

viveve™

..... Women's sexual health. It matters.

..... Consumer Research

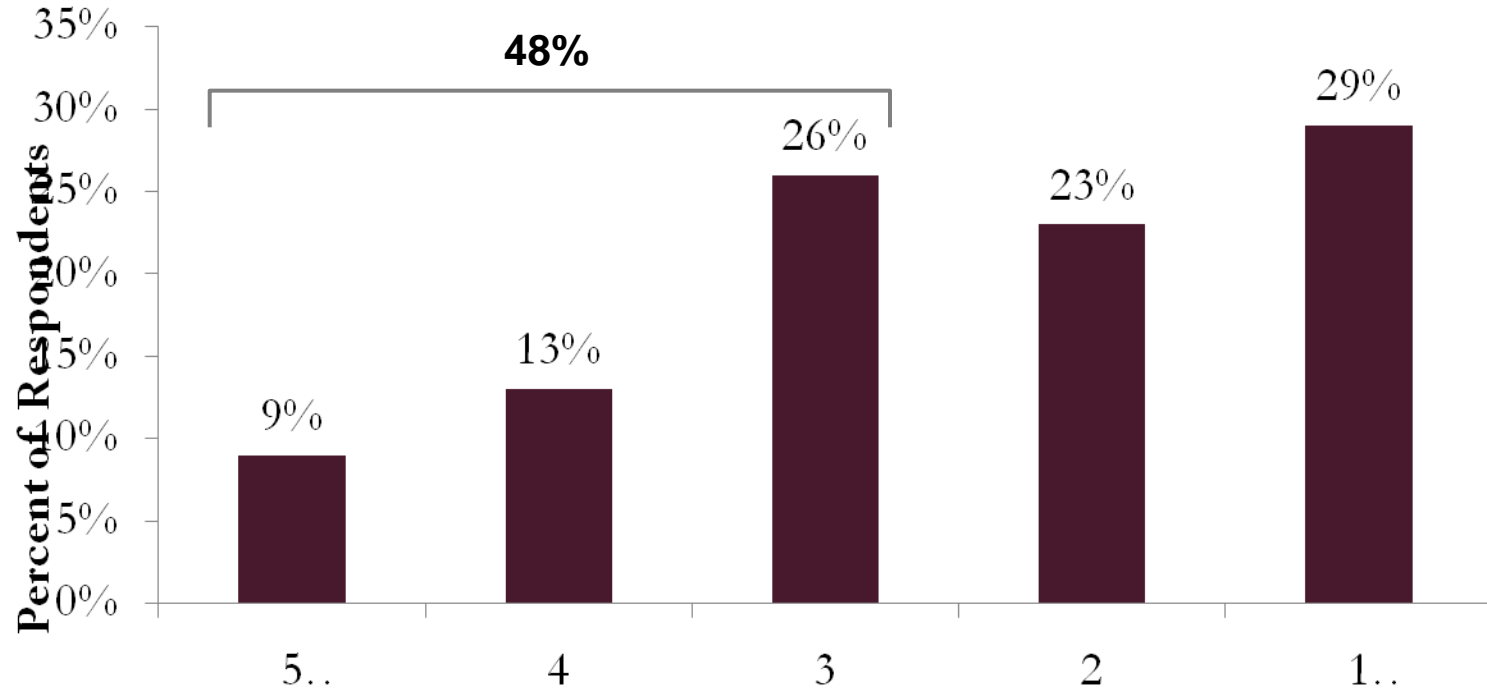
Consumer Research

Viveve commissioned an independent 3rd party research house to survey over 400 women to learn more about vaginal laxity post vaginal deliveries and the impact on her sexual health

The Current Problem: A Recognized Need

Nearly half of surveyed women in Viveve's target demographic feel vaginal looseness is a concern post-childbirth, and vaginal laxity is the #1 reported post-delivery physical change

