





## Products for a Better Pelvic Exam

### CREATING COMFORT FOR WOMEN

The Nella Speculum Collection Has the Right Product for Every Patient Need

Women’s healthcare deserves the same innovation as other healthcare fields. At Ceek Women’s Health, our solutions offer a better pelvic exam experience for both patients and clinicians.

Ceek’s gynecological products are designed by women for women, and made to fit a woman’s body. They make exams and procedures more comfortable, while offering efficiency and convenience for clinicians.

Nella KIND is as narrow as a tampon.



Nella is used by **Leading Academic Institutions**

**99%** of Women Prefer Nella<sup>1</sup>

Nella has been used on **Over 1 million patients**



### A Woman’s Perspective on Women’s Health

For over 15 years, **Ceek founder Fahti Khosrowshahi** witnessed groundbreaking innovation in high-priority healthcare areas. All except one: women’s healthcare.

After exhaustive research on gaps and unmet needs in the field, Fahti founded Ceek Women’s Health in 2018. Her goal in creating the company was to modernize

how women’s healthcare is approached, putting patients’ comfort first, designing products that are easier to use and more effective for clinicians, and improving the pelvic exam experience for all.

With a core executive team of women, from experienced engineers to health care experts, Ceek brings a woman’s perspective to OBGYN devices.

Source: 1 Ceek patient research, blinded quantitative survey 2021.

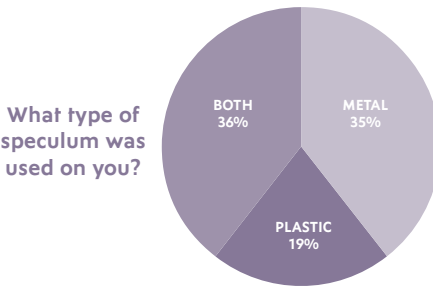
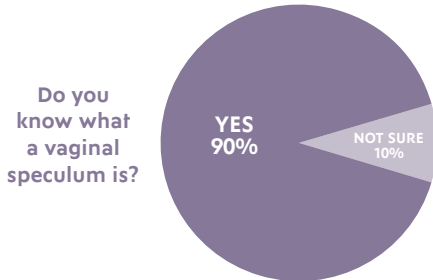
# What Patients are Saying

Ceek is one of the only companies that have spoken to thousands of women about their perspectives on the speculum.

## PATIENT KNOWLEDGE

### WOMEN NOTICE

90% of women know what a vaginal speculum is.



Blinded Quantitative Research, N=2000, September 2022.

## PATIENT EXPERIENCE

### EXAM DISCOMFORT

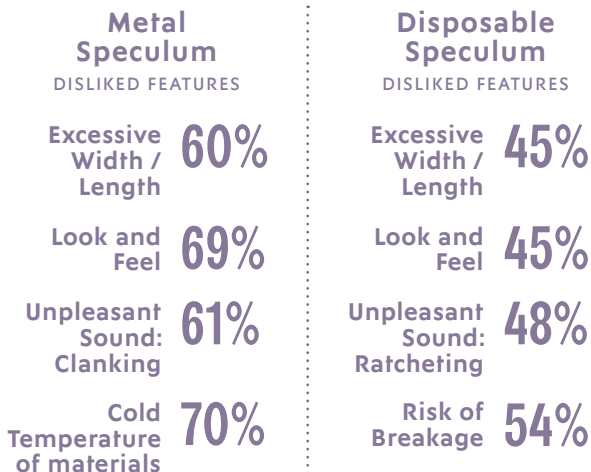
reported during or after a regular GYN exam:



## DESIGN CHALLENGES

### PATIENTS' MOST DISLIKED SPECULUM FEATURES

for both the metal and disposable speculum



## CARE PREFERENCES

### A MODERN SPECULUM

impacts patients' clinician preference and perception, as well as timely follow-up visits.

- 63%** I will only go to a practitioner offering this speculum.
- 68%** I will tell my friends about it.
- 80%** I will have less anxiety when visiting my clinician.
- 80%** I will ask my clinician about it.
- 84%** I am more likely to have my follow up routine exam in a timely manner.
- 89%** I will be reassured that my clinician cares about my comfort.

Source: Blinded Quantitative Research, N=1000, September 2022.

# Ceek is the Winner of 10 Design Awards

Ceek Women's Health is an award-winning, women-led medical device company creating products for a better pelvic exam by bringing patient needs to the forefront.



## The History of the Speculum

### 200 YEARS IN THE MAKING

Designed by women for women, Nella is a totally different, totally new take on pelvic exams. Forget the cold, harsh metal speculum. Nella is made of temperature-neutral polymer and features a smoother, ergonomic design. Nella is easy, stress-free, and created with a patient's comfort in mind.



#### DID YOU KNOW?

The vaginal speculum was developed by J. Marion Sims, a plantation doctor. Between 1845 and 1849, Sims performed dozens of surgeries, without anesthesia, on at least 12 enslaved women. Recognized for years as the father of gynecology, his statue was finally removed from Central Park in 2018.

