

# Introduction to Kora Healthcare

Will O'Toole: Head of Asia Pacific & US

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



**KORA**  
HEALTHCARE

Restoring Health

# Agenda

- Introduction to Kora Healthcare
- Mission Statement
- Global Position
- Current Partners
- Product Portfolio

# Who are we?

100%

Privately owned  
healthcare and  
pharmaceutical  
company



Proud heritage  
founded in 1994 and  
relaunched in 2011



HQ in Dublin  
Republic of Ireland  
with Regional offices  
in UK and Asia

# Mission Statement

Kora Healthcare is an **emerging** company committed to **identifying, developing** and **commercialising** healthcare products **internationally** across a **spectrum of therapeutic areas**. We are dedicated to delivering **high quality** products to **patients**; enabling them to live and experience improved quality of life. As we expand our product portfolio, we are guided by our **company values** and inspired to **make a difference** in the well-being and needs of those **we serve**.

# Fully Integrated

- Kora Healthcare is an integrated pharmaceutical company
  - Research, Development & Innovation
  - Scientific & Medical Affairs
  - Regulatory Affairs and Pharmacovigilance
  - Quality
  - Supply Chain & Logistics
  - Finance
  - Marketing & Sales
  - Customer Service
  - Human Resources

# Licenses & Certifications

## ■ GMP/GDP License

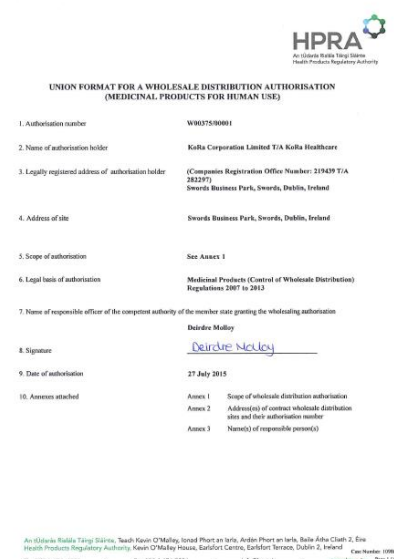


## ■ Manufacturing License

## ■ Wholesale License

## ■ ISO 13485

## ■ HSE Food Business Operator



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



Restoring Health

# Domestic & International Market Models

- **International:** Distributor Partnerships – export orientated, brand support and service



- **Domestic:** Full distribution throughout Ireland, United Kingdom, and Germany.



# Management Team

**Conor O'Daly**  
Chief Executive Officer

**Richard McGuinness**  
Group Financial Controller

**Natasha Bankowski**  
Regulatory Affairs and Pharmacovigilance Manager

**Sinead Healy**  
Scientific and Medical Affairs Manager

**Eamonn McGowran**  
Head of Quality and Regulatory Affairs

**Mark Blowers**  
Commercial Director (UK)

**Annette Dolan**  
Quality Manager

**Shane Fitzgerald**  
Commercial Director (ROI & ROW)

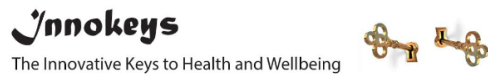
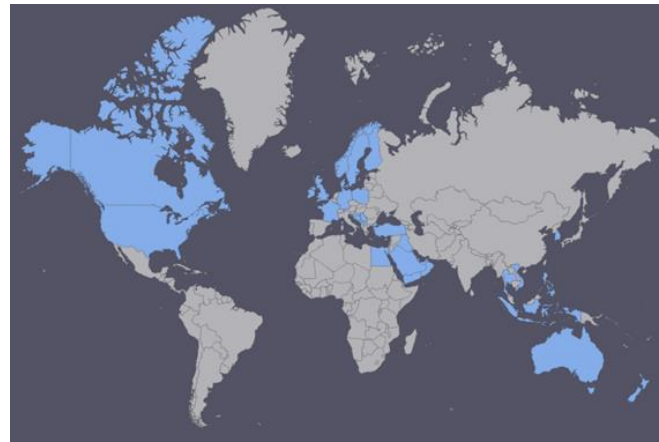
**Stephen Hayden**  
Supply Chain Manager

**Alaa Ghazy**  
Research & Development Manager

**Will O'Toole**  
Head of Asia-Pacific & US



# Global Footprint & Partners



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# Kora Healthcare Therapeutic Focus



Our present patient and therapeutic focus:

- **Supportive Care:** medicines that treat or manage secondary conditions arising from, relating to and complicated by underlying serious, chronic and long-term diseases.
- **Genito-Urinary:** healthcare products that treat or manage conditions related to sexual and reproductive health in both women and men.
- **Consumer Care:** healthcare products that manage or treat common conditions that can be self-treated or managed with the assistance of healthcare professionals.



