
RHINOMED SNORING

IN HOME PRODUCT TEST

SCREENING METHODOLOGY

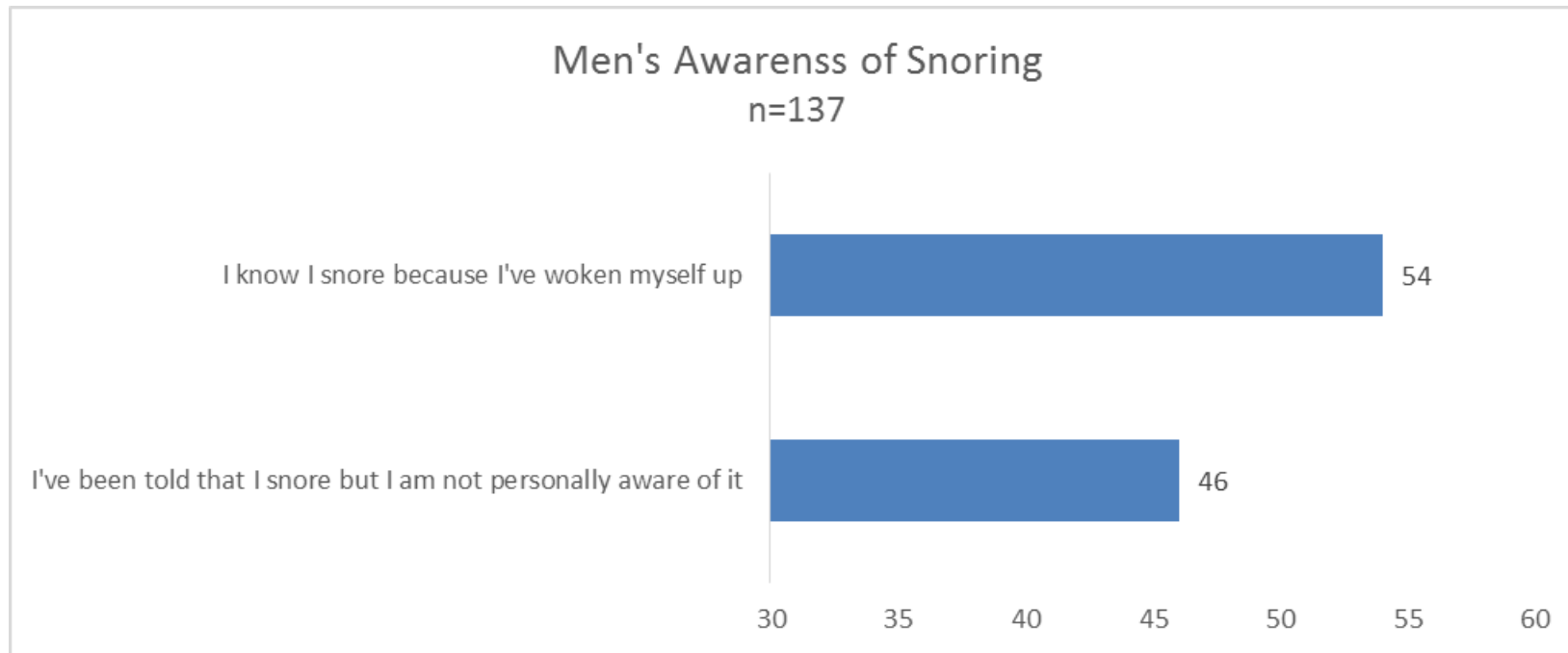
Overall 1,665 men were screened to recruit a sample of 137 respondents

- 1485 men were eligible based on age (35-64 years)
- 1050 men snored
- 777 men & their partners agreed to take part after being advised this is an in home product test (no product information provided at this stage)
- 644 men agreed to participate after reading about & seeing the product
- Of the 79 men did not want to participate in the trial, 45 men said they did not want to wear the product inside their nose. This represents 6.2% of all those who reviewed the product information.
- 557 men were eligible to participate based on the frequency of their snoring (most/every night)
- 15% of men who snore most/every night had been diagnosed with sleep apnoea and were screened out
- Of the 557 eligible men some were screened out due to factors such as medical intervention taken and as obvious throat snorers. Quota's were also applied to capture key competitive products and a group of men who have not tried any anti snoring products
- The final screener applied related to BMI and fitness level to screen out those morbidly obese
- The final sample was 137 men whose partners/spouses had also agreed to participate in the in home trial

