



MULTI-MAM SUMMARY OF STUDIES

Contact details

BioClin BV

Eveline van Dijk

e.vandijk@bioclin.com

+ 31 (0)15 2512 895

Contents

Below is the summary of the studies of Multi-Mam. This summary can be used in advertisements, trade brochures, professional brochures, advertorials etc. The graphs are an example of how you can make the results visual. If you would like some help or feedback with composing marketing material using the results of this research, please contact Frank Suyker at f.suyker@bioclin.com

Index

.....	
Patient satisfaction survey Multi-Mam Compresses	p3
Multi-Mam Compresses: evaluation of the relief and treatment of nipple pain in breastfeeding women	p4
Multi-Mam BabyDent survey	p5
Multi-Mam LactaShake and Multi-Mam LactaMax: effectiveness test	p6
Addendum	p11

Patient satisfaction survey Multi-Mam Compresses

Conducted by Nordic Consumer Health, Sweden 2015

Introduction

BioClin's Swedish partner, Nordic Consumer Health, conducted a patient satisfaction survey for Multi-Mam Compresses. They devised the survey and BioClin's research & new product development team were asked for their input.

Method

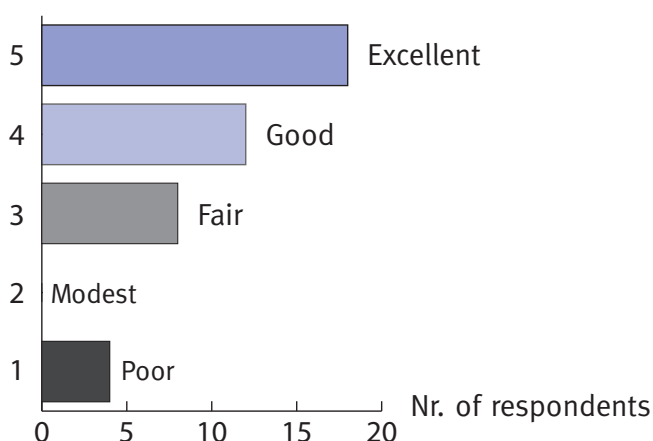
Breastfeeding women with nipple problems were invited to participate in the survey by midwives. 47 women participated in this survey between March 2015 and November 2015. The participating breastfeeding women were asked to apply Multi-Mam Compresses on their affected nipples at least twice every day for 30-60 minutes.

Women were asked to keep a daily diary and mark their nipple pain on a 10 cm Visual Analogue Scale and to report the visible signs of affected nipples on a 5 point severity scale (0: no signs, 1: scabbing, 2: crater formation, 3: flushing (redness), 4: exuding ('sticky') nipple, 5: cracked nipple).

Key findings

72% of the women surveyed rated Multi-Mam Compresses as good or excellent (figure 1). For those that discontinued using the product before the end of the 10 day trial period, the results were similar for those that stopped using the compresses before the end of the 10 day trial.

Figure 1: Product score



Trend of pain scores and visible nipple problems over time for the women that used the compresses for the entire 10 day period. The graphs clearly show a gradual decline in pain and visible problems over the 10 day course.

Figure 2: Pain score

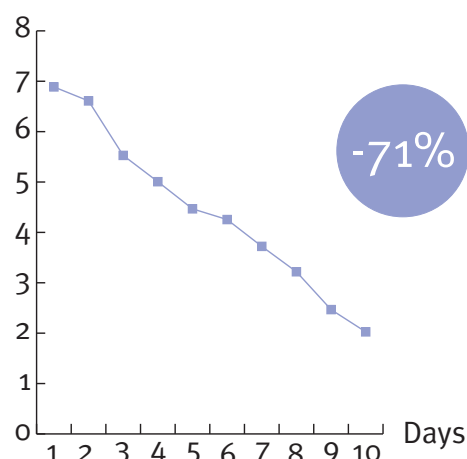
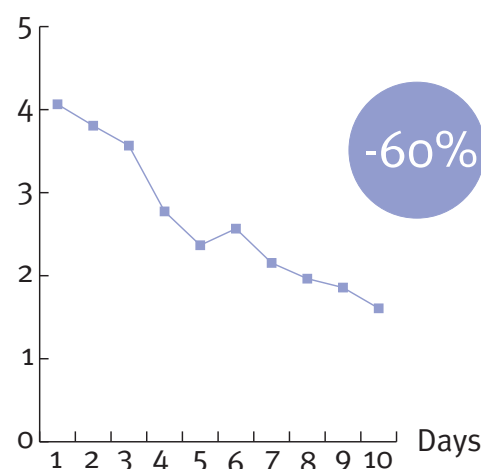