# Genito-Urinary Medicine

**Relactagel**  
LACTATE VAGINAL GEL

**Imunovir<sup>®</sup> 500mg Tablets**  
Inosine Acedoben Dimepranol

***Fluomizin<sup>®</sup>***  
10 mg vaginal tablets

**Regelle**  
LONG LASTING  
VAGINAL MOISTURISER

**delimmun<sup>®</sup>**  
120,25 mg/379,75 mg Tabletten  
Inosin, Dimepranol-4-Acetamidobenzoat

**VEREGEN<sup>®</sup> 10% OINTMENT**

# Supportive Care



**Magnaspartate<sup>®</sup>**  
243 mg powder for oral solution  
magnesium (as magnesium aspartate dihydrate)

# Consumer Care



# Performance: Magnaspartate, UK

## Magnaspartate<sup>®</sup>

243 mg powder for oral solution  
magnesium (as magnesium aspartate dihydrate)

- 84% market share in UK
- Sales +21%, driving category growth
- #1 Magnesium drug

UK, Total market (retail & hospital), unit sales, MAT to end April 2020

# Product Portfolio for the Management of Hypomagnesaemia (magnesium deficiency)

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Magnacitrate<sup>®</sup> 97.2mg (4mmol) Tablets

Magnaspartate<sup>®</sup> 243mg (10mmol) Power for Oral Solution

## Conditions Associated with Hypomagnesaemia

Hypomagnesaemia Associated Conditions <sup>5,6,7</sup>	
<b>Gastrointestinal</b> <ul style="list-style-type: none"> <li>• Gastrointestinal loss/failure and malabsorption disorders</li> <li>• Short bowel syndrome</li> <li>• High output stoma*</li> <li>• Long-term PPI treatment</li> </ul>	<b>Oncology</b> <ul style="list-style-type: none"> <li>• Chemotherapy induced magnesium loss with:               <ul style="list-style-type: none"> <li>• Cisplatin</li> <li>• Cetuximab</li> </ul> </li> </ul>
<b>General Drug Therapy</b>	
<ul style="list-style-type: none"> <li>• Diuretics</li> <li>• Gentamicin</li> <li>• Cidosporin</li> </ul>	<ul style="list-style-type: none"> <li>• Foscarnet</li> <li>• Amphotericin B</li> <li>• Pentamidine</li> </ul>
<b>Post Organ Transplantation</b>	
<p>Other conditions associated with hypomagnesaemia: alcoholism, acute pancreatitis, diabetes, hyperaldosteronism, renal associated (post-renal transplantation, primary hypomagnesaemia, renal tubular reabsorption defects), malnutrition, refeeding syndrome and long-term IV treatment without magnesium</p>	

# Magnacitrate® Features

Active Ingredient: Magnesium citrate nonahydrate

Sugar free

Each pack containing 6 x 10 blisters of 4mmol tablets



Solid Oral Dose

Therapeutic indications: treatment and prevention of magnesium deficiency as diagnosed by a doctor.

Each tablets containing 97.2mg (4 mmol) of magnesium

— Magnacitrate®  
97.2mg Tablets

# Magnacitrate® Benefits

**Suitable for use in Diabetics**  
Sugar-free. Can Often alternatives contain high sugar or sweetener content to mask metallic taste.

**Solid Oral Dose Tube**  
Supplied in blister format to facilitate ambulatory patients.


**Highly Bioavailable and Soluble**  
Magnacitrate® provides magnesium in a highly soluble bioavailable salt form.



**Easy to take**  
Solid oral dose: can be swallowed whole or split? for patient convenience. No need to chew

**Dissolution Profile**  
85% in 15mins & 90% in 30 mins.?

**Odourless & Tasteless**  
To facilitate patient compliance Magnacitrate is free from flavourings



Magnaspartate®  
243mg Powder for Oral Solution

**Magnaspartate®**  
243 mg powder for oral solution  
magnesium (as magnesium aspartate dihydrate)



Restoring Health

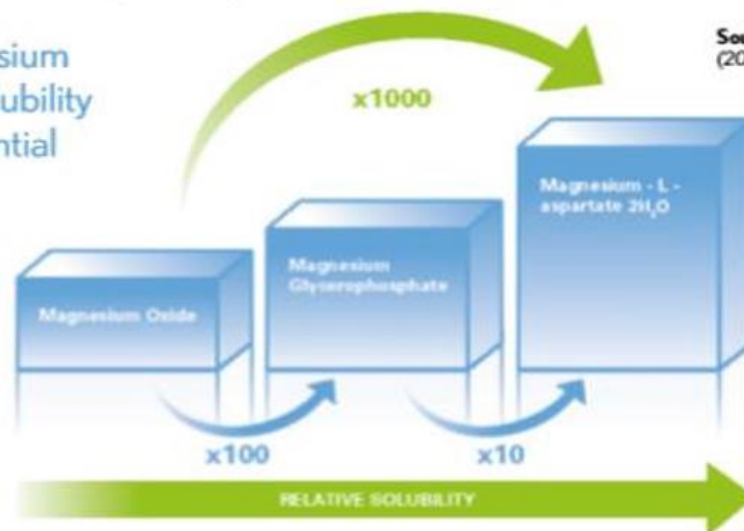
# Why Magnaspartate®?

