



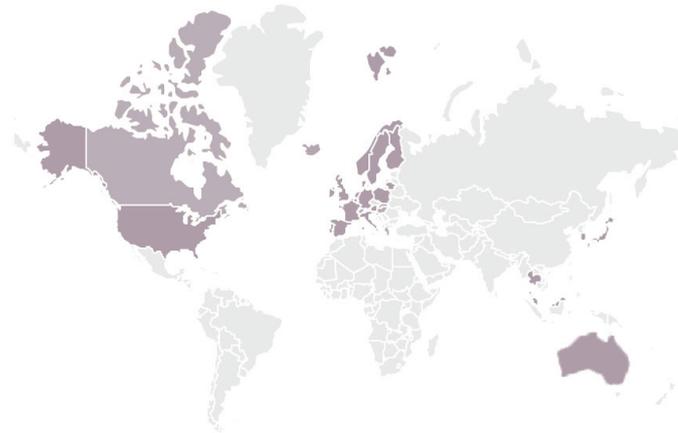
CARIN

Carin - User Report



User Test Report

- Carin: Global User Trial Results
- Wearing Carin in daily life:
Australia, USA, Europe, Japan
- Database
- Testimonials



Carin: Global User Trial Results

At LifeSense Group we are proud to be working on a product that improves the quality of life of millions of women and their families around the globe. Since launching the first generation of Carin on the market in 2015 we have tested the product together with around 150 women from countries such as Australia, Europe, USA and Japan.

Connecting and getting feedback on Carin from real women in everyday life situations has been critical. This document outlines the Carin product global user results, improvements, database data and testimonials.

User trials

Carin empowers women with the right tools to overcome urine loss. The non-invasive method we use is unique in the world and has proven itself to be highly effective compared to other methods. Carin reminds users to do the exercises and shows them progress from the measurement results. We conducted trials with users from 25 - 65Years old and focused on measurement data based on a 8 week training period. During the Carin user trial 72% of women fully recovered and 28% saw over 50% improvement.

By doing 7-10 minutes of exercise per day, users recover from their urinary incontinence condition. We measured recovery already in the first 3 - 6 weeks with the majority of the users. This depends on the age. The users aged between 25 and 50 recover faster than users at an older age.

This booklet shares the data and results from the global trials.



Happy Reading.
Team Carin

Carin: Global User Trial Results

Daily Life and Testimonials

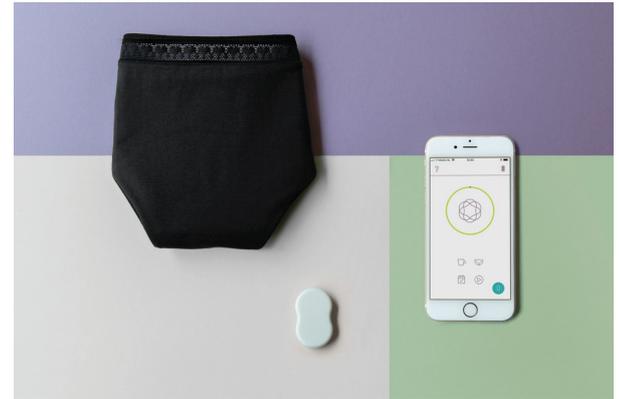
How Carin fits into daily life is important to us. Here we share some of women's experiences using Carin and their testimonials. Based on women's feedback Carin now includes:

- *Personalized training*: based on the data a tailored training is recommended to women
- *Seamless cotton underwear*: comfortable for hot and cold weather.

Coaching: Motivates and guides women during the training programme to increase adherence. It comes with a simple user manual available in 8 languages.

Privacy

Given privacy limitations, this document includes high-level sensor data. We focused on 4 - 8 weeks measurements. The Carin Measure sensor implemented measurements in real-time, real-life leaks, leak severity & activity. The Carin Exercise application was used to store data & indicate progress.



The Carin set: Exercise app, sensor and underwear

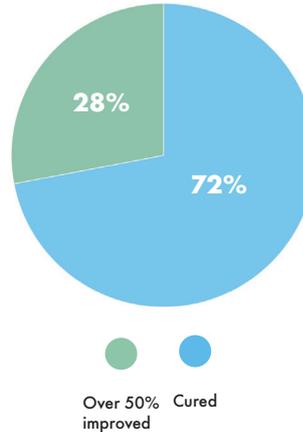
Global User Trial Results

Here a summary of the global results from the Carin user trials:

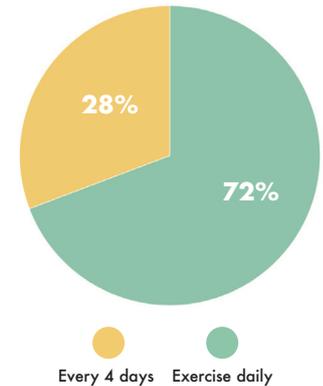
- Overall 72% of women were cured using Carin
- 28% of women saw over a 50% improvement in their condition
- 72% of the women exercised daily
- 28% of the women exercised every 4 days

An important conclusion from this information was the correlation between the cure rate and the exercise frequency. The more women followed and integrated the pelvic floor exercises into their daily life, the better results they had.