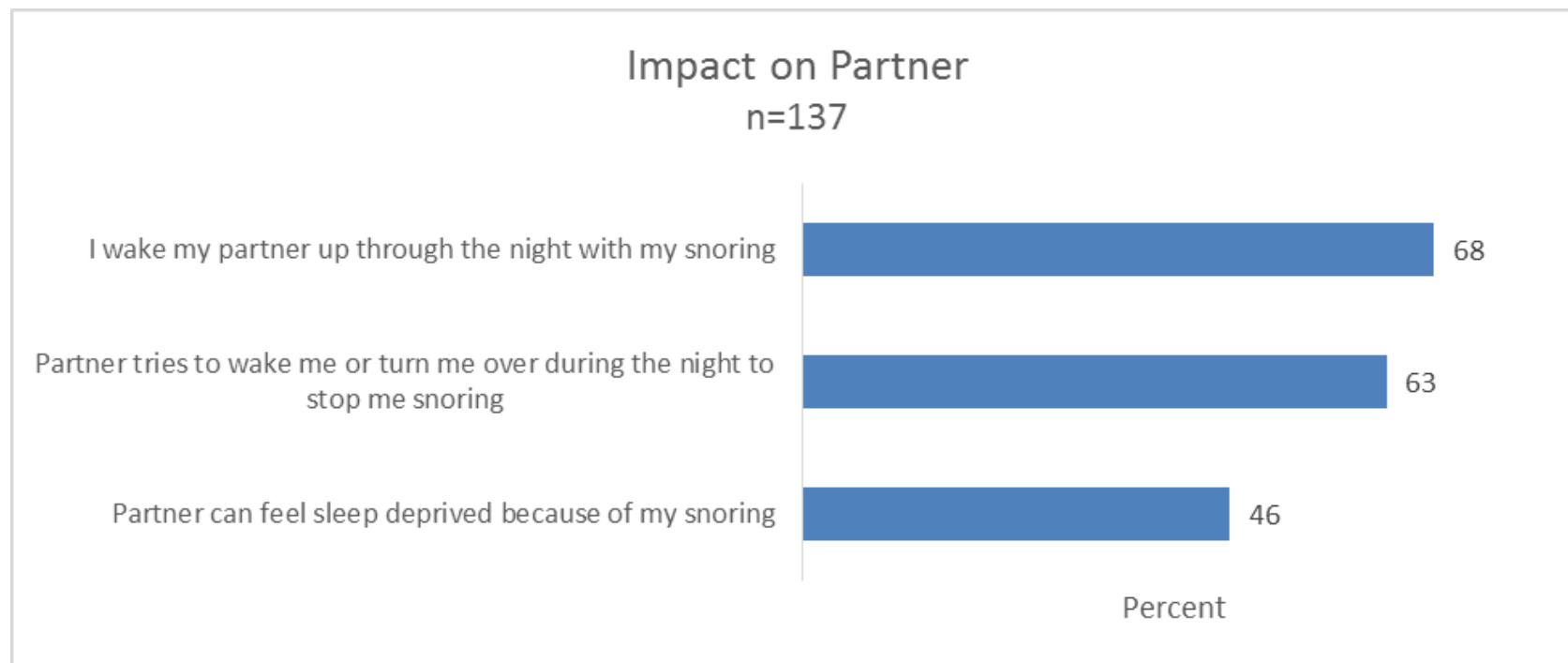


R H I N O M E D

