survey was performed according to the EU guidelines for Medical Devices.

Background

Vaginal dryness, burning, itching and pain during intercourse can affect women of all ages at different times in life - for example during breastfeeding, stress, medical conditions, menopause and diabetes. As many as 63% feel that the biggest problem is a negative impact on their sex life. The primary treatment options today are estrogen treatments that show good results. However, there are many women who for medical reasons can not or simply do not want to use estrogen. For these women, VagiVital active gel is an excellent, hormone-free alternative that has been proven safe and effective by professors of gynecology at Swedish university hospitals, including Karolinska Hospital.

The survey

In July 2021, Peptonic Medical performed a survey among VagiVital users concerning their experiences of the active gel. Just over half had very troublesome symptoms before they started using VagiVital. Among the questions, users were asked to rate the degree of symptom improvement, how long they used the product and the impact on their sex life after treatment. 96 women participated in the study and had used VagiVital for at least one month.

Conclusions

- The results revealed that VagiVital appears to be both safe and effective, and that 95% of women that had used the product for one month or longer experienced a marked symptom relief (Figure 1).
- The most common user pattern after 30 days of daily use of VagiVital is every other or every third day.

Facts about VagiVital

- VagiVital is a hormone free, crystal clear active gel for the treatment of vaginal atrophy to reduce vaginal dryness, itching and irritation – with proven effect in clinical trials conducted by professors of gynecology at Swedish university hospitals. 79% of the participants stated that the symptoms disappeared completely or were significantly improved. 44% became more sexually active according to the survey.

Results

Experienced improvement

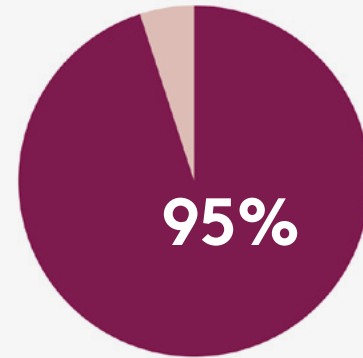


Fig. 1. Proportion of respondents reporting a clear improvement of symptoms after having used VagiVital for one month or longer.

Recommendation to a friend

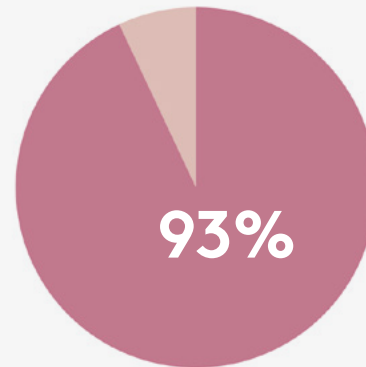
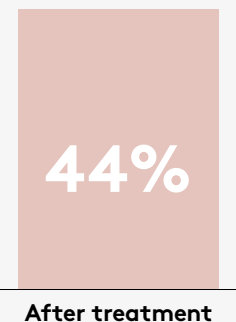


Fig. 3. Proportion of respondents that after having used VagiVital for two months or longer would most likely recommend the product to a friend.

More sexually active



Nearly half of the users state that they have been more sexually active since they started using the gel.