Global User Trial Results



Exercise Frequency



LIFESENSE GROUP

HARTMANN

VCRC
VICARIN CONTINENCE RESOURCE CENTRE

NATIONAL ASSOCIATION
NAFC
FOR CONTINENCE

* This trial was conducted in collaboration with Hartmann Australia, the Victorian Continence Resource Centre and the National Association for Continence in the USA.

Australia: Wearing Carin in daily life

Alongside data results, we also connected with women to see how Carin fit into their daily life. Here are some of their impressions:

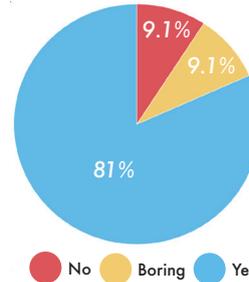
81% of the women found they learned how to strengthen their pelvic floor from the exercise videos.

90% of the women found the underwear held up well during daily life.

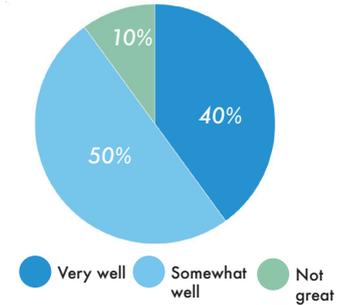
80% of the women found the sensor size just right and did not feel it whilst wearing.

100% of the women would recommend Carin.

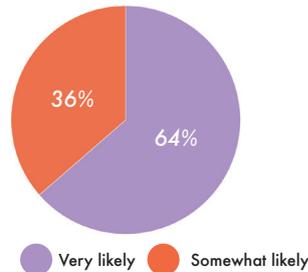
Learned from
Exercise videos



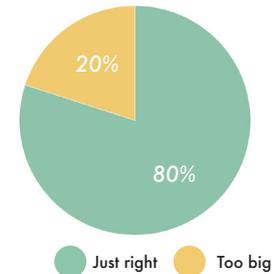
Underwear comfort



Women that
recommend Carin



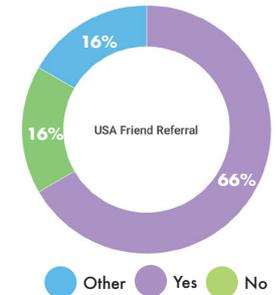
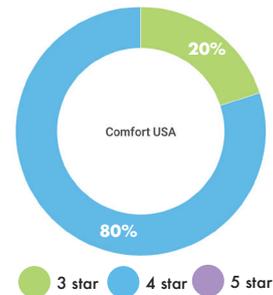
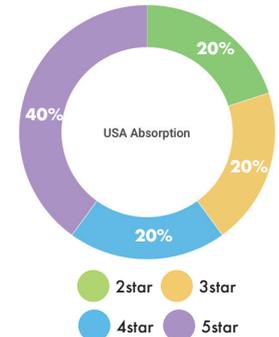
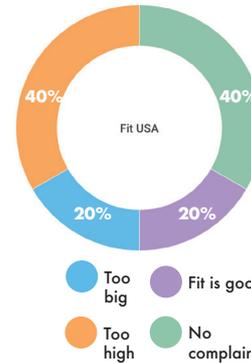
Sensor size comfort



USA: Wearing Carin in daily life

Here is a summary of how women in the USA felt Carin held up in everyday life:

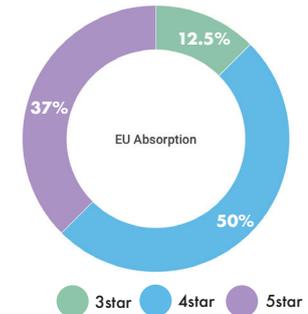
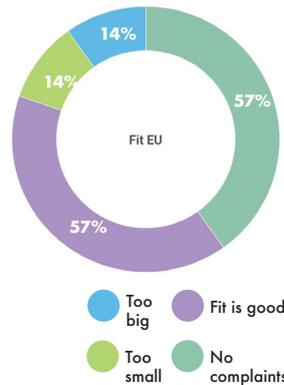
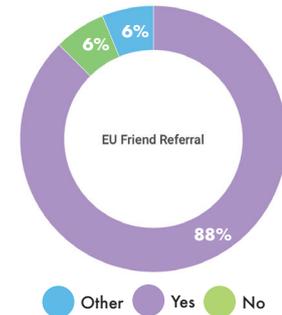
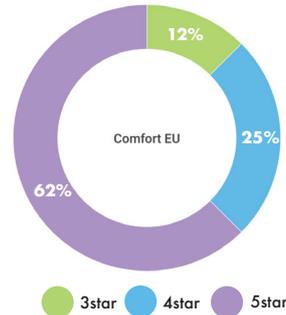
- 60% of women thought the underwear fit well.
- 40% of women would give the underwear absorption 5 out of 5 stars, 20% would give it 4 stars.
- 80% of women gave 4 stars out of 5 on comfort.
- 66% of women would recommend Carin to their friends



Europe: Wearing Carin in daily life

In Europe, we also asked women how Carin fit into their daily life. Here was their feedback:

- 62% of women gave the underwear 5 out of 5 stars on comfort. 25% gave it 4 out of 5 stars.
- 88% of women would recommend Carin to their friends.
- Majority of women thought the fit was good or had no complaints.
- 87% of women thought the absorption was good giving it a 4 or 5 stars out of 5.



Japan: Wearing Carin in daily life

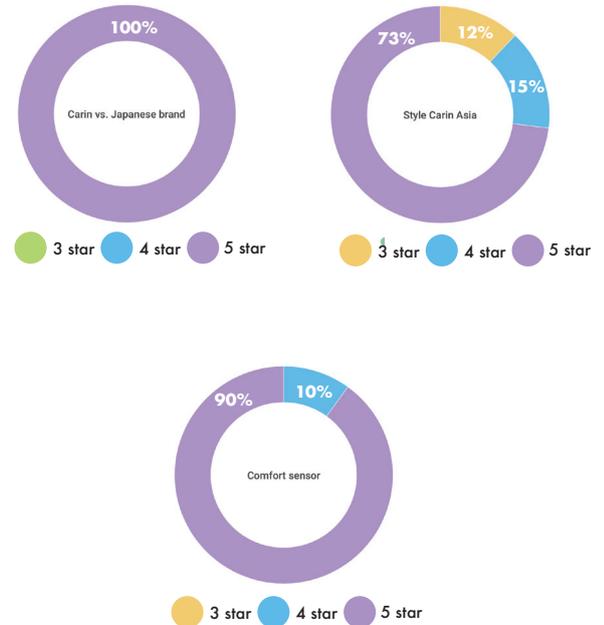
In keeping with the other regions of the world where Carin has been tested, we asked Japanese women about their experience using the product. This is what they said.

- None of the women minded wearing the sensor device on the underwear. They said they don't feel it and gave the product a 90% for comfort.

- 88% of women liked the style of the underwear. They described it as kawaii (cute) and liked the European design.

-All women prefer the Carin underwear over existing underwear on the Japanese market.

For the Japanese market, women want to have seamless white (20+) or skin color underwear (40+).



Data average: Global

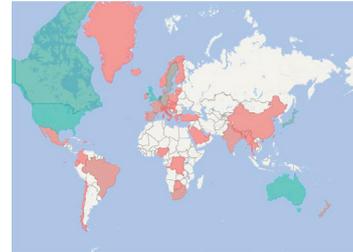
Understanding the Carin customer is key. For that reason we have set up a database to gather useful data helping us better understand our customer.

Here are some facts we have learned:

- Carin users are found globally and across several continents. From North and South America, to Asia, Oceania and several countries around Europe.
- The average age of the Carin user is 39.09 years old.
- The average weight of the Carin user is 77.15kg

We can track Carin users worldwide anonymously to gain insight on: Age, weight, leakages, activity level, training being followed, timeframe and progress. Based on this information we can develop new cure therapies based on:

- Type I fibers – slow movement
- Type II fibers – fast movement



User Count by country



Age count



Weight Count

Data average: USA

Here we see an example of data from North America. We see that the average age is 36.37 years and weight is 91.85kg.

36.37

Average of age

91.85

Average of weight



Data average: Europe

Here we see an example of data from Europe. We see that the average age is 38.34 years and weight is 76.96kg. We also see the countries in Europe that are active highlighted on the map.

38.34

Average of age

76.96

Average of weight



Data average: Asia

Here we see an example of data from Asia. We see that the average age is 31.95 years, younger than other areas and weight is 64.53kg. We also see on the map which areas are active.