Figure 3: Score visible signs of affected nipples



Additional observations

Several women spontaneously reported an immediate cooling and pain relieving effect after applying the compress in the comment box. This was not an explicit question in the survey.

91% of the mothers would use the product again
78% of the mothers would recommend the product

Multi-Mam Compresses: evaluation of the relief and treatment of nipple pain in breastfeeding women

Switzerland and Germany, 2014

Introduction

For a post marketing survey, Report Forms were provided to several Swiss and German midwives and lactation consultants for distribution to breastfeeding mothers using Multi-Mam compresses. In the Report Forms the users of Multi-Mam Compresses could fill in a number of questions, the results of the application of Multi-Mam Compresses and remarks on the product.

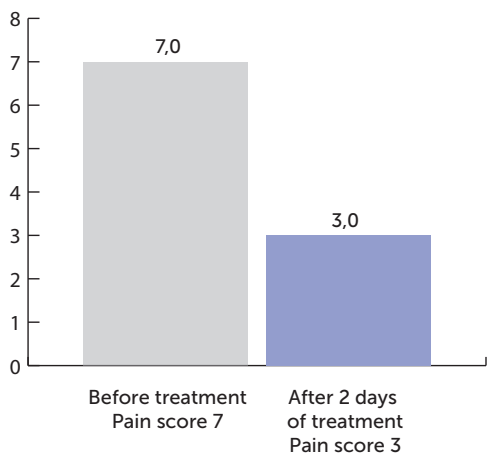
227 Report Forms were collected over a period of six months. The age distribution was 38 mothers of 35-42, 94 mothers of 30-35, 64 mothers of 25-30 and 31 mothers of 20-25. The complaints were noted as; very sensitive, sore nipples, inflamed, damaged nipples and bleeding fissures.

Results:

The Result Forms asked for a 2 days result of the application of the compresses, therefore emphasizing the expectation of a quick result. With a drop of the average pain score of 7 to 3 this was indeed shown. It was shown that the quickest results were obtained when the nipple pain was immediately treated with the Multi-Mam Compresses; within 1-2 days after start of complaints.

Evaluation of the relief and treatment of nipple pain in breastfeeding women:

Reduction of complaint score during treatment
(number of participants = 227):



Pain score 0 - 10:
0 = no pain and 10 = extreme pain

Conclusion

The results of the evaluation of Multi-Mam Compresses for the relief and treatment of nipple pain with 227 mothers are quite impressive with respect to the complete resolve within 2 days.

A significant number of women were extremely satisfied with the relief of pain, inflammation and nipple damage, which greatly contributed to the continuation of breastfeeding.

Multi-Mam BabyDent survey

Conducted by Kidsgo, Germany 2013

Introduction

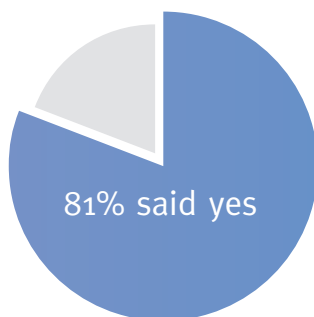
In August 2013, a survey among 33 mothers with teething babies was performed. The mothers received a tube of Multi-Mam BabyDent for their teething baby. The average use was 2 times a day. Thereafter the mothers answered a questionnaire.