1800s

J. Marion Sims, a plantation doctor, creates the first vaginal speculum.



1845  
–1849

Sims performed dozens of surgeries without anesthesia on at least 12 enslaved women.

1960s

Plastic speculums featuring the same shape as the metal versions come to market

2020

Fahti Khosrowshahi designs Nella to bring innovation and comfort to the pelvic exam.

nella®  
**KIND**

Reusable  
Vaginal Speculum

A Modern,  
Reusable  
Speculum  
Designed for  
Patient  
Comfort



**99%**

of women prefer Nella  
over a metal speculum<sup>2</sup>



**NELLA KIND INSTRUCTIONS for USE**

Point your smartphone camera at the QR code and click the link to access the Nella training video.

## The 5 Key Benefits of Nella KIND

**PATIENT PREFERRED**

Improves comfort during GYN exams and procedures with narrow bills, quiet operation and temperature neutral material.

**MODERN DESIGN**

Narrow bills with integrated lateral side wall retractors and one-handed locking mechanism with an ergonomic design.

**STRONG**

Autoclavable polymer, twice as strong as metal and single-use specula to ensure patient safety under high stress.

**PROVEN EFFICACY**

Cervical visualization and access demonstrated in the VIOLET study.

**VALUE-ADD EFFICIENCIES**

Smooth material does not require lubrication.

# The **nella**<sup>®</sup> Single-Use Speculum Collection

The Total Solution That Meets Every Patient and Clinician Need

## It is time for a modern speculum.

How long has it been since anyone updated the speculum? Decades. Until now. Our speculum line is designed for patient comfort. When 91% of women experience anxiety during an pelvic exam, they deserve better.<sup>3</sup> Nella NEXT and Nella KIND are modern, single-use speculums designed to maximize patient comfort, reduce anxiety and provide clinicians with better cervical access and visualization.

nella<sup>®</sup>  
**NEXT**

Single-Use  
Vaginal Speculum

nella<sup>®</sup>  
**KIND**

Single-Use  
Vaginal Speculum



### About Nella NEXT

NEXT is a new take on the traditional, bi-valve speculum with a wider aperture opening, and a bill size that caters to a broader patient population.



### About Nella KIND

KIND is a narrow speculum with integrated sidewall retractors designed to maximize patient comfort.



#### **NELLA NEXT INSTRUCTIONS for USE**

Point your smartphone camera at the QR code and click the link to access the Nella training video.



#### **NELLA KIND INSTRUCTIONS for USE**

Point your smartphone camera at the QR code and click the link to access the Nella training video.



Nella NEXT

Nella KIND



**LARGER APERTURE**

The aperture of NEXT is 10 mm larger than other speculums, allowing for more tool space for procedures.

## The 5 Key Benefits of Nella NEXT and Nella KIND

**QUIET**

The speculum is whisper-soft and reduces patients' anxiety during exams and procedures.

**COMPLETE SOLUTION FOR PATIENT NEEDS**

Addresses the needs of patients without having to use multiple speculums. w

**BUILT-IN LED LIGHT SOURCE ON THE UPPER BILL**

Nella features an integrated LED light on its upper bill. The light maximizes illumination, solving the problem of blood and fluids collecting in the bottom bill and blocking the light source.

**STRONG MATERIAL**

Nella is made from the gold standard in polycarbonate, where other speculums' inferior plastic construction could scratch or break inside a patient (FDA MAUDE database).

**ERGONOMIC DESIGN**

101-degree handle fits perfectly into a clinician's hand and can be easily operated with only one hand for convenient, comfortable procedures.

# vulight®

Single-Use  
LED Illuminator

## The Powerful, Portable Exam Light



VuLight with  
Nella KIND  
Reusable

# 44% BRIGHTER

VuLight has been shown to have 44% higher lux than a gooseneck exam light



#### **VuLIGHT INSTRUCTIONS for USE**

Point your smartphone camera at the QR code and click the link to access the Nella training video.

### The 6 Key Benefits of VuLight

#### **POWERFUL LIGHT**

Provides the highest number of lumens and shadow-free illumination without hotspots.

#### **DIRECT ILLUMINATION**

Light will not get blocked by blood, fluids, or tools.

#### **SMALL AND PORTABLE**

Superior lighting no matter where you are.

#### **FLEXIBLE LIGHT PLACEMENT**

Ability to adjust light on the upper bill, accommodates tooling.

#### **REDUCES AWKWARD BODY POSITIONING**

Flexible placement reduces the need for awkward body positioning.

#### **CONVENIENT**

Disposable light that works on Nella, and most metal and single-use speculum.