## Why Prescribe Magnaspartate?

### Magnaspartate = Greater Water Solubility

The extent of water solubility of oral Mg salts is a predictor of their absorption\*.

Magnesium  
Salt Solubility  
Differential



Source: Kora Healthcare  
(2010 internal document)

# Magnaspartate<sup>®</sup> Features

Active Ingredient: Magnesium aspartate dihydrate

2 sku's formats available  
10 or 20 x 6.5g sachets



Powder for oral solution with a pleasant peach/apricot-like flavor

Therapeutic indications: treatment and prevention of magnesium deficiency as diagnosed by a doctor.

Each sachet containing 243mg (10mmol) dose of magnesium

— Magnaspartate<sup>®</sup>  
243mg powder for oral solution

# Magnaspartate® Benefits

**Tube Feeding application**  
Can be used in gastric, duodenal and nasal feeding tube.



**Highly Bioavailable and Soluble**  
Magnaspartate® provides magnesium in a highly soluble bioavailable salt form.

**Easy to take**  
Supplied in easy to use single dose 6.5g sachet each containing 243mg (10mmol) magnesium

**Palatable**  
Magnesium has a peach/apricot flavour, is highly palatable and can be dissolved in 50-200ml water, tea or orange juice.

**Well Tolerated**  
Well established safety and compliance profile.

# Family D

Baby D<sup>®</sup>

Toddler D

Daily D



## Kora Healthcare's Vitamin D Story

In 2010 The Food Safety Authority of Ireland (FSAI) published national guidance on vitamin D supplementation for infants (from birth to 1 year) - Ireland was beginning to see a re-emergence of rickets, where the disease had previously been near eradicated from Ireland <sup>1</sup>.

As a result, there was an outreach from the FSAI to Irish pharmaceutical companies to develop an exclusive Vitamin D3 oral solution.

As a direct response to this need, Kora Healthcare developed BabyD, a colourless, tasteless and allergy free Vitamin D3 oral solution. BabyD was created as a safe, accurate means of administering vitamin D to infants because of the unique oral dosage syringe. Clearly marked at the RDA point of 200IU per day.

Since then BabyD has been a favourite amongst mums, winning several awards in the NPPA Awards. BabyD won the Silver Award for 'Best Vitamin D3 supplement' at the NPPA Awards 2020.

