



# The only certified contraceptive app

CE 0123





What is it?

# A mobile app certified as an effective method of contraception\*.

\*Natural Cycles is certified for contraception only in Europe. In other jurisdictions, Natural Cycles is intended to be used for fertility monitoring.

## The daily routine

1

You measure your temperature in the morning with a two decimal basal thermometer, before getting up and out of bed.

2

You then enter the reading into the app, as well as additional data, such as your period.

3

In turn you will get a red or a green day which indicates whether you need to use protection (i.e. condom).

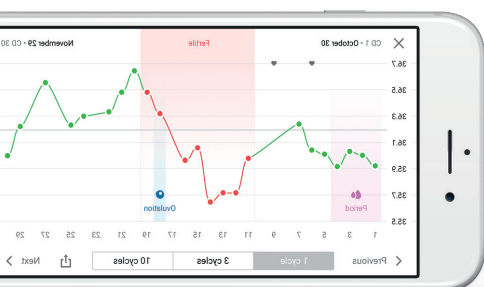
## Natural Cycles is an effective method of natural contraception, and so much more.

This is about truly understanding how your body and cycle works. The better Natural Cycles suits your lifestyle, the more you will get out of it.

Our happiest Cyclers are usually:

- between the ages of 20-40 years
- in a stable relationship
- with a somewhat regular lifestyle and sleeping pattern
- health conscious and up for learning about their body and becoming more aware of it

Natural Cycles is also a great option for women who are considering a pregnancy within the next few years.



## The science behind it

A woman can only get pregnant on up to 6 days in one cycle<sup>1</sup>. By taking sperm survival, how long an egg cell lives and your unique cycle into account - we find those days for you.

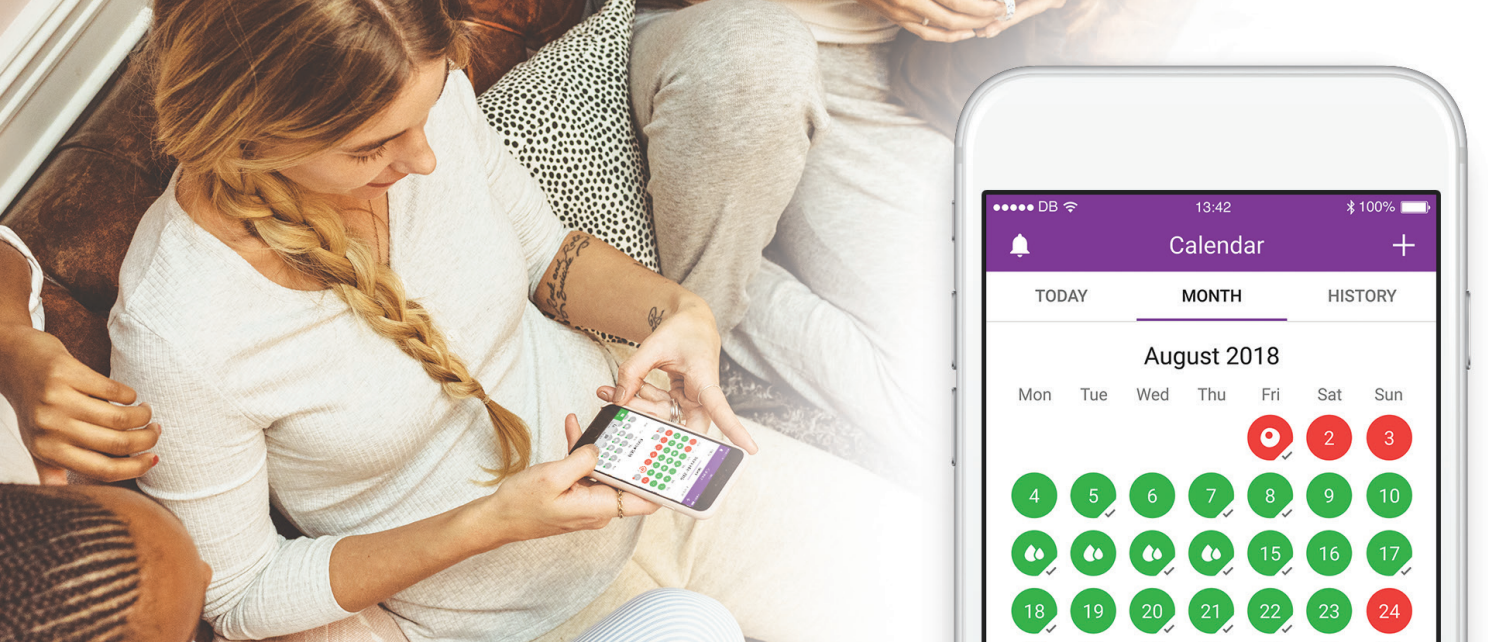
Your body's hormones are actually closely linked to your basal body temperature. So we developed a unique algorithm that tracks it throughout your cycle and analyses the changes.