Vaginal Laxity Prevalence: Level of Concern



Women are not sharing these concerns with physicians

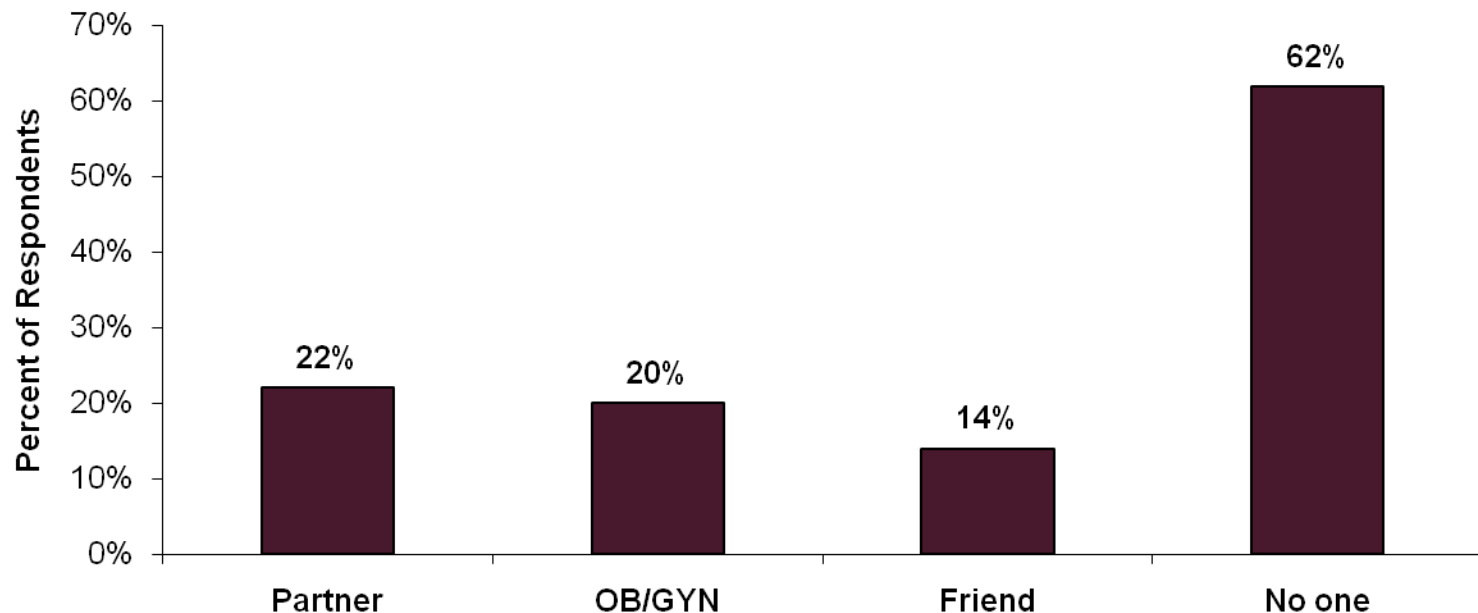
Women have told us they don't talk about vaginal laxity due to:

- embarrassment
- lack of opportunity and vocabulary
- fear of being dismissed
- Doctor not being able to relate