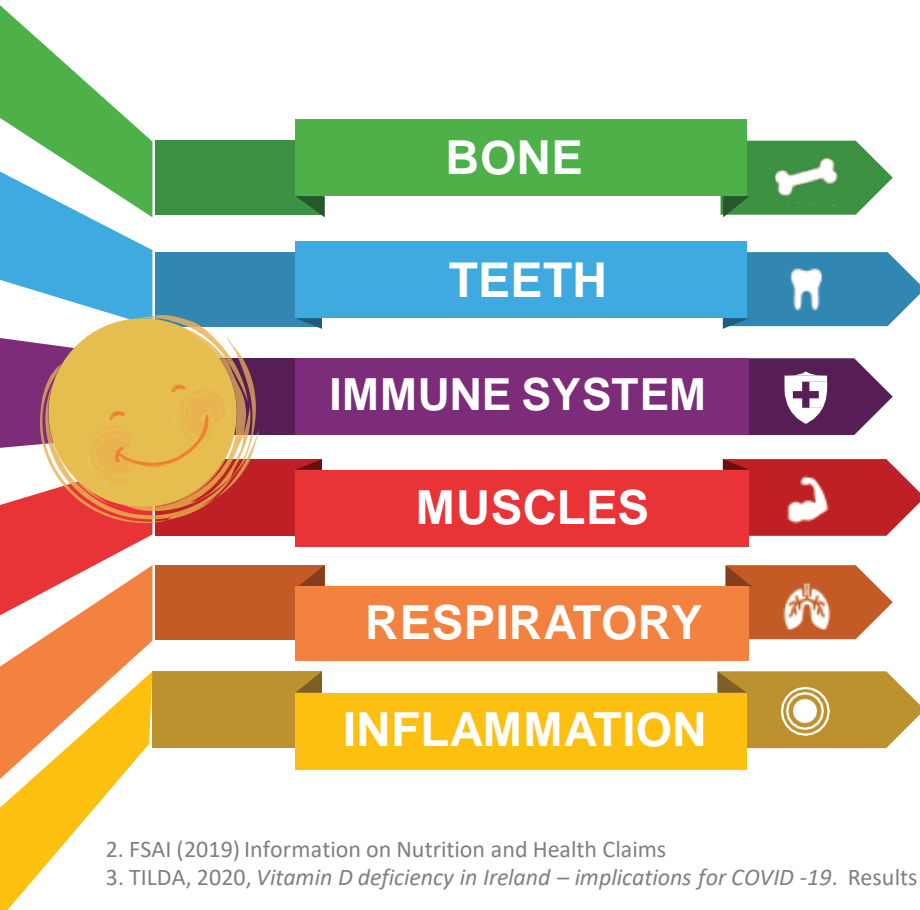


Now with years of Vitamin D expertise,  
we are expanding our brand to provide  
a complete family range to our consumer.



1. Policy on Vitamin D Supplementation for Infants in Ireland; Revision number 2; Approval Date: 16th February 2010

# Why is Vitamin D such an important nutrient?



- Normal **growth & development** of bones in children, maintains normal **bones** in adults <sup>2</sup>
- Contributes to maintenance of normal **teeth** <sup>2</sup>
- Contributes to normal function of the **immune system** <sup>2</sup>
- Contributes to maintenance of normal **muscle** function <sup>2</sup>
- May help prevent **respiratory** infections <sup>3</sup>
- Counters-inflammation <sup>3</sup>

2. FSAI (2019) Information on Nutrition and Health Claims

3. TILDA, 2020, *Vitamin D deficiency in Ireland – implications for COVID -19*. Results from the Irish Longitudinal Study on Aging (TILDA) p. i

# How do we get Vitamin D?

Vitamin D is known as the sunshine vitamin because our bodies make vitamin D from exposure to sun light

When sunlight hits our skin, the ultra-violet (UVB) radiation is used to make vitamin D

Vitamin D can also be found in a small number of foods including; oily fish, liver, red meat, egg yolks

## **BUT...**

We don't get enough vitamin D through diet alone

## **AND...**

Due to the latitude of Ireland, sun exposure between March and October is the only time when enough Vitamin D is produced in the body <sup>4</sup>

## **FUN FACT**



You are not making  
Vitamin D if your  
shadow is longer  
than you!

# Why Vitamin D Deficiency is a problem?



**SEOUL, Feb. 22 (Korea Bizwire)** — More than 90,000 South Koreans have visited the hospital in the last year due to a lack of vitamin D. Among age groups, women in their 50s were most vulnerable to vitamin D deficiency, which increases the risk of osteoporosis.

The National Health Insurance Service (NHIS) announced that 90,014 people visited the hospital in 2017 for a lack of vitamin D, a figure that has increased by almost 50 percent each year since 2013.

In 2017, there were 19,148 male patients with vitamin D deficiency, and 70,866 female patients. Among age groups, the number of patients was concentrated among those in their 50s (25,839, 28.7 percent), followed by those in their 40s (17,907, 19.9 percent), and 60s (16,450, 18.3 percent).

Patients between 40 and 60 years of age accounted for as many as 67 percent of all patients. The number of female patients in their 50s was particularly high at 21,345.

“It has become customary for women to apply sun cream when they go outdoors, making them more vulnerable to vitamin deficiency since sun screen blocks the sunlight, which is needed to produce vitamin D in the human body,” said Prof. Park Se-hee at NHIS Ilsan Hospital.

“Women, after experiencing menopause, seem to take more interest in preventing osteoporosis, leading to an increased number of patients coming to the hospital to check for vitamin D deficiency.”

There were 30 percent more patients during in the winter compared to the spring. Since vitamin D is produced from ultraviolet rays, winter seems to have served as primary cause for the lack of vitamin D.

# Why Vitamin D Deficiency is a problem?



**South Korea is in dire need of fortification and public education programmes to combat its increasingly severe vitamin D deficiency problem, say researchers at Dongguk University.**

South Korea is in dire need of fortification and public education programmes to combat its increasingly severe vitamin D deficiency problem, say researchers at Dongguk University.

While vitamin D deficiency has been getting more attention in many countries, no study so far has reported vitamin D status in Asia.

Researchers at Dongguk University conducted an observational study to explore vitamin D status in South Korea, based on a representative national database obtained from the 2008 — 2014 Korea National Health and Examination Surveys (KNHANES).

The final analyses included a total of 39,759 patients and measured their serum vitamin D levels using radioimmunoassay.

# Why Vitamin D Deficiency is a problem?



The researchers then reported that the overall mean serum level of vitamin D was 45.7nmol/L in men and 40.9nmol/L in women.

