

**femme**pharma

Healthcare products developed  
by women, for women

# Investment Opportunity

OTC



# The Opportunity

Over 50 million women in the US are looking for relief from vaginal dryness and discomfort resulting from a number of conditions including: menopause, auto-immune disease, side effects of cancer treatment, and endometriosis among others.

**The post-menopausal vaginal atrophy therapeutics market alone is estimated to reach \$1.9 Billion dollars worldwide by 2022<sup>1</sup>.**

## An Unmet Need

While there are treatment options available: vaginal moisturizers, hormone replacement therapy (HRT), and laser treatment; a large percentage of these women are dissatisfied with these options stating that they are: “ineffective,” “costly,” “messy” and “having side effects<sup>2</sup>.”



**1 IN 4 WOMEN SUFFER FROM VAGINAL ATROPHY**

# Introducing FemmePharma Vaginal Moisturizer & Lubricant

FemmePharma Consumer Health has developed an OTC product which effectively addresses vaginal dryness and discomfort, has minimal-to-no side effects and is affordable.

The formulation is based on knowledge from a clinical trial for our Overactive Bladder prescription product.

**During the trial, women experienced an improvement in vaginal dryness symptoms. The formulation was then optimized over years of research and development.**

## Survey Results

In a recent survey conducted by FemmePharma of 400 women in peri-menopause and menopause, the most common responses included:

**“I would be more eager to have sex with this product over traditional sloppy lubricants”**

**“A 9.4 out of 10”**

(When asked how important it is for a vaginal moisturizer to provide relief without leaking in your underwear or on your sheets)

**“I love the fact that this product is designed by women, for women”**

# In Keeping with Our Mission

As a company that is dedicated to enhancing the quality of life for women through the development of novel, esthetically elegant products using scientific expertise and the highest quality pharmaceutical industry standards, we are uniquely qualified to solve this problem.

**Our science is by women, for women.**

## Our USP

Our unique selling proposition is quite simple: a synergistic, proprietary blend of ingredients applied topically via an optimized applicator. This solution has proven effective in our recent clinical study reporting significant improvement over current treatments.

## Target Market

We have developed a highly targeted advertising program that reaches women with moderate-to-severe symptoms, seeking a better option. And our customer-centric strategy puts the patient at the center of everything that we do, from answering their initial questions to ordering – all a part of our mission to help women.

## Creating Shareholder Value

Our go-to-market strategy, coupled with a relatively low capital investment and a state-of-the-art digital support infrastructure enables us to grow and manage the business efficiently.



To learn more:  
Request a meeting with our CEO by  
emailing [invest@femmepharma.com](mailto:invest@femmepharma.com)

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[www.femmepharma.com](http://www.femmepharma.com)

<sup>1</sup> Postmenopausal Vaginal Atrophy – Global Drug Forecast & Market Analysis, Global Data, 2013.

<sup>2</sup> EMPOWER Study: Women's Knowledge & Awareness of Treatment Options for VVA, 2017.