The Current Problem: An Under-Reported Need

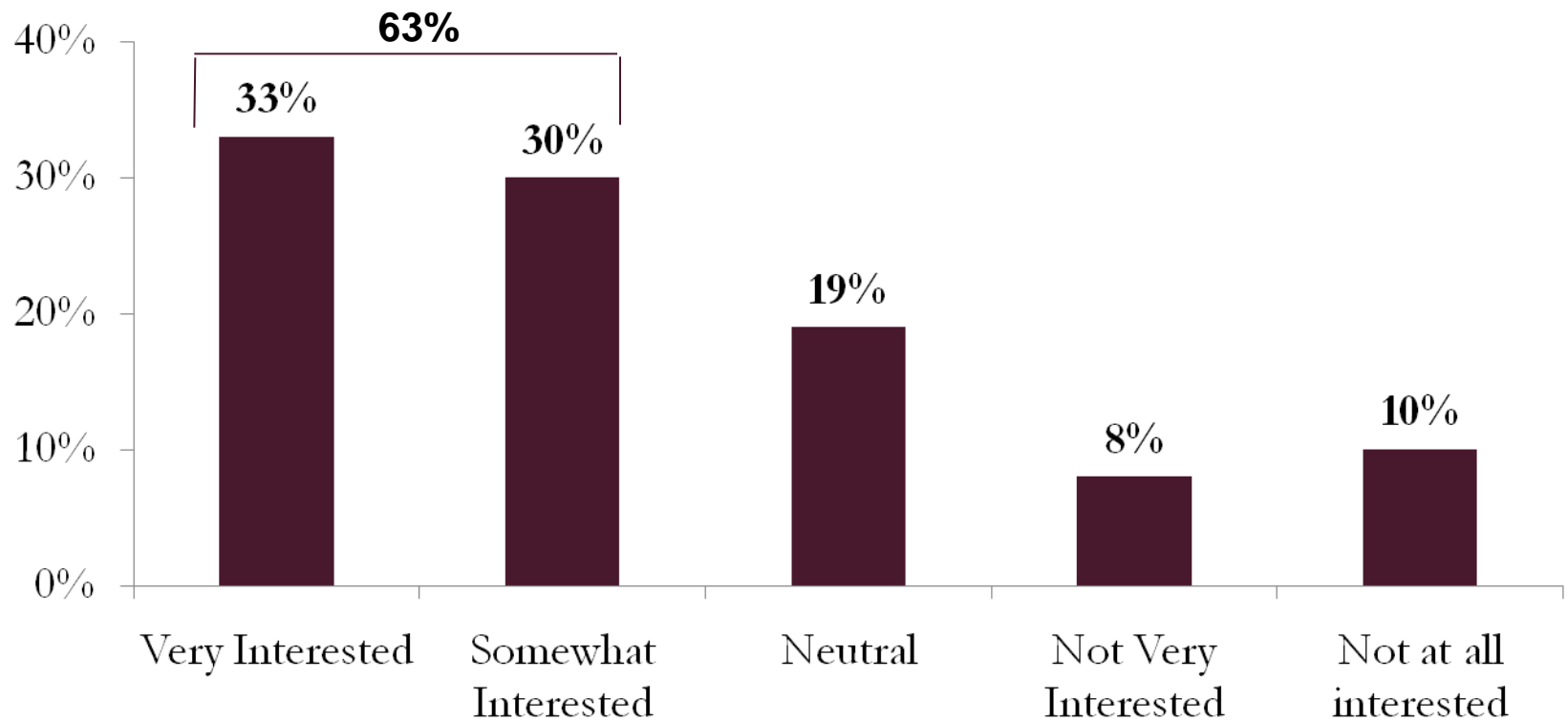
While nearly half of surveyed women are concerned about vaginal laxity, only 20% discuss the condition with their OB/GYN – “suffering in silence”

Discussions Regarding Vaginal Laxity



Women are interested in a non-surgical procedure for laxity

When asked about a non-surgical medical procedure that addresses vaginal laxity, over 60% of women 25-45 years old were interested in the procedure



Question: Taking cost out of the equation for now, and thinking just about the vaginal tightening procedure you just read about and the potential benefits you may see, how interested would you be in this procedure assuming you were finished having children?

Positive impact of having a non-surgical procedure for vaginal laxity

Most women felt having a non-surgical procedure for laxity would improve her sexual health (and in many cases, her partner's):

- 59% agreed it would improve her sexual satisfaction
- 55% agreed she would have better orgasms
- 53% agreed she would feel more confident during lovemaking
- 65% agreed it would benefit both her and her partner
- 56% agreed it would have a positive effect on their relationship

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