The main results are:

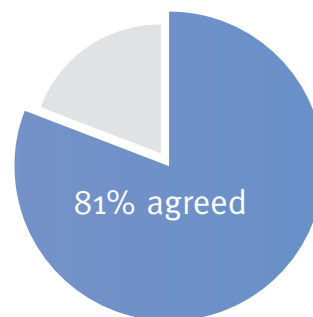


- 81% of the mothers considered that Multi-Mam BabyDent relieved teething pain quickly.
- 87% of the mothers were very satisfied with Multi-Mam BabyDent as a product.
- 93% of the mothers welcomed and appreciated the fact that Multi-Mam BabyDent does not contain any anaesthetic ingredients.
- 81% of the mothers will recommend Multi-Mam BabyDent to others.

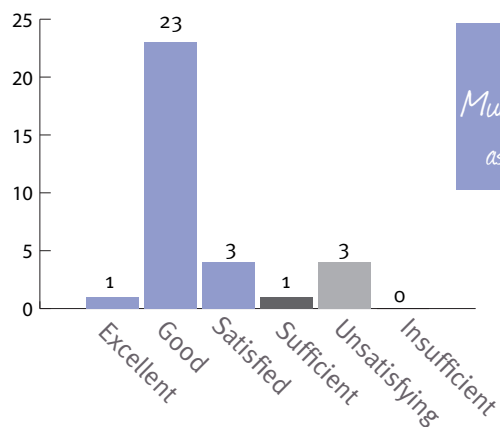
I would gladly recommend Multi-Mam BabyDent to other mothers



Do you agree that Multi-Mam BabyDent quickly relieved the teething pain of your child?



How do you rate Multi-Mam BabyDent on a rate from excellent to insufficient?



87% rated Multi-Mam BabyDent as good or excellent



Multi-Mam LactaShake and Multi-Mam LactaMax: Effectiveness test

Conducted by MetrixLab, The Netherlands 2018

Introduction

Purpose

In the summer of 2018, BioClin commissioned global research agency MetrixLab to conduct market research on Multi-Mam LactaShake and Multi-Mam LactaMax. Both products support breastfeeding and the production of breast milk. The primary purpose of the research was to determine the effectiveness of the products against specific symptoms. The tests validate and support the product formulations and claims.

Method

The research was undertaken in the Netherlands. The participating women were asked to take part in an online, quantitative, efficacy survey. Women tested the products at home over a period of 7 days. They evaluated the overall effectiveness of the product and the effect on specific breastfeeding complaints after using the product. Lastly, the participants were asked what they thought of the product overall and the product benefits.

For both Multi-Mam LactaShake as LactaMax, the symptoms that the participants evaluated were as follows:

- Lack of breastmilk
- Fatigue
- Lack of energy
- Listlessness

Note: participants concerning the complaint, "lack of breastmilk", were difficult to find with this specific criteria because the mothers needed to be contacted before they had already given up breastfeeding.

Participants specifications and sample size

- Women aged between 18 – 50 years old
- Breastfeeding women with a baby of maximum 1 year old
- In need of support for breastfeeding
- Concerning Multi-Mam LactaShake: does not have a lactose intolerance or milk allergy
- Test participants Multi-Mam LactaShake: 66 women
- Test participants Multi-Mam LactaMax: 67 women