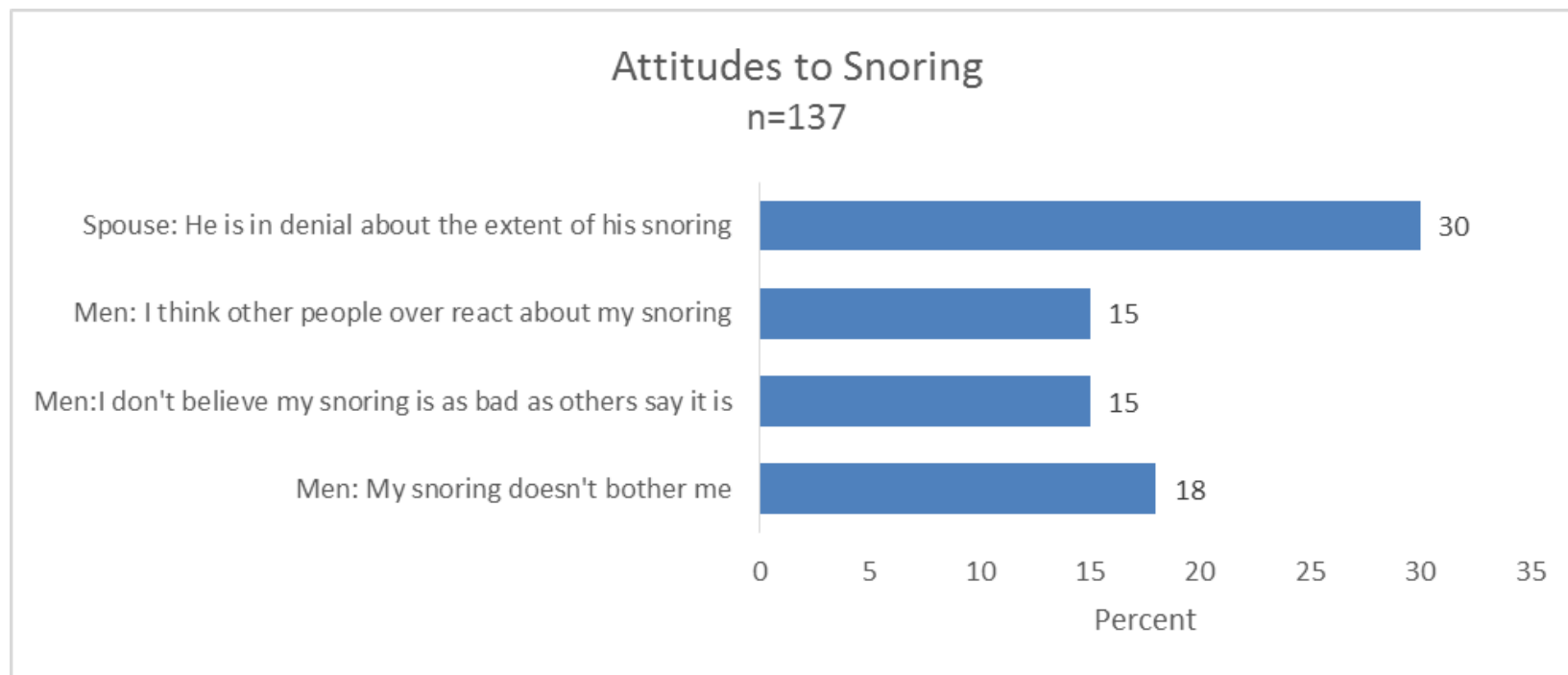
ALMOST 50% MEN ARE NOT AWARE OF THEIR SNORING



