


The Female Health Company

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ONLY FEMALE CONDOM APPROVED BY THE FDA








Improving the health and well-being of women worldwide



IT'S **FINALLY** HERE!

FC2 | FEMALE CONDOM  
*Revolutionizing the Family Planning Category*

## 7 Reasons Women Choose FC2

-  **Dual Protection** against both STDs and unintended pregnancy
-  **Control** of contraceptive method
-  **Easy to Use** and comfortable
-  **ACA Reimbursable** without coinsurance\*
-  **Hormone Free** and no side effects
-  **Latex-free** alternative
-  **Source of Pleasure** for both users



## Frequently Asked QUESTIONS

### STRONG?

**Yes**, made from nitrile (non-latex) with no seams

### RELIABLE?

**Yes**, FDA-approved to protect against STDs and pregnancy

### CONVENIENT?

**Yes**, can be easily inserted prior to intercourse for increased spontaneity

### COMFORTABLE?

**Yes**, source of pleasure for both users

### AFFORDABLE?

**Yes**, is ACA reimbursable with a prescription without coinsurance\*

### LUBRICANT COMPATIBLE?

**Yes**, can be used with oil and water based lubricants

### OK WHILE MENSTRUATING?

**Yes**, FC2 can be used during menstruation, during and after pregnancy or menopause, or after hysterectomy

\*When prescribed by a doctor. Religious exemptions may apply

FC2femalecondom.com | FC2 The Female Condom | @FC2USA | info@fc2.us.com

## Female shoppers want a safe, non-hormonal family planning solution *on their terms*



FC2 Female Condom has been embraced by women around the world as a safe, effective, and empowering alternative to male condoms, and is available in over 144 countries.

### Available in the U.S.

**FC2 IS THE ONLY FEMALE CONDOM APPROVED BY THE FDA FOR dual prevention of STDs and pregnancy.**

FC2 offers a comprehensive and free self-service training program for healthcare professionals, including pharmacists, at [http://femalehealth.com/training\\_activity/welcome-video/](http://femalehealth.com/training_activity/welcome-video/)

## Why Stock FC2?

### Loyal Users

42% of women polled indicated they would purchase FC2 at least once a month\*

### Ground Breaking

No other OTC birth control choices for women are FDA approved to also prevent STDs

### In the Spotlight

Fully integrated marketing campaign to inform the public

### Recommended

Strong doctor and healthcare professional education to promote use

\*date on file

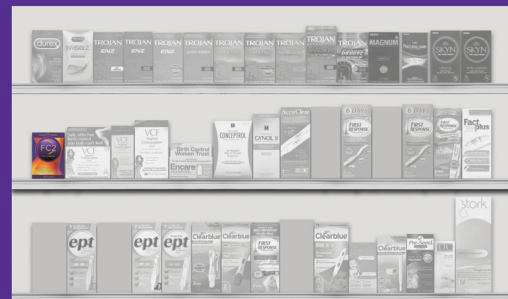
Use the attached shelf sign to draw attention to FC2 Female Condom at shelf.

Protection on *your terms*



Prevents STD Transmission and Pregnancy  
*Intimate • Comfortable • Latex-free*

## SHELVING recommendations



Merchandise strategically with other female contraceptives and below the male condoms. This gives FC2 visibility whether shoppers seek a male condom OR a female contraceptive. Place FC2 at the beginning of the shelf so shoppers who are not familiar can easily spot the female condom.

## CATEGORY insights and trends

Women are increasingly taking control of their sexual well-being, fueling the growth of the family planning category with the female contraceptives segment growing 3.5 times more than the overall category. \*\*

On the other hand, male contraceptives are declining in dollar sales. Top performers are the sensitive and ultra-thin styles, indicating consumer preference for contraceptives that are not constrictive.\*\*\*

Many women are taking it upon themselves to make sure they are protecting their sexual health as evidenced by the high rankings of emergency contraceptives such as Plan B. However, these pills are not without risk, and provide no protection against STDs, and some women prefer alternatives such as spermicides, foams, and films. The female condom will not only expand choice in pregnancy prevention products, but prevents the transmission of STDs, including HIV and Zika.



**All signs point to continued growth in this category propelled by new launches such as FC2**

Add incremental sales by stocking FC2 – contact your wholesaler to place an order!

\*\*MI dated 52 weeks ending 03/20/16 MMR

