

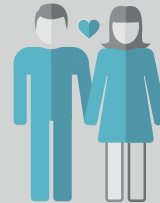
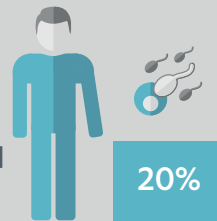
Information to Pharmacy Staff



SwimCount[™]
SPERM QUALITY TEST

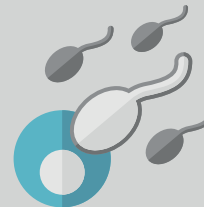
Why test sperm quality?

- Achieve the right advice earlier and younger
- Generally, sperm quality is decreasing all over the world
- 20% of all men have poor sperm quality
- More than 10% of all couples experience problems conceiving
- In 50% of the cases, the infertility issues are caused by the man's poor sperm quality
- Fertility decreases by age



SwimCount measures the MOTILE sperm cells

- ✓ Motility is the sperm cells' ability to swim to the egg and fertilize it
- ✓ Motile sperm cells are the only type of sperm cells that can make a woman pregnant



Testing his sperm quality can be embarrassing and inconvenient for the man; with SwimCount, the man can test his sperm quality in the privacy of his own home

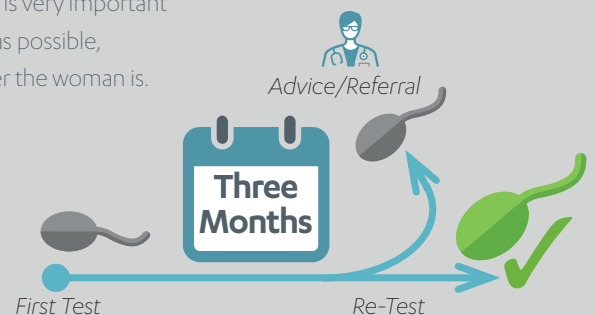


In connection with fertility treatment, TIME is an important factor: the sooner the couple identifies an infertility problem, the sooner they can start fertility treatment, and the chances of getting pregnant increase. This is the reason why both the woman and the man have to be assessed as quickly as possible.



Fertility, especially for women, decreases by age: therefore, it is very important that both the woman and the man get tested for infertility as early as possible, because the chance of obtaining a pregnancy is higher, the younger the woman is.

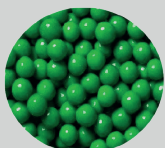
Producing new sperm cells takes 3 months: lifestyle changes (e.g. eating habits and moderate exercise) may improve the quality of the new sperm cells. This is why the man should test his sperm quality more than one time to check if the lifestyle changes have had a positive effect on the quality of his sperm cells.



The difference between Swimcount and other home sperm tests available in the market



If we compare a semen sample with 'a bag of mixed sweets' with different colours, other home sperm tests count all of the sweets without distinguishing between the different colours. This means that the other sperm tests only show how many red, blue, yellow, and green sweets there are in total; the other sperm tests are, therefore, limited because they only show the total number of sweets.



SwimCount, on the other hand, distinguishes between the different colours. SwimCount counts 'the green sweets' (green sweets= progressive motile sperm cells) and thereby, the test is an exact expression of the number of progressive motile sperm cells in a semen sample being the best predictor for male fertility.

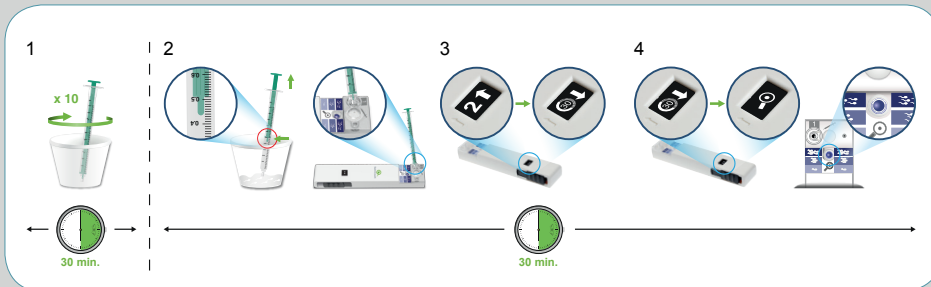
How does the SwimCount Test work?

1. Produce the semen sample – Wait 30 min. – Stir the sample 10 times with the syringe
2. Collect 0.5 ml of the sample with the syringe – Slowly add the sample to the test
3. Activate the device by pushing the handle forward – Wait 30 min.
4. Pull the slider all the way back to read the result of the test:

Color intensity indicator on the SwimCount Test

FERTILITY RATE:	LOW	NORMAL (Mid)	NORMAL (High)
Number of motile sperm cells (million/ml)	<5	5-20	>20

For more information about the result: see Instructions For Use



IMPORTANT:

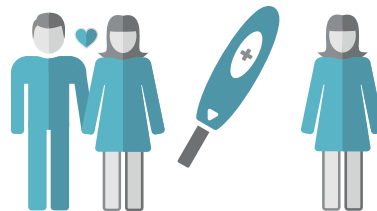
The test result should be read within 5 mins after pulling the slider back. The consumer can take a picture of the result as documentation if necessary.

The following factors can affect the test result negatively:

- Performing the test too close to or too long time after the last ejaculation, which is at least 2 days, but no longer than 7 days.
- Not adding exactly 0,5 ml. of the semen sample to the test.
- Not keeping the test stable on a horizontal surface throughout the test.
- If there are bubbles in the semen sample.
- If the device is shaken.

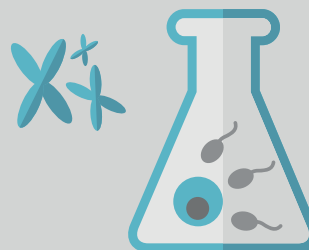
Who might be a SwimCount customer?

- Female/Couple planning a family, starting the baby project
- Female/Couple who have been trying for a while to conceive
- Ovulation Test customer
- Fertility Supplement customer
- Young professionals leaving family project until later (30's/40's)



What to discuss with the above patients?

- Low sperm quality is common in healthy men
- 20% of all healthy men have low sperm quality
- 50% of all couples with infertility issues are due to the man's poor sperm quality
- The sooner you know if you may struggle to conceive naturally the better the outcome can be



Propose screening the Man

- Refer to a family doctor or specialist for consultation, or
- Propose SwimCount as an at home test



Recommendations if concerns

- Positive lifestyle changes can effect Sperm Quality
- Specialists can help and the earlier the better