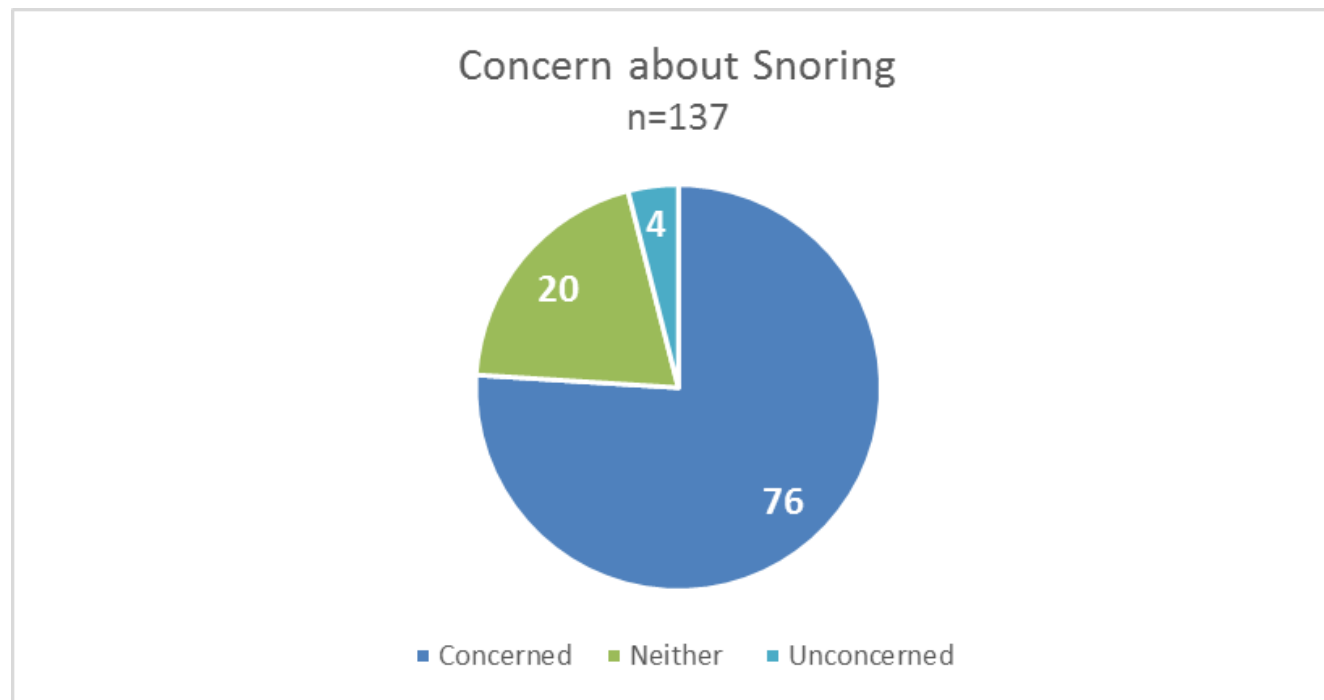
BUT MEN ARE CONSCIOUS OF THE EFFECTS OF SNORING ON THEIR PARTNER



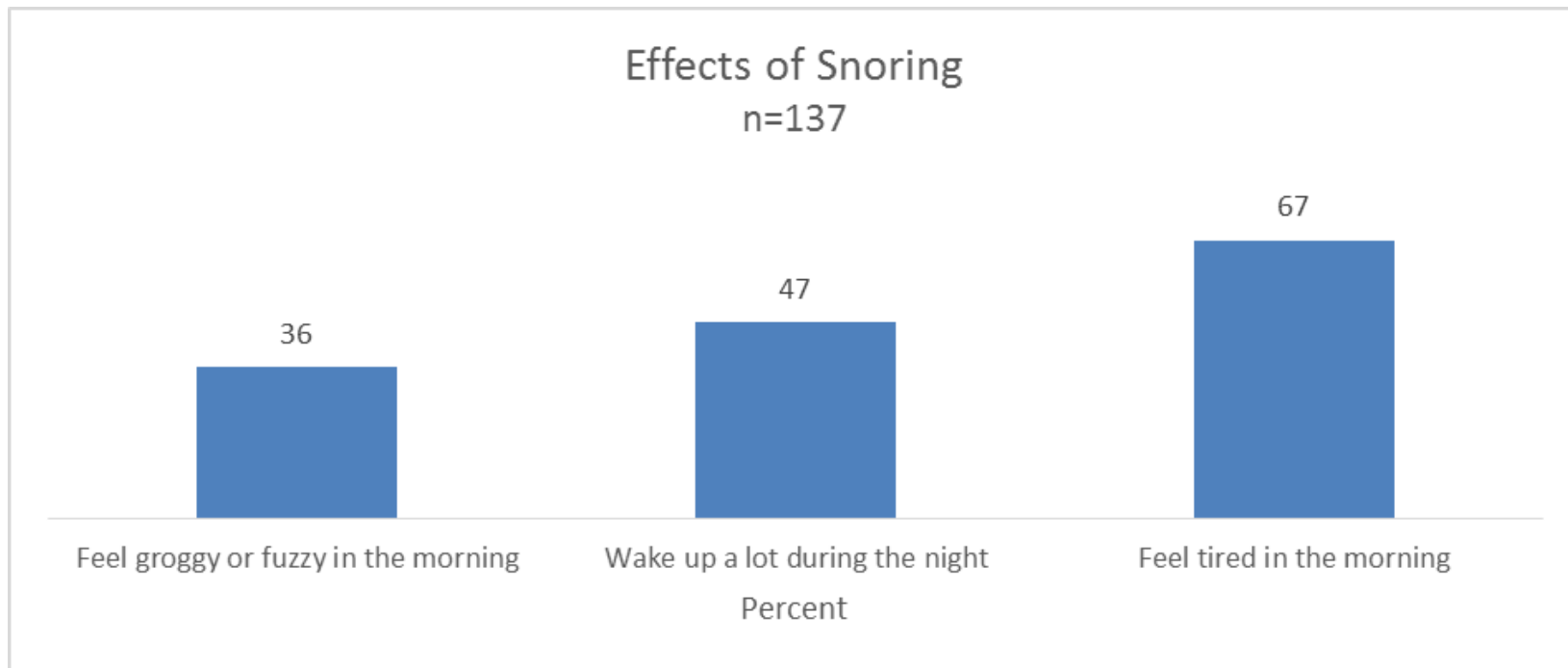
SOME SNORERS (ABOUT 20 - 30%) UNDERPLAY THEIR PROBLEM