Summary of key findings

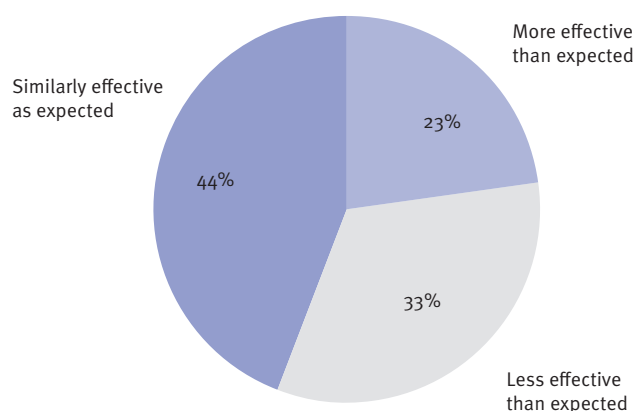
- In general support of breastfeeding, including the common complaint fatigue was very relevant for the target group.
- Both Multi-Mam Lacta products scored **highly for effectiveness** for the most important complaints.
- Multi-Mam LactaShake was **effective according to three quarters of the moms with lack of milk production**, but also for almost half of the moms with the **very common complaint of fatigue**.
- Multi-Mam LactaMax was **effective in half of the situations on multiple different issues, including lack of milk** but also the **very common complaint fatigue**.

Results Multi-Mam LactaShake

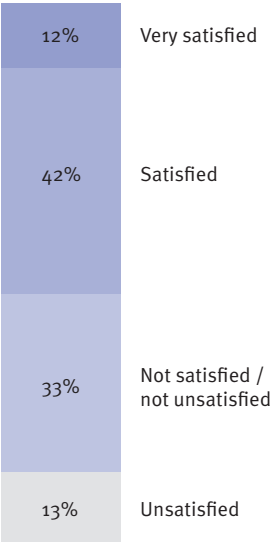
Expectations of the product and satisfaction after usage of the product.

Expectations of the **effectiveness** are met or exceeded for **two-thirds of the moms**. The product proves its effectiveness. Half of the moms are satisfied with Multi-Mam LactaShake, because it does what it promises.

Multi-Mam LactaShake: Expectations of effectiveness



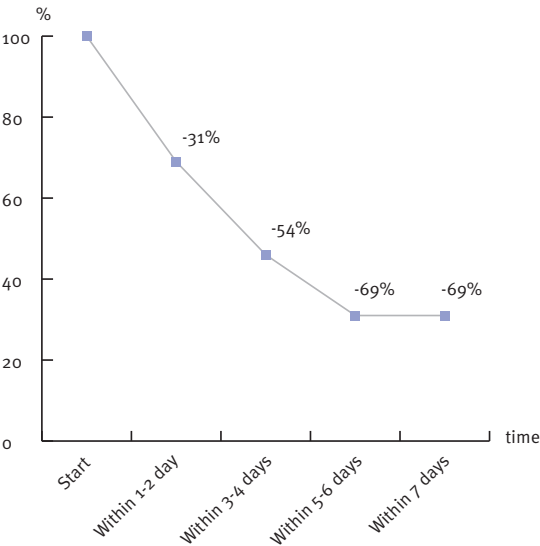
Multi-Mam LactaShake: Satisfaction after usage



Reduction of complaints

Multi-Mam LactaShake was **effective for more than two out of three of the moms with lack of breastmilk production**. This effect was reached **within 5-6 days and after intake of 5-6 shakes**.

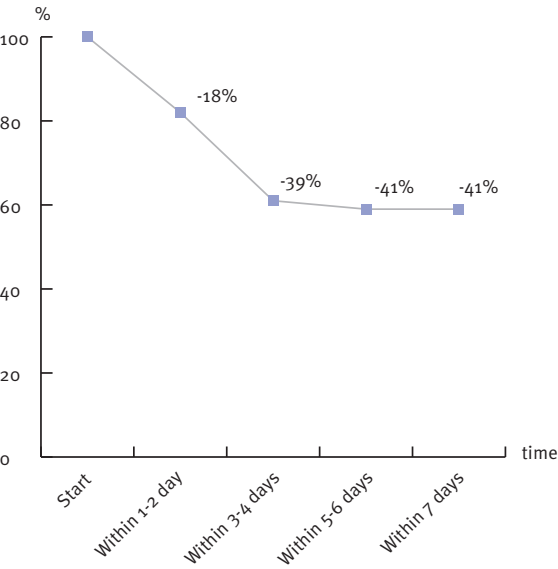
Multi-Mam LactaShake: Reduction lack of breastmilk



Fatigue

Multi-Mam LactaShake also decreased fatigue (41%) which is a very common complaint among breastfeeding moms (74%). This effect was reached within 3-4 days, after the intake of 3-4 shakes.