31.95

Average of age

64.53

Average of weight



User progress example

On the right is an example of a users progress during the Carin Exercise program within the app. From this and the database information we understand:

Day 1:

Initially low activities trigger urine loss, therefore the training being recommended by the app will be for type 1 fiber.

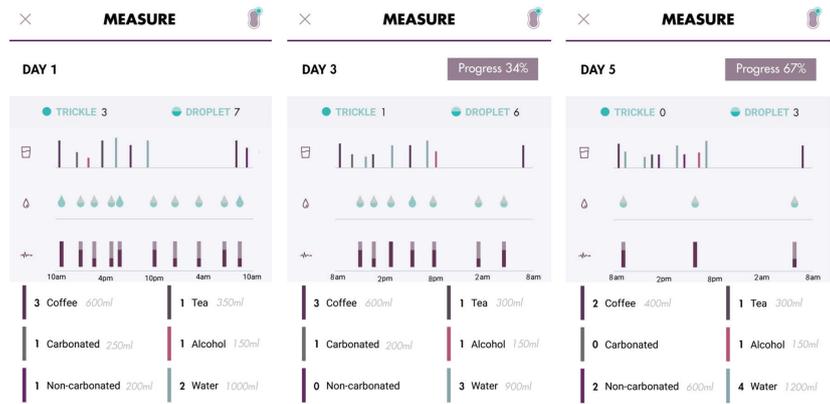
Day 3:

During this period high activity is triggering urine loss, therefore the training adapts and recommends exercises strengthening the type 2 fast fibers.

Day 5:

By this point the app is detecting less leakages, but of those it does they are a combination of type 1 and type 2 fibers. Therefore the app recommends a combination of exercises for both type 1 and 2 fibers.

Alongside the app recommends this user to drink less coffee and carbonated drinks as this will also irritate the bladder and cause urine loss.



Video interaction on app

This screenshot is an example of what we can see in the database. It shows the interaction between the users and the exercise videos. Here we can see real time information such as:

- Most watched videos
- The languages that are most active: for example in April so far it has been: Italian, English, Japanese
- Date of activity
- Helps us track, per user how active they are
- In correlation with the progress of each user this helps us understand which video and in which situation can give the most efficient cure results. This helps us develop new cure therapies and recognize patterns.

2019-04-11 06:31:15	9 - 引き締めと動かし方 part 3
2019-04-11 06:30:01	8 - 引き締めと動かし方 part 2
2019-04-11 06:27:32	12 - 引き締めと動かし方 part 5
2019-04-10 09:24:42	10 - Contract and coordinate pt 4
2019-04-10 06:41:52	12 - Contract and coordinate pt 5
2019-04-09 12:46:36	1 - Introduction to your pelvic floor
2019-04-09 08:53:39	8 - Contract and coordinate pt 2
2019-04-09 06:13:11	8 - Contract and coordinate pt 2
2019-04-09 04:13:26	2 - Feel your pelvic floor
2019-04-09 04:12:07	1 - Introduction to your pelvic floor
2019-04-09 03:50:52	8 - Contract and coordinate pt 2
2019-04-08 12:48:47	1 - Introduzione al pavimento pelvico
2019-04-08 12:44:25	14 - Contrarre e coordinare (pt 7)
2019-04-06 04:46:09	4 - 如何收縮骨盆底 part 2
2019-04-05 04:26:50	2 - Feel your pelvic floor
2019-04-04 10:50:01	1 - Introduction to your pelvic floor
2019-04-04 08:31:44	8 - Contract and coordinate pt 2
2019-04-02 21:19:13	11 - 正しい姿勢に
2019-04-02 21:18:10	10 - 引き締めと動かし方 part 4
2019-04-02 21:16:28	9 - 引き締めと動かし方 part 3
2019-04-02 21:15:06	8 - 引き締めと動かし方 part 2
2019-04-02 12:39:33	1 - Introduction to your pelvic floor
2019-04-02 12:38:57	2 - Feel your pelvic floor