**vusleeve**<sup>®</sup>

Single-Use Tissue  
Retraction Sheath

## A Single-Use Tissue Retraction Sheath That Gives Unobstructed Cervical Access and Sidewall Protection

In **80%**  
of **EXAMS**

VuSleeve helped providers visualize and access the patient's cervix better than if they hadn't used it.<sup>5</sup>



### **VuSLEEVE INSTRUCTIONS for USE**

Point your smartphone camera at the QR code and click the link to access the Nella training video.

### **CEEK CAN HELP**

Ceek Women's Health can provide a revenue-generating model for your system based on your numbers to show how we can help you save and generate money.

### **The 6 Key Benefits of VuSleeve**

#### **EASY CERVICAL ACCESS**

Vaginal sidewall retraction provides an unobstructed view.

#### **IMPROVED PROCEDURE TIME**

Unobstructed access to the cervix keeps procedures timely.

#### **VAGINAL SIDEWALL PROTECTION**

Provides a barrier to prevent accidental burning during electrocautery procedures.

#### **CONVENIENT**

Works with metal, coated metal and single-use specula.

#### **NO COMPROMISE ON PATIENT COMFORT**

Allows use of a smaller speculum, insulates patients from a cold speculum.

#### **RESPECTFUL TO THE PATIENT**

The only professional solution that eliminates the need for shortcuts such as use of condom or exam glove.

#### **LATEX-FREE**

## What Clinicians are Saying

“I have been an OBGYN for over 30 years ... **Nella is a game changer for patients.**”

—**JULIAN PESKIN, MD, MBA FACOG, OBGYN, Cleveland, OH**

“Many patients have remarked how much less discomfort they noticed compared to traditional speculums. The ease of use and functionality have made it a staple for our practice.”

—**Steven M. Willard, MD, FACOG, OBGYN, Canton, OH**

[I used VuSleeve on a] patient that had tremendous vaginal laxity ... Using VuSleeve was the only way I was able to get the visualization and access I needed for a successful procedure.”

—**Daniel McDyer, MD, OBGYN,**  
*Florida Woman Care of Jacksonville*

“It is really common to have difficulty adjusting the gooseneck lamp, and the VuLight design is MUCH improved over traditional lighting.”

—**Paula J. Adams Hillard, MD**

*Professor, Department of Obstetrics and Gynecology*

“I love using the VuSleeve for improved visualization especially during LEEP procedures ... it also adds a level of safety with insulation of the vaginal side wall from any heat.”

—**Nicole Kerner, MD, OBGYN**

*Medical Director, Duke University Medical*



## Our Carbon Emission Initiative

We Are Committed to Helping Restore the Central Kalimantan Peatlands to Offset the Carbon Footprint of Our Nella Speculum.



## What Patients are Saying

"I had the Nella used on me for my first pelvic exam and **it was so comfortable, I barely felt it.** I'm so happy that you have designed products to make being a woman that much easier."

—**AIDAN**, patient age 23

"IUD insertions are not fun. I had the Nella used on me for an IUD reinsertion. It was so much more comfortable than the last time! **I will not have another IUD insertion without Nella.**"

—**Patient**, age 30

"Put it in my chart: Only Nella and have one always reserved for me. **I refuse to have any other spec used on me!!!!**"

—**Patient**, age 45

"With the Nella, **I had the most comfortable pelvic exam in two decades**, and frankly, even before that. In the past I would walk out of my exams with some bleeding, soreness, and uncomfortable walking and sitting that would last for days. I had NONE of these reactions following my exam with the Nella."

—**Christine Campanale**, cancer survivor patient, age 62

Pachama is allowing Ceek to compensate for the Nella Speculum carbon footprint by using carbon credits to invest in restoration and conservation programs.

Pachama uses these carbon credits to invest in high-quality forest conservation projects.

### How Are We Compensating for Our Carbon Footprint?

We have analyzed our carbon footprint and will be offsetting it with support of the Pachama current projects.

Pachama is a global company that helps brands and people remove carbon to restore nature.





**TO PLACE AN ORDER:**

EMAIL [order@ceekwomenshealth.com](mailto:order@ceekwomenshealth.com)  
 PHONE 1-855-559-CEEK  
 FAX 1-866-680-3002



Product	SKU/PN	Description	UOM	Qty	Size
Nella KIND	NU001	Reusable Vaginal Speculum with integrated sidewall retractors	Each	1	OS
Nella KIND	NU010	Reusable Vaginal Speculum with integrated sidewall retractors	Box	10	OS
Nella KIND	NSRL024	Single-Use Vaginal Speculum with integrated sidewall retractors + LED light	Box	24	OS
Nella KIND	NSRL096	Single-Use Vaginal Speculum with integrated sidewall retractors + LED light	Case	96	OS
Nella NEXT	NSL024	Single-Use Vaginal Speculum with Integrated LED light	Box	24	M
Nella NEXT	NSL096	Single-Use Vaginal Speculum with Integrated LED light	Case	96	M
VuLight	VL050	Single-Use Universal LED Illuminator	Box	50	OS
VuSleeve	VS020	Single-Use Tissue Retraction Sheath	Box	20	OS