They also noted a 'significant trend' of declining serum vitamin D levels of -1.2nmol/L per year in men throughout the course of the survey. In women, the decline was recorded at -0.7nmol/L per year.

In 2008, the overall mean serum vitamin D level was 53nmol/L in men and 45.7nmol/L in women. By 2014, this had fallen to a respective 43.2nmol/L and 39.2nmol/L.

A significant increase in vitamin D deficiency was also noted. Vitamin D deficiency, defined as a serum vitamin D level of below 50nmol/L, was reported in 65.7% of the male patients and 76.7% of the female patients in the overall study population.

These figures were considerably higher than in 2008, when 51.8% of male patients and 68.2% of female patient were vitamin D-deficient.

In 2014, the prevalence had risen to 75.2% and 82.5% respectively.

These patterns have persisted despite medical health professionals having issued warnings about the severity of vitamin D deficiency in the country.

One possible reason for this may be that vitamin D deficiency is seen as problem limited to developing countries.

## Why Vitamin D? <sup>6</sup>

69%

“I have heard of the **immune-boosting** effects of Vitamin D”

46%

“I have heard it’s been linked to **minimising the impact of COVID-19** symptoms”

32%

“Staying at home and worried I am **not getting enough sunlight**”

### Where are you purchasing your vitamins?

# 1 Local pharmacy	48%
Supermarket	32%
Online pharmacy website	14%

# Kora's Vitamin D offerings

## Baby D<sup>®</sup>



Oral Dosage Syringe

Oral 200IU Dosage Pump

NEW

## Toddler D

200-400IU Spray



NEW

NEW

NEW

## Daily D



400IU Capsules

1000IU Capsules

2000IU Capsules

NEW

NEW

400IU Spray

1000IU  
Vegan  
Spray



**Now available  
in:**



**ORAL  
SYRINGE**



**PUMP**



**SPRAY**



**VEGAN  
SPRAY**



**CAPSULES**



- ✓ **No sugar or sweeteners**
- ✓ **No preservatives**
- ✓ **No bulking agents**
- ✓ **Allergen free**
- ✓ **Easy to use**
- ✓ **Fast absorption spray**
- ✓ **Tooth kind formulation**
- ✓ **D3 is the preferred form of Vitamin D**
- ✓ **Multiple dosing formats available**
- ✓ **Natural Orange Flavour Spray**
- ✓ **Vegan Spray available**

## Vitamin D recommendations (FSAI and TILDA)

### BABIES

A daily **200IU (5µg)** vitamin D-only supplement should be given to all healthy term breast-fed infants from birth to 12 months <sup>7</sup>

A daily **200IU (5µg)** vitamin D-only supplement should be given to healthy term breast-fed infants (0-12 months) who consume no more than 300ml of formula/day <sup>7</sup>

### CHILDREN

A low-dose vitamin D-only supplement (**200IU/5µg**) is recommended for all 1-5 year olds from Halloween to St. Patrick's day (i.e. during extended winter months) <sup>8</sup>

### ADULTS

A low-dose vitamin D supplement is best – choose a product that provides a maximum of **200-400iu (5-10µg)** per day <sup>9</sup>

During the winter-period, **at least 400IU (10µg)** from the diet is required for those aged 50+. Recent data has shown that the average intakes from diet are significantly below this level and therefore a 400iu vitamin D supplement may be required during the winter <sup>3</sup>

For those aged 50+ and **housebound** an upper supplements of **600-800IU (15-20µg)** may be required due to lack of sunshine exposure <sup>3</sup>

In persons **over 70 years, 800-1,000IU (20-25µg)** is recommended <sup>3</sup>

7. FSAI, 2020, Update to 2007 Scientific Committee Report: Recommendations for a National Policy on Vitamin D Supplementation for Infants in Ireland p. 7

8. FSAI, 2020, *Scientific Recommendations for Food-Based Dietary Guidelines for 1-5 year olds.* p.13

9. FSAI (2019) Healthy eating, food safety and food legislation. p. 59

3. TILDA, 2020, *Vitamin D deficiency in Ireland – implications for COVID-19.* Results from the Irish Longitudinal Study on Aging (TILDA) p.22



## What happens if I take too much vitamin D?<sup>10</sup>

- Taking high doses of vitamin D for long periods of time **could weaken your bones.**
- **If you take vitamin D supplements, do not take too much.**
- Taking 1,000IU (25 micrograms) or less a day of vitamin D supplements is unlikely to cause any harm – Everyday and High Strength doses of DailyD safe to take year round.