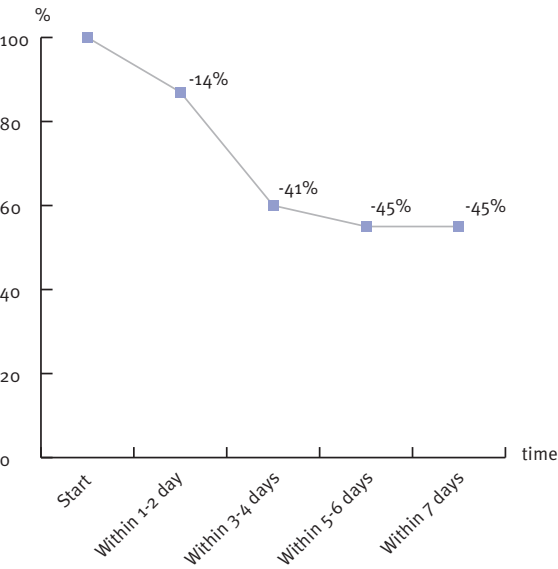
Multi-Mam LactaShake: Reduction fatigue



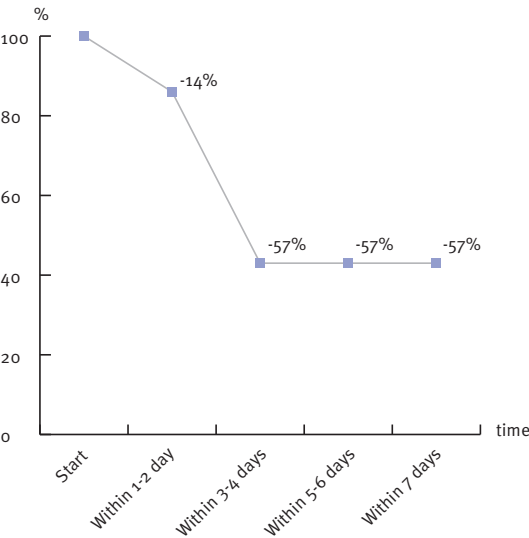
Lack of energy and listlessness

In 45% of the women, lack of energy was reduced and in 57% of the women listlessness was reduced. This effect was reached within 3-4 days, after the intake of 5-6 shakes.

Multi-Mam LactaShake: Reduction lack of energy



Multi-Mam LactaShake: Reduction listlessness

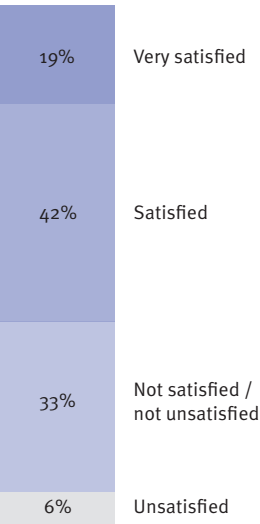


Results Multi-Mam LactaMax

Expectations of the product and satisfaction after using the product.

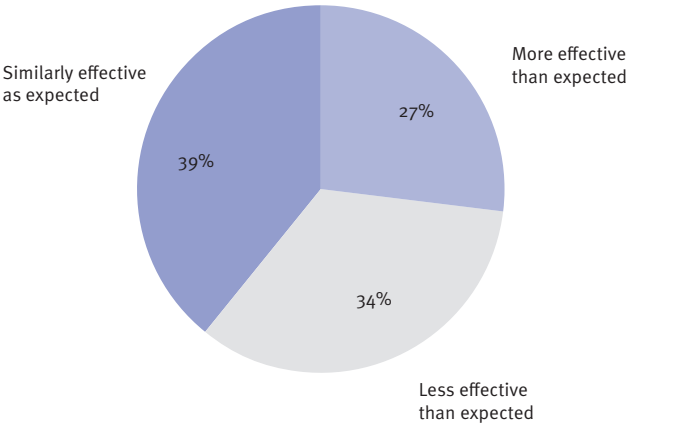
More than 60% of the moms were satisfied after using Multi-Mam LactaMax.

