

Background

The ellura[®] Customer Experience Survey was conducted to assess customer motivations for trying ellura, thoughts on effectiveness, and overall satisfaction as it relates to reducing urinary tract infections (UTIs). A total of 1,454 customers participated in the survey conducted from November to December 2017.

SUMMARY OF RESULTS

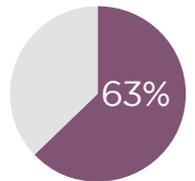
More than **90%** of respondents were experiencing 2+ UTIs a year prior to taking ellura

FEWER UTIs

85% saw a reduction in UTIs in the first 6 months of taking ellura
(n=1,236)



A large majority of respondents reported being **UTI-free or having ONLY 1 UTI since starting ellura** (1-3+ years ago)



This data further supports existing clinical research that **ellura** is an effective medical-grade supplement to reduce recurrent UTIs.



OVERALL SATISFACTION

98% of respondents are satisfied when it comes to seeing a decrease in UTIs while taking **ellura**



ellura has changed my life! I tried every supplement on the market and yet I was plagued with multiple infections. I was afraid to go on long drives or even get on an airplane because anywhere I went away from home meant another UTI. I don't have to worry about it anymore. I go where I want and so far I haven't had to call the doctor or go to the urgent care when traveling. I see ellura as the fence at the top of the cliff, and not the ambulance at the bottom.

- F. McWhorter

WHY ellura?

87% were motivated to try ellura for UTI prevention after being referred by a healthcare professional



To me, prevention is always preferable to treatment. Since starting ellura at the suggestion of my physician, I have not had a single UTI. I take it faithfully once a day with no side effects.

- S. Smith

UTI PREVENTION without antibiotics



82%

agree or strongly agree that ellura is an effective and safer alternative to antibiotics (n=1,192)

93%

prefer taking ellura over antibiotics (n=1,352)



ellura has been a lifesaver for me! I have had UTIs on and off for years and I don't like antibiotics and the side effects. I will be an ellura customer for the rest of my life if I stay UTI-free. This was the best thing I have ever found for UTIs. Thank you! - S. Hines.

TRUSTED

99%



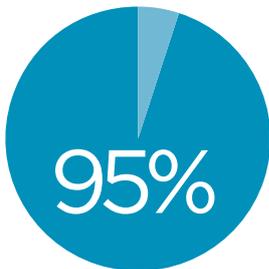
Nearly all respondents plan to continue taking ellura and would recommend to others with recurrent UTIs



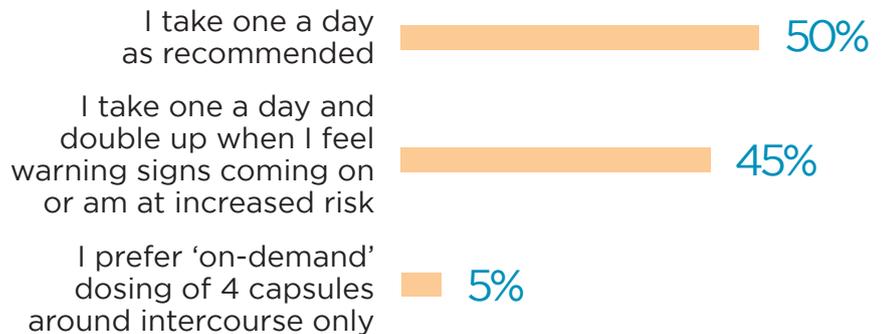
This product has changed my life and improved my intimate relationship with my husband. I have informed my primary physician of this product and she now recommends it to other women who experience frequent UTIs. I have also gotten three of my friends to order ellura, and they are all very pleased. I will take this product for the rest of my life. Thank you for this.

- K. Sanchez

COMPLIANCE



Which best describes your use of ellura?



Most respondents take ellura once daily as recommended, and double up as needed.

It is recommended that ellura be taken once a day at about the same time each day, while doubling up for 2 to 3 days when at increased risk for UTIs:

- Intercourse
- Infrequent voiding
- Traveling
- Difficulty emptying bladder