10. HSE, 2011, *Vitamins, minerals and supplements – Vitamin D*. Source: <https://www.hse.ie/eng/health/az/v/vitamins,-minerals-and-supplements/vitamind.html>. Accessed 3<sup>rd</sup> September 2020

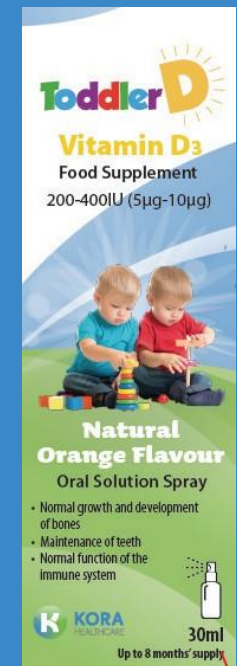
## Shortfall in current Vitamin D offerings

- Doses far above FSAI recommended doses
- Contain bulking agents, sweeteners, etc.
- Inconvenient dosage forms
- High cost per daily dose

# Comparison – toddler sprays



Current leading spray for Toddlers	ToddlerD
400IU per spray ( <b>double</b> FSAI’s recommended dose)	200IU per spray ( <b>in accordance</b> with FSAI guidelines)
<b>100</b> daily doses	<b>240</b> daily doses
8c per daily dose	8c per daily dose
<b>8</b> ingredients	<b>4</b> ingredients (Vegetable Oil as carrier, Cholecalciferol, Natural Orange Oil, Vitamin E as antioxidant)
Contains sweetener	Does not contain sweetener



# Comparison – adult sprays



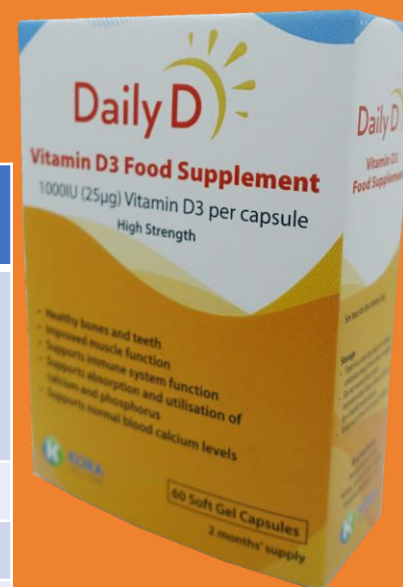
Current leading spray for adults	DailyD
1,000IU, 3,000IU, 4,000IU per spray (up to 4x FSAI's maximum recommended dose)	200IU, 1,000IU per spray (doses of 200IU, 400IU, 600IU, 800IU and 1,000IU in accordance with FSAI and TILDA recommendations for different groups)
<b>100</b> daily doses	<b>120-240</b> daily doses
Up to 12c per daily dose	<b>7c per daily dose</b>
Up to <b>8</b> ingredients	<b>4 ingredients</b> (Vegetable Oil as carrier, Cholecalciferol, Natural Orange Oil, Vitamin E as antioxidant)
Contains sweetener	Does not contain sweetener



# Comparison – adult capsules & tablets



Current leading capsules for adults	Current leading tablets for adults	DailyD
800IU, 1520IU, 2000IU?	400IU, 1000IU	400IU, 1000IU, 2000IU (in line with TILDA recommendations for different groups plus max strength)
30, 60 or 80 daily doses	30, 60 or 90 daily doses	60 daily doses
Up to 40c per daily dose	Up to 25c per daily dose	<b>Max 13c per daily dose</b>
6 ingredients	7 ingredients	5 ingredients



# We're talking about Vitamin D...



**WE ARE GROWING OUR FAMILY TOO!**  
Introducing our complete Vitamin D family range

**BabyD** **ToddlerD** **DailyD**

Kora healthcare have 10 years experience delivering our vitamin D product to precious newborns from their first day of life!

Vitamin D contributes the normal function of the immune system and to the maintenance of normal bones and teeth

**NOW AVAILABLE IN:**  
PUMP SPRAY  
CAPSULES  
ORAL SYRING VEGAN SPRAY

**Trust our new family range to look after yours**

**LAUNCHING OCTOBER 2020**

AVAILABLE NATIONWIDE IN LEADING PHARMACIES AND ONLINE [WWW.FAMILYD.IE](http://WWW.FAMILYD.IE)

Kora Healthcare - Freephone 1800 426262 - [info@korahc.com](mailto:info@korahc.com)  
Date of Preparation: August 2020 Artwork Code: PR\_BABIE\_082001



**The Rotunda Hospital**  
Virtual Maternity Open Week 2020

Date: Sunday, 27<sup>th</sup> September - Saturday 3<sup>rd</sup> October



**Where we get Vitamin D from**

Vitamin D is known as the sunshine vitamin because our bodies make vitamin D from exposure to sunlight. When sunlight hits our skin, the ultra-violet B (UVB) radiation is used to make vitamin D.

Vitamin D can also be found in a small number of foods including: oily fish, liver, red meat, egg yolks.