Womens testimonials and their results

59Y old
4Y incontinent
80% cured
8 weeks



55Y old
5Y incontinent
Cured
6 weeks



35Y old
80% cured
4 weeks



41Y old
90% cured
5 weeks



57Y old
5Y incontinent
Cured
4 weeks



24Y old
15W Incontinent
Cured
4 weeks



27Y old
6M incontinent
Cured
5 weeks



55Y old
Cured



36Y old
9M incontinent
Cured
4 weeks



27Y old
6M Incontinent
Cured
5 weeks



51Y old
23Y Incontinent
80% cured
8 weeks



24Y
9M Incontinent
Cured
4 weeks



38Y old
9Y Incontinent
Cured
4 weeks



33Y Old
10M Incontinent
Cured
4 weeks



53Y Old
30Y Incontinent
Cured
6 weeks



56Y Old
28Y Incontinent
70% cured
5 weeks



52Y Old
26Y Incontinent
Cured
6 weeks



51Y old
23Y Incontinent
80% cured
8 weeks



24Y
9M Incontinent
Cured
4 weeks



38Y old
9Y Incontinent
Cured
4 weeks



33Y Old
10M Incontinent
Cured
4 weeks



Testimonials



Example stock photo (not tester image)

A.L

Diagnosed with MS 59 years old.

Her experience is a great example of how we can make positive impact on women's life. **A.L has progressive MS** and I spoke to her the day she got back home from the hospital. She has had **urine loss for 4 years**, since being diagnosed. **She is 59** and during the past few years has had several surgeries. Given her **mobility is limited** she has done the exercises mostly in the laying down position, she has followed the **Carin programme for 5 weeks**.

During the past few years she has been looking for a solution to help her manage her urine loss. She has spoken and been given exercises to follow by a physiotherapist. However she explained, that she found these to be boring and difficult to remember and do. This demotivated her and made her lose interest. With Carin, what she **especially liked were the videos** and notifications. She felt these helped her keep a routine of really doing the exercises, and gave her an awareness on how to practically **implement in her daily life**. Like for example, during sneezing. She feels after following the programme for 5 weeks, she is **able to control incidents** 80% of the time, except when caught of guard. This control has made her feel empowered. Regarding the underwear, she mentioned it had **"feminine feel to it"** and loved it **"its beautiful"**. Good absorption and washes very well. The sensor helped her **awareness and motivation**, and she could not feel it so was easy to forget she was wearing. Although she has progressive MS, these past 5 weeks have helped her greatly improve her **quality of life** and she is very happy with the results, describing it as an **"fantastic product"**.

Testimonials



Example stock photo (not tester image)

R.S

57 years old
Cured - 4 weeks

R.S is **57 years old** and she has had urine loss for 5 years. **Now cured after 4 weeks** of following the Carin program.

She found **Carin very easy to use**. She would watch and follow the video exercises on her iPad at home. **She saw quick improvement and results** after only two weeks. She did the **exercises daily** and even implemented what she had learned unconsciously at work - during kneeling and squatting or heavy lifting. The manual was clear, although she did not feel she needed it. She did her exercises on a daily basis.

She found the **underwear was comfortable**, the app worked well and she did not notice wearing the sensor.

Overall she thinks it is a **great product** and will **recommend to friends**.

Testimonials



Example stock photo (not tester image)

T.S

Mum, 3 children

36 years old.
Cured after 3 weeks.

T.S is a **mum to 3 children**. She has had urine loss on and off between 9 months and 3 years. She is an **active mum**, that likes to go to the gym and exercise. She feels uncomfortable wearing a pad and is self conscious.

Since following the Carin programme she is delighted to **no longer be wearing a pad**. She has been following the **exercises once a day**. She has incorporated the **exercises into her daily life**, and her urgency is now gone. Now she is cured she is finished with the program.

Overall she liked the black color of the underwear and found she forgot about the sensor as could not feel it.

T.S was **impressed by the packaging** and the overall design of the product.

"Its been good!"

Testimonials



Example stock photo (not tester image)

M.M

**Disabled
51 years old**

M.M is disabled and has been suffering from **urine loss for 23 years, after childbirth** and having twin boys.

During this time she has spoken to her doctor, but has found it hard to get the help she needed. She did not get advice and was unsure what to do.

Since following the Carin training program she is now almost cured and very **impressed with the results**. She found the **exercises easy to understand** and to do. She found the instructions helpful, although did not feel she needed them.

Although the underwear was comfortable, she would prefer a cotton version, as this is what she would normally wear.

She is happy she now does not have to stop constantly and **can hold on longer**. This makes her feel **empowered and happy**.

Testimonials

M.R

27 years old
Size 5XL - from many
droplets to 1 in week 4



Example stock photo (not tester image)

M.R has recently become a mum and has had **urine loss since childbirth**, for about **6 months**. She is very busy but has been following the Carin program on a daily basis.

She likes the exercise videos, and finds they are **clear and helpful**. The length is appropriate to fit into her busy day, and she does her exercises in the morning.

She finds the **underwear comfortable** and likes to use the **sensor to see how she is progressing**, explaining she is now down to 1 droplet.



CARIN

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