

# Customer survey

## 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 atrophy (vaginal dryness and associated bothersome symptoms) affects 40-60 % of all women after menopause. The standard of care of these symptoms are estrogen based treatments showing good effects and safety. However, there is a large number of women (e.g. those with hormone dependent cancers) that are contraindicated for, or do not wish to, use estrogen based treatments. For these women there is VagiVital – an alternative with compelling safety and efficacy data.

### The survey

In December 2018, Peptonic Medical performed a survey among VagiVital users concerning their experiences of the product. Among the questions, users were asked to rate the magnitude of symptom relief and their opinion about the applicator and user instructions. Of the 210 respondents, 154 had used VagiVital for at least one month.

### Conclusions

- The results revealed that VagiVital appears to be both safe and effective, and that 81% of women that had used the product for one month or longer experienced a marked symptom relief (Figure 1).
- From the responses it's clear that the symptom relief improves with time of use i.e. the longer VagiVital had been used, the stronger the symptom relief (Figure 2).

### 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 clinically proven effect.

### Results

#### Experienced improvement

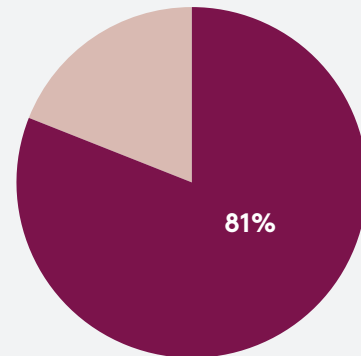


Fig. 1. Proportion of respondents reporting a clear improvement of symptoms after having used VagiVital for one month or longer.

#### Experienced improvement over time

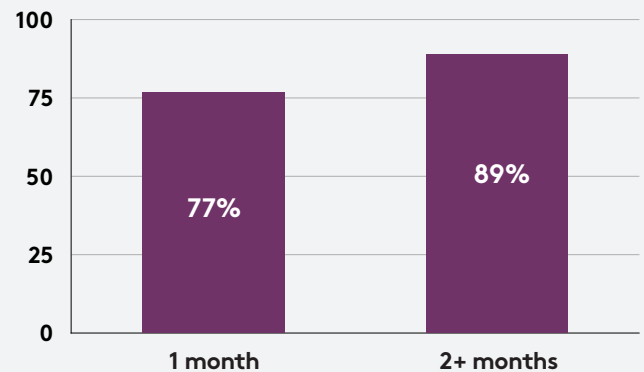


Fig. 2. Proportion of respondents reporting a clear improvement of symptoms after having used VagiVital for either one month or for two months and longer.

#### Recommendation to a friend

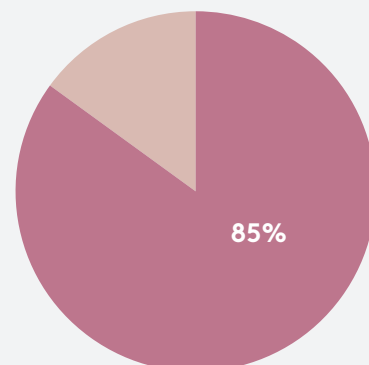


Fig. 3. Proportion of respondents that after having used VagiVital for two months or longer would most likely recommend the product to a friend.