Multi-Mam LactaMax: Satisfaction after usage



Expectations of the effectiveness were met or exceeded for two-thirds of the moms.

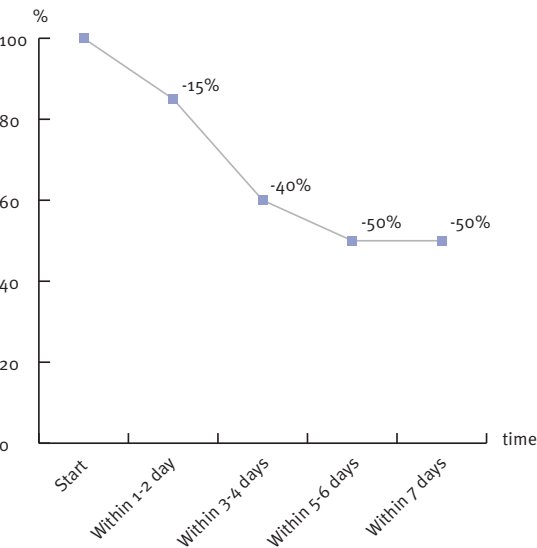
Multi-Mam LactaMax: Expectations of effectiveness



Reduction of complaints

Multi-Mam LactaMax was **most effective for the complaint, “lack of breastmilk”**. Milk production increased for half of the women who experienced this complaint. This effect was reached within 5-6 days, after the intake of 5-8 tablets (drinks).

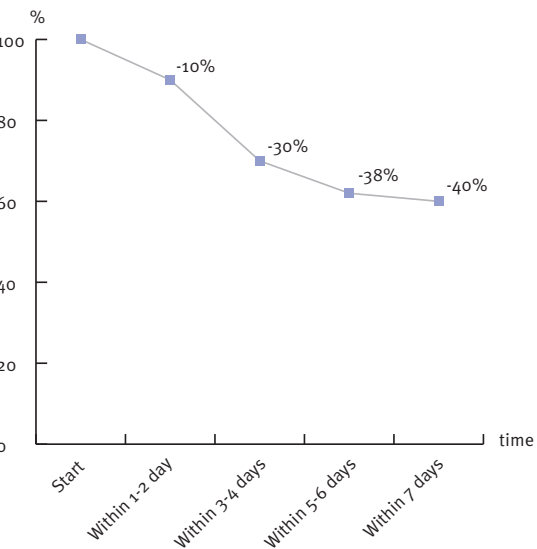
Multi-Mam LactaMax: Reduction lack of breastmilk



Fatigue

Multi-Mam LactaMax was also effective on the commonly experienced complaint of fatigue with breastfeeding moms. Three out of four of the moms experienced fatigue. Reducing of this complaint was reached within 5-6 days, after 9-12 tablets (drinks) to **40%** of the moms.