By taking factors such as temperature fluctuations and cycle irregularities into account it determines whether you are fertile or not. The app not only detects your ovulation and the different stages of your cycle, but it also calculates accurate predictions for upcoming cycles too.

## Who is Natural Cycles less suitable for?

To find out if Natural Cycles is something for you, try asking yourself:

- Are you over 18 years old? You must be over 18 years old to use Natural Cycles.
- Are you and your partner comfortable with using protection (condoms) on red days? Approx. 10 days will be red in one cycle, but you may experience more red days to start with, so as to ensure effectiveness.
- What about the daily morning routine of measuring your temperature? The app will remain effective if you measure less or forget, but note that you may experience more red days in the first few cycles as the app gets to know your individual cycle.
- Do you have very irregular cycles? Natural Cycles may be less suitable as a contraceptive since predicting your fertile days becomes more difficult and you will get an increased number of red days.
- Are you in a stable relationship? Natural Cycles does not protect against Sexually Transmitted Infections (STIs).



## Getting started

### Are you coming off other contraception?

Short term hormonal contraception such as the Pill affects your cycle and temperature and inhibits ovulation, therefore you cannot start using Natural Cycles until you have stopped using it. If you are using the hormonal or copper IUD you can start using Natural Cycles right away, as this can be used in combination with Natural Cycles.

### What protection to use on red days?

What type of protection you choose to use on red days, is of course up to you. But the relative effectiveness will depend on that method's Pearl Index. We highly recommend using condoms.

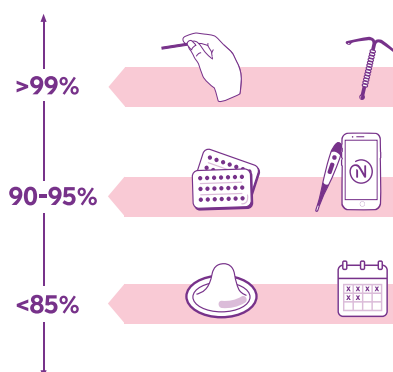
### How long will it take for the app to get to know my cycle?

The app works effectively from the beginning and it takes around 1 to 3 cycles for the app to get to know your unique cycle. In order to ensure contraceptive effectiveness, the app will give you an increased number of red days during this time. Once the app has detected your ovulation, you are likely to receive more green days.

## Effectiveness & Clinical studies

Clinical studies have shown that the Natural Cycles app has an typical-use effectiveness of 93%<sup>2</sup>, meaning that during one year of typical use, on average 7 women out of 100 will become pregnant, due to all possible reasons (incl. having intercourse without protection on red days or failure of the contraceptive method used on red days). With Natural Cycles, women now have an natural, yet effective alternative.

### Effectiveness of contraceptive methods, typical use <sup>2,3</sup>



## How Natural Cycles compares to traditional, manuallycalculated fertility awareness-based methods (FABM)

The Natural Cycles app tells you exactly where you are at in your cycle and when you need to use protection to prevent a pregnancy. Our unique algorithm takes your body basal temperature and many other factors like sperm survival, temperature fluctuations and cycle irregularities into account. These are objective indicators - no guessing or training is needed. Therefore the method is 93% effective<sup>2</sup> and less prone to human error. With perfect use it is as effective as 99% for some women<sup>2</sup>.

There is a variety of fertility awareness-based methods with different effectiveness rates, ranging from 76-98% in typical use<sup>3,4</sup>. However, some of the methods require extensive training and strong dedication from the user to be highly effective.

With Natural Cycles, there is no extensive studying, paperwork or second guessing - the app does the work for you. At the same time, you can learn about your body and unique cycles.

<sup>1</sup>Wilcox AJ et al. N Engl J Med. 1995; 333: 1517-1521

<sup>2</sup>Berglund Scherwitzl E et al. Contraception 2017; 96: 420-425

<sup>3</sup>Trussell J. Contraception 2011; 83: 397-404

<sup>4</sup>Frank-Herrmann, P. Human Reproduction 2007; 22: 1310-1319