Emma's contraceptive requirements

✔ Low rate of side effects

✔ Effective

✔ Compatible with her lifestyle

Emma, 30

Emma is searching for a non-hormonal and non-invasive form of contraception after experiencing side effects.

Background

- Emma has a university degree and works at an art agency

- She lives with her partner of 2 years; they have no children

- She is currently focused on her career with no imminent plans to start a family

- In the past, she has discontinued use of the pill, the Depo-Provera injection, and the contraceptive patch due to experiencing loss of libido or weight gain

Preferences

- Emma would like to try an alternative non-hormonal, non-invasive contraceptive with a low risk of side effects

- She also stresses the importance of proven contraceptive effectiveness for her peace of mind

Why Natural Cycles may be suitable for Emma

Natural Cycles has no known side effects

- Natural Cycles is non invasive. It accurately predicts the likelihood of conception from intercourse on a given day by tracking the user's fertility cycle[1]

Natural Cycles is highly effective

- In a large clinical study of more than 22,000 women, Natural Cycles had a typical-use failure rate of 6.9 pregnancies per 100 woman—years[1]

- Equivalent to 7 pregnancies in 100 women using the app for 1 year[1]

- Natural Cycles is a CE certified medical device intended to be used for contraception in the EU

Emma's lifestyle is compatible with the Natural Cycles app requirements

- She is in a stable relationship and does not need a barrier contraceptive to reduce the risk of STIs

- She has a consistent routine that would support daily temperature measurements and data input

STIs, sexually transmitted infections

1. Berglund-Scherwitzl E et al. *Contraception* 2017;96:420–425

Jenny, 31

Jenny would like a natural form of contraception in line with her healthy lifestyle.

Jenny's contraceptive requirements

✔ Non-hormonal, non-invasive

✔ Educational

✔ Compatible with her lifestyle

Background

- Jenny is a school teacher who enjoys running and yoga in her spare time

- She and her partner have been living together for the last 4 years and do not have children

- Jenny hopes to start a family in the future when she feels mentally and physically prepared

- She is engaged in healthy living and is an active user of health apps

Preferences

- Jenny is seeking a natural form of contraception that is in keeping with her healthy lifestyle

- She has a negative connotation for hormonal contraceptives and would prefer not to use them

- She is motivated to better understand her body and menstrual cycles

Why Natural Cycles may be suitable for Jenny

Natural Cycles is a highly effective, non-hormonal, and non-invasive contraceptive

- Natural Cycles does not alter a woman's menstrual cycle but tracks and highlights the natural infertile and fertile phases of her cycle

- The app signals the woman's fertile days when she must abstain from intercourse or use another form of contraception (e.g. condoms) to avoid conception

Natural Cycles can be used as an educational tool

- Jenny can better understand her body through the app visualisations of her menstrual cycle, the statistics generated, and LH test results (if performed)

Jenny's lifestyle is compatible with the Natural Cycles app requirements

- Reducing the risk of STIs is not a concern given her stable relationship

- Daily temperature measurements are likely to be manageable within her consistent daily routine

LH, luteinizing hormone; STIs, sexually transmitted infections

Kate, 32

Kate and her husband are planning a pregnancy. Kate seeks a tool that pinpoints the days during which she is most fertile in order to reduce her time to pregnancy/maximize her chance of conceiving.

Kate's pregnancy-planning requirements

✔ Identify days of highest fertility

✔ Monitor pregnancy

✔ Compatible with her lifestyle

Background

- Kate is a partner in a local firm of building surveyors

- She has been married for the last 2 years and lives with her husband; they have no children

- She was taking an oral contraceptive pill but has recently stopped in order to try and become pregnant

- She is currently trying to maintain a healthy lifestyle (avoiding smoking and alcohol, and managing her stress levels)

Preferences

- Kate wants to better understand her body and menstrual cycles

- She would like to identify the days when she is most fertile with the aim of maximizing her chances of conceiving

Why Natural Cycles may be suitable for Kate

Natural Cycles identifies the users fertility window[1]

- The app has a **Pregnancy Plan** mode that will calculate Kate's level of fertility each day
- Natural Cycles can detect ovulation with similar efficacy to that of ultrasound[1]

Natural Cycles can detect and monitor pregnancy

- Natural Cycles will suggest taking a pregnancy test based on the data collected
- Once the pregnancy is confirmed, the app provides an accurate due date and monitors the development of her pregnancy

Kate's lifestyle is compatible with the Natural Cycles app

- Kate has a consistent daily routine and strong motivation to use the app on a regular basis

1. Scherwitzl E, et al, *European Journal of Contraception and Reproductive Health* 2015;20:403–408