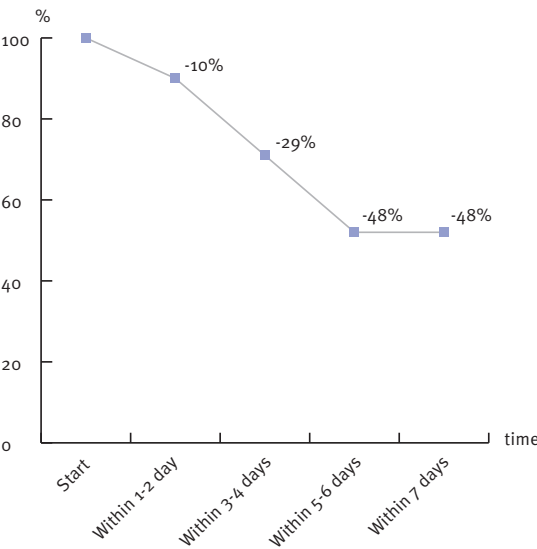
Multi-Mam LactaMax: Reduction fatigue



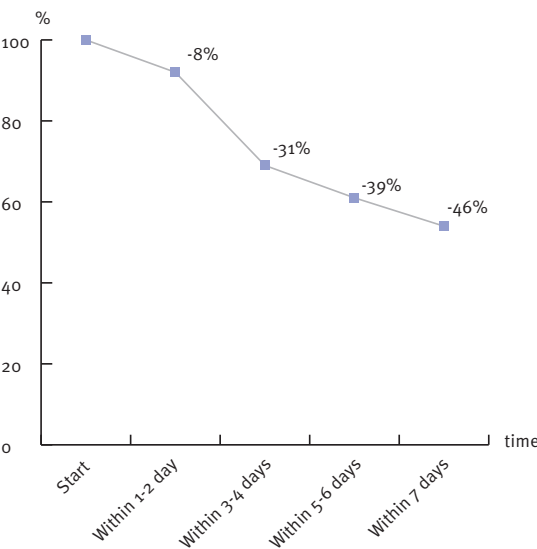
Lack of energy and listlessness

In **48% of the women, lack of energy was reduced and in 46%** of the women listlessness was reduced. This effect was reached within 5-6 days, after 9-12 tablets (drinks).

Multi-Mam LactaMax: Reduction lack of energy



Multi-Mam LactaMax: Reduction listlessness

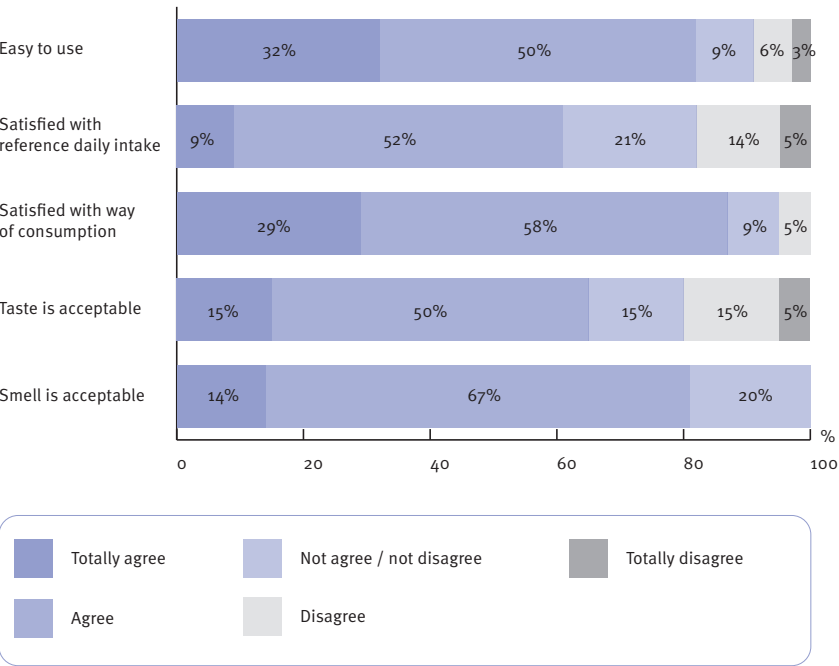


Product benefits Multi-Mam LactaShake and LactaMax

Multi-Mam LactaShake product benefits

Multi-Mam LactaShake is easy to use and convenient. However, some mothers found two sachets per day too much. Most moms used one sachet a day (55%) during five to seven days. The taste and smell of Multi-Mam LactaShake is acceptable.

