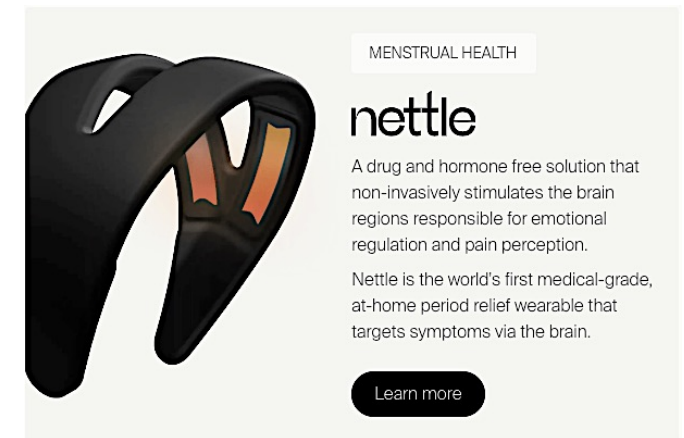


- Samphire Neuroscience is developing **Nettle**, “the world’s first Menstrual Neuromodulation Therapy device”; product is part of a portfolio of clinical-grade women’s health devices under development in association with institutions including the Lithuanian National Psychiatric Hospital and Imperial College London
- Nettle is claimed to “reprogram how your brain perceives pain and mood symptoms” via non-medicated and non-invasive electrical stimulation of key areas of the brain, enhancing neuroplasticity to provide lasting improvements in processing of pain and mood
- Research suggests that during the luteal phase of the menstrual cycle, changing progesterone levels contribute to altered brain activity, which can be managed by targeted stimulation of the dorsolateral prefrontal cortex
- Nettle is claimed to provide a 53% reduction in menstrual pain, with best effects seen after three months of consistent use; over 44% of women reported minimal period pain (self-reported as under 2 out of 10) after only one month, marking a significant improvement in efficacy compared to analgesics



Your journey is supported by a *neuroscience-backed app*

Nettle is managed through the Samphire Neuroscience mobile app, which syncs with your health data for a personalised experience. The app will offer cycle tracking and symptom logging features as well as neuroscientific content to support your journey toward a healthier cycle-brain connection.

CYCLE TRACKING SYMPTOM LOGGING  
NEUROSCIENCE CONTENT PERSONALISED CALENDAR  
COGNITIVE TRACKING GUIDED NEUROMODULATION



- Mental health benefits include an average 34% improvement in low mood symptoms, with relief lasting a month after cessation of use, and an 11% increase in functionality and fitness status
- Nettle device is accompanied by Samphire’s mobile app, which provides health monitoring services including symptom logging and cycle tracking in order to improve treatment
- Consumer promotion also includes an active Instagram account featuring customer testimonials; range of benefits includes relief of PMS, a segment currently comparatively underrepresented in CHC

# Intimate Care | Increasing numbers of probiotics entering intimate care market

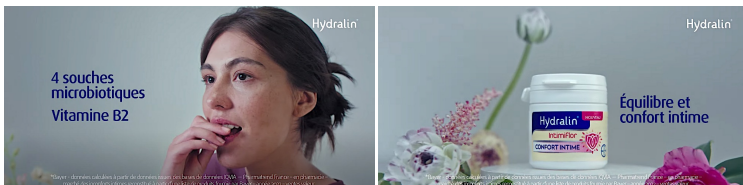
- In Canada, **Jamieson** (Jamieson) competes in probiotics for intimate health via Jamieson Women’s Probiotic Complex 7 Billion, which was claimed in social media posts to be “formulated with 5 specific probiotic strains that have been identified by research to support optimal vaginal health”
- UK’s leading probiotic brand **Optibac** (Wren) posted strong growth in 2023, aided by uptick in consumer advertising
- Social media is a key part of the brand’s A+P strategy and a TikTok channel was added in 2023; regular activity provides female-oriented health advice about multiple subjects, including gut, immune and intimate health, which supports the extensive range of supplements positioned for specific benefits, including Optibac For Women