**BUT....**  
We don't get enough vitamin D through diet alone.

**AND....**  
Due to the latitude of Ireland, sun exposure between April and October is the only time when Vitamin D is produced in the body naturally.



**Trust our new family range to look after yours**

Other factors which affect vitamin D levels include: exposure to the sun, latitude, skin pigmentation, use of sunscreen, obesity, cultural habits and lifestyle.

For these reasons, vitamin D supplementation is important to ensure adequate levels to maintain our teeth, bones, muscles and immune system.

**A Complete Family Range**



**Why Family D?**  
The complete family Vitamin D3 range - makers of award winning products.

**Trust our family range**

- No sugar or sweeteners
- No preservatives
- No Bulking agents
- Allergen Free
- Easy to use
- Multiple doses
- Natural Orally Disintegrating Tablets
- Vegan Spray
- Fast absorbable
- Tooth kind
- D3 is the active form

**Why is Vitamin D such an important nutrient?**



**Family D**  
Vitamin D3 Supplements  
THE COMPLETE VITAMIN D3 FAMILY RANGE

**Baby D**   **Toddler D**   **Daily D**

**System** (function of system)

**Function** (able function)

**ratory** (aligns respiratory)

**ammation** (inflammation)

# References

1. Policy on Vitamin D Supplementation for Infants in Ireland; Revision number 2; Approval Date: 16th February 2010
2. FSAI (2019) Information on Nutrition and Health Claims
3. TILDA, 2020, Vitamin D deficiency in Ireland – implications for COVID -19. Results from the Irish Longitudinal Study on Aging (TILDA)
4. Vitamin D, Food Safety Authority of Ireland (FSAI); <https://www.fsai.ie/faq/vitaminD.html>
5. IQVIA (2019) Vitamin D Sales into Irish Pharmacies, Full year 2018
6. Zahra Media survey, 2020
7. FSAI, 2020, Update to 2007 Scientific Committee Report: Recommendations for a National Policy on Vitamin D Supplementation for Infants in Ireland
8. FSAI, 2020, Scientific Recommendations for Food-Based Dietary Guidelines for 1-5 year olds. p.13
9. FSAI (2019) Healthy eating, food safety and food legislation. p. 59
10. HSE, 2011, Vitamins, minerals and supplements – Vitamin D. Source: <https://www.hse.ie/eng/health/az/v/vitamins,-minerals-and-supplements/vitamind.html>.

# Performance: Women's Health, Ireland

**Regelle**  
LONG LASTING  
VAGINAL MOISTURISER

- 39% market share in Ireland
- #1 OTC brand for vaginal dryness

Republic of Ireland, Retail only, unit sales, MAT to end April 2020

**Relactagel**  
LACTATE VAGINAL GEL

- 57% market share in Ireland
- #1 OTC brand for treatment of BV



**#1 OTC vaginal  
moisturiser in Ireland<sup>1</sup>**

## LONG LASTING VAGINAL MOISTURISER

Soothing immediate relief from  
dryness, itching, irritation and discomfort

- Clinically proven to provide soothing, immediate relief from dryness, itching, irritation and discomfort
- Long-lasting moisturisation, with each application lasting up to 3 days
- Hormone-free, can be used alongside systemic hormone replacement therapy (HRT)
- Hygienic pre-filled applicators to deliver moisturisation where it is needed
- Regelle is an Irish brand

1. IQVIA Retail Pharmacy, unit sales MAT to end April 2020  
PR\_REGIE\_052001



## VAGINAL DRYNESS

- For millions of women, vaginal dryness is a real problem that affects and interferes with their day-to-day lives.
- Women may experience dryness during the menopause, times of stress or as a side effect of certain medications and medical treatments.

### Did you know?

- 75% of women suffering from symptoms of vaginal dryness do not volunteer the information to their healthcare professional<sup>2</sup>
- Up to 40% of post-menopausal women experience vaginal dryness<sup>2</sup>
- 53% of perimenopausal and menopausal women experience discomfort during sex<sup>3</sup>
- As a result, 65% of women avoided having sex after experiencing discomfort previously<sup>3</sup>
- 33% of women did not feel comfortable talking about their sexual discomfort with their partner or friends<sup>3</sup>

2. Sturdee, W. & Panay, N. on behalf of the International Menopause Society Writing Group. Recommendations for the management of postmenopausal vaginal atrophy. CLIMACTERIC 2010 (13): 509-522  
3. Newson, L., Healy, S. and Panay, N. (2019) Sex Life Survey: The experiences, opinions and attitudes of UK perimenopausal and menopausal women regarding their sex lives. Presentation at British Menopause Society 29<sup>th</sup> Annual Conference. Warwickshire. 4<sup>th</sup> July 2019

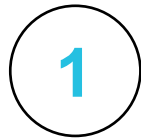
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## REGELLE

The gel stays in place for several days allowing the purified water to be absorbed into the vaginal walls.