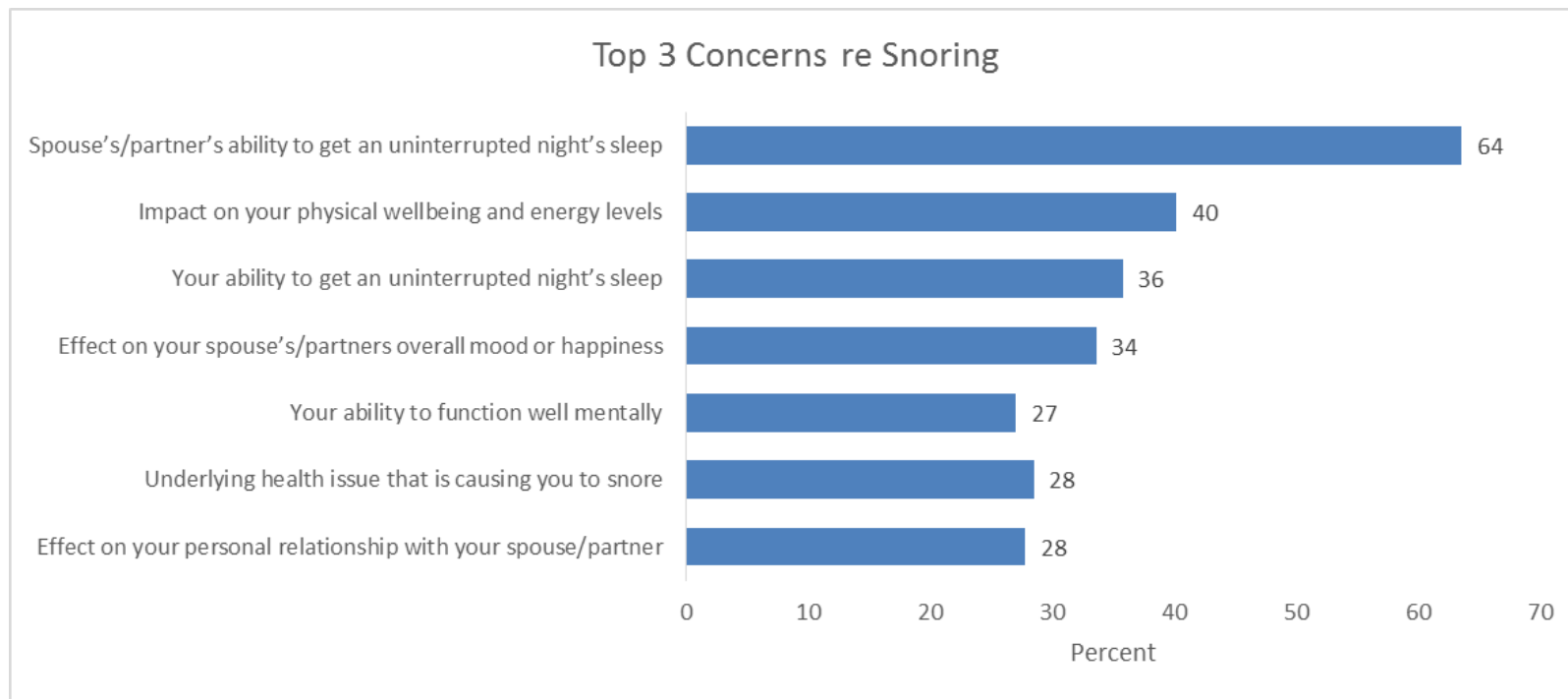
BUT MOST MEN ARE QUITE CONCERNED ABOUT THEIR SNORING PROBLEM



SLEEP IS NOT RESTFUL FOR SNORERS



SNORERS ARE MOST CONCERNED ABOUT THEIR PARTNER'S ABILITY TO SLEEP



THE ELUSIVE “GOOD NIGHT’S SLEEP” IS THE COMMON GROUND FOR BOTH SNORERS & THEIR PARTNERS