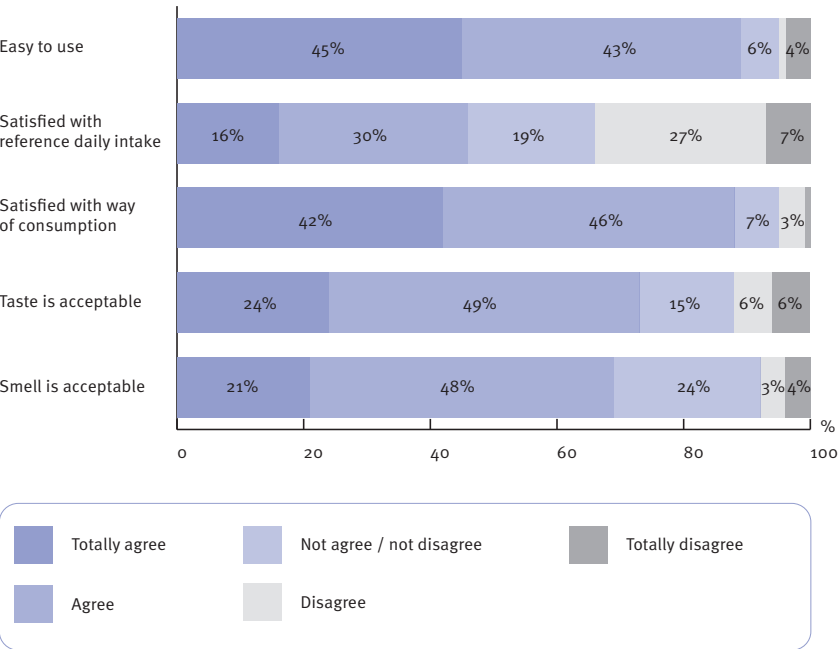
Multi-Mam LactaShake: Product benefits



Multi-Mam LactaMax product benefits

Generally, the moms were satisfied with Multi-Mam LactaMax, although the amount of 4 drinks a day was considered too much. Taste and smell of Multi-Mam LactaMax is acceptable. Although most mothers used LactaMax less often than instructed, many used it for (almost) a week and as a result increased their water intake. Three out of four mothers used 1-3 tablets a day.

Multi-Mam LactaMax: Product benefits



Addendum

Questions Multi-Mam LactaShake

.....

- You have now tested Multi-Mam LactaShake for a few days. Did the product live up to the expectations you had of it when you first read about it? Base size=66
- How satisfied are you with Multi-Mam LactaShake after using it? Base size =66
- Which of the following complaints did you have before you used the product? / Did your complaint decrease because of the use of Multi-Mam LactaShake? / How long did you use the product when your complaint(s) decreased? / How many sachets did you use when your complaint(s) decreased? Base size = 66 / Effect: Lack of breastmilk n = 9 / Fatigue n = 20 / Listlessness n = 8 / Lack of energy n = 10
- To what extent do you agree with the following statements? Base size = 66
- How many Multi-Mam LactaShake sachets did you on average use per day? Base size = 66

Questions Multi-Mam LactaMax

.....

- You have now tested Multi-Mam LactaMax for a few days. Did the product live up to the expectations you had of it when you first read about it?
- How satisfied are you with Multi-Mam LactaMax after using it? Base size = 67
- Which of the following complaints did you have before you used the product? / Did your complaint decrease because of the use of Multi-Mam LactaMax? / How long did you use the product when your complaint(s) decreased? / How many tablets did you use when your complaint(s) decreased? Base size = 67 / Effect: Lack of breastmilk n = 10 / Fatigue n = 20 / Listlessness n= 6 / Lack of energy n = 10
- To what extent do you agree with the following statements? Base size = 67
- How many days did you use Multi-Mam LactaMax? Base size = 67
- How many Multi-Mam LactaMax tablets did you on average use per day? Base size = 67
- Did you increase your drinking in the past days because of the usage of Multi-Mam LactaMax? Base size = 67



Contact details

BioClin BV
Eveline van Dijk
e.vandijk@bioclin.com
+ 31 (0)15 2512 895

CONFIDENTIAL