Regelle® coats vaginal tissues to provide instant relief to dry cells.



Regelle® delivers continuous moisture, which the cells absorb, causing them to regain their natural structure and elasticity.



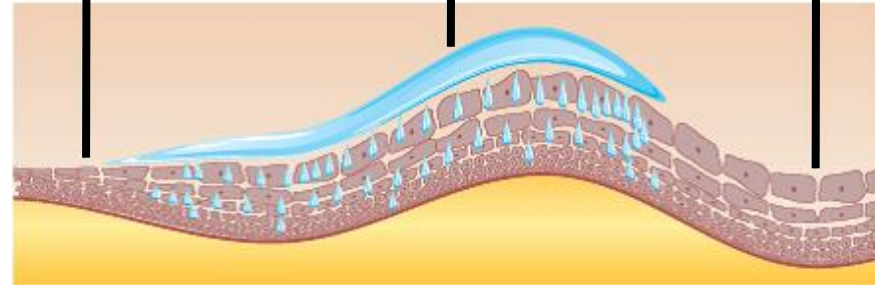
Dead skin cells are naturally shed leaving the vagina both moisturised and rejuvenated.



### Regelle® Long Lasting Vaginal Moisturiser.

Dry, compacted vaginal cells.

Rejuvenated vaginal cells.



PR\_REGIE\_052001

# Relactagel

LACTATE VAGINAL GEL



# Relactagel®

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Relactagel® Lactate Vaginal Gel, 7 applicator pack

Cosmetic: Relactagel® is classified as a Class IIa Medical Device in the EU but can be registered as a Cosmetic in North America

Purpose: To restore and maintain vaginal pH. It relieves abnormal discharge and odor from the vagina.

Application: The lactic acid-based gel is inserted into the vagina using a pre-filled, single-use applicator

# How does Relactagel® work?

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- Relactagel® contains Lactic Acid which restores and maintains the natural acidity providing an environment favourable to the growth of lactobacilli<sup>2</sup>
- The primary goal of lactate gel therapy is the restoration and maintenance of the vaginal pH at 4.5 or lower. This prevents or inhibits overgrowth of bad bacteria until such time as the Lactobacilli have become re-established and can themselves maintain vaginal pH<sup>1</sup>
- In clinical trials, intervention with a lactate gel has been shown to lower vaginal pH<sup>1</sup>
- Relactagel® also contains plant-based glycogen which provides nutrients for lactic acid bacteria<sup>3</sup>

1. Andersch B, et al (1986) Treatment of Bacterial Vaginosis with an Acid Cream: A Comparison between the Effect of Lactate-Gel and Metronidazole. Gynecologic and Obstetric Investigation (21): 19-25

2. Kora Healthcare (2013) Relactagel Product Data Sheet for Health Professionals. Internal Document. Unpublished.

3. Giné, L. et al. (2001). New therapeutic techniques. Use of a lactic acid and glycogen gel in vaginitis. Toko Ginecología Práctica 60: 337-386.

# Benefits of Relactagel®

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- Effective relief from abnormal vaginal odor and discharge<sup>2</sup>
- Restores natural pH balance, supporting the growth of lactobacilli<sup>2</sup>
- Effective alternative to antibiotics<sup>1</sup>, or can be used alongside antibiotics
- Safe for use during pregnancy<sup>2</sup>
- Easy to use – apply once a day, at bedtime, for 7 days for relief from abnormal odour and discharge, and once a day, at bedtime, for 2-3 after menstruation for maintenance
- Convenient pre-filled, single-use applicators
- Paraben-free, fragrance-free

1. Andersch B. et al (1986) Treatment of Bacterial Vaginosis with an Acid Cream: A Comparison between the Effect of Lactate-Gel and Metronidazole. Gynecologic and Obstetric Investigation (21): 19-25  
2. Kora Healthcare (2013) Relactagel Product Data Sheet for Health Professionals. Internal Document. Unpublished.

# Relactagel<sup>®</sup> addresses unmet need

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- Opportunity to be first in-store product with lactic acid
- OTC so no need for expensive, time-consuming doctor appointment
- Relieves and prevents abnormal odor and discharge
- Consumer research found that 84% of respondents experiencing vaginal odor would be extremely likely or somewhat likely to purchase Relactagel<sup>®</sup> based on product description<sup>4</sup>

4. Kora Healthcare (2019) Vaginal Odor: Consumer Survey. Internal report Unpublished.

# #1 in Ireland



# #1

OTC product for management of abnormal discharge and odor in Ireland<sup>7</sup>

7. IQVIA Retail Pharmacy, unit sales MAT to end April 2020

감사합니다

Thank You