- There have been several probiotics launches from feminine intimate care and VVI treatments brands to create broader intimate care portfolio in recent years, notably Bayer’s **Canesten** in the UK, which entered probiotics in early 2024 via CanesBiotics Intimate Care oral capsules (B. lactis, L. helveticus, L. plantarum, L. rhamnosus, vitamin B2) to support mucous membrane, vaginal mucosa and vulvar skin health
- It is suitable for women in all life stages including pre-pregnancy, during pregnancy, post-partum and menopause

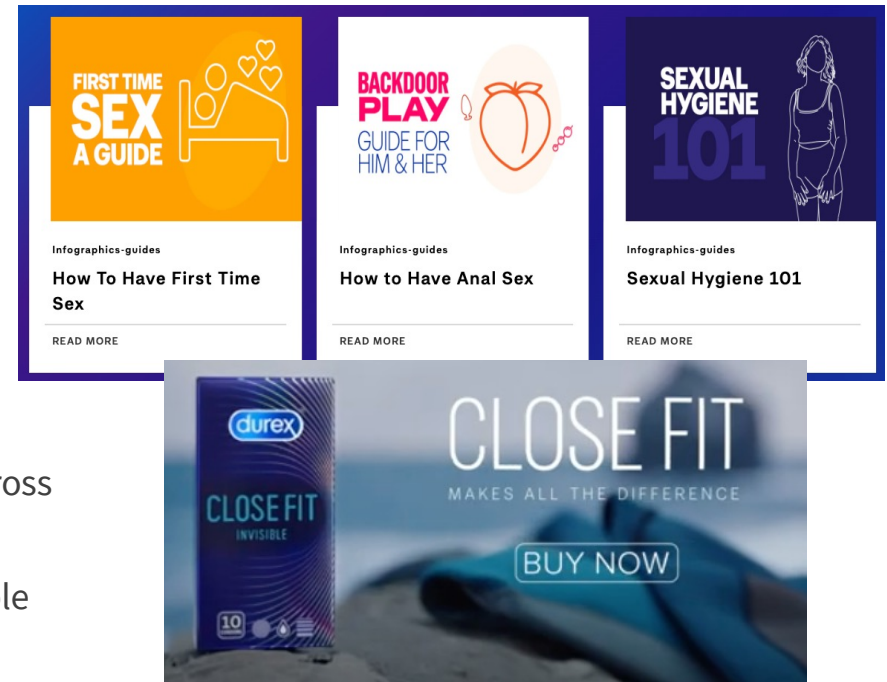
- In USA, Combe’s feminine care brand **Vagisil** entered supplements in 2024 via three capsule products, including two probiotics:

- Vaginal Health (LactoSpore [B. coagulans MTCC 5856 with inulin], L. acidophilus La-14, shatavari extract); “starts working in 72 hours to help balance vaginal pH” in order to prevent odour and discharge
- Yeast Defense (LactoWise [B. coagulans MTCC 5856 with glactomannan], L. acidophilus La-14, deglycyrrhizinated licorice extract); helps to maintain balanced yeast and bacteria to help prevent itch & discharge



- In France, Bayer extended **Hydralin** FIC brand in October 2023 with Hydralin Intimiflor Confort Intime oral capsules (probiotics, vitamin B2); ads stated “balance and intimate comfort”

- With Reckitt strengthening its focus on intimate health in **India**, particularly education among women; as well as health-focused content, brand site durexindia.com features infographics and sex education, expanding focus outside of sexual gratification and intimate health into topics such as respectful relationships
- Current focus of video ads in India is on Close Fit presentation, focusing on how thin material and snug fit of the condom provides a more pleasurable experience; it is claimed to be India's thinnest condom with a close fit
- Focus of promotion in **Canada** is on diversity, with core message of ads across a range of social media channels "Good sex for all" and "Safe is Sexy"
- Ads currently focus on adjacent product such as lubricants, as well as simple message reminding consumers of the importance of safe sex and contraception use



- Durex is leading condom brand in **France**, where promotion takes a different direction to many other markets by focusing heavily on lubricants and their importance for women who suffer from vaginal dryness; "Let's get out lubricants" campaign accompanied launch of Durex Natural, the first condom in the line with a 98% natural lubricant
- While the exact approach and messaging may change across different regions to focus on specific issues or consumer trends, **Durex is unified across its broad range of markets by a growing focus in promotion on safe and pleasurable sex as well as respect within relationships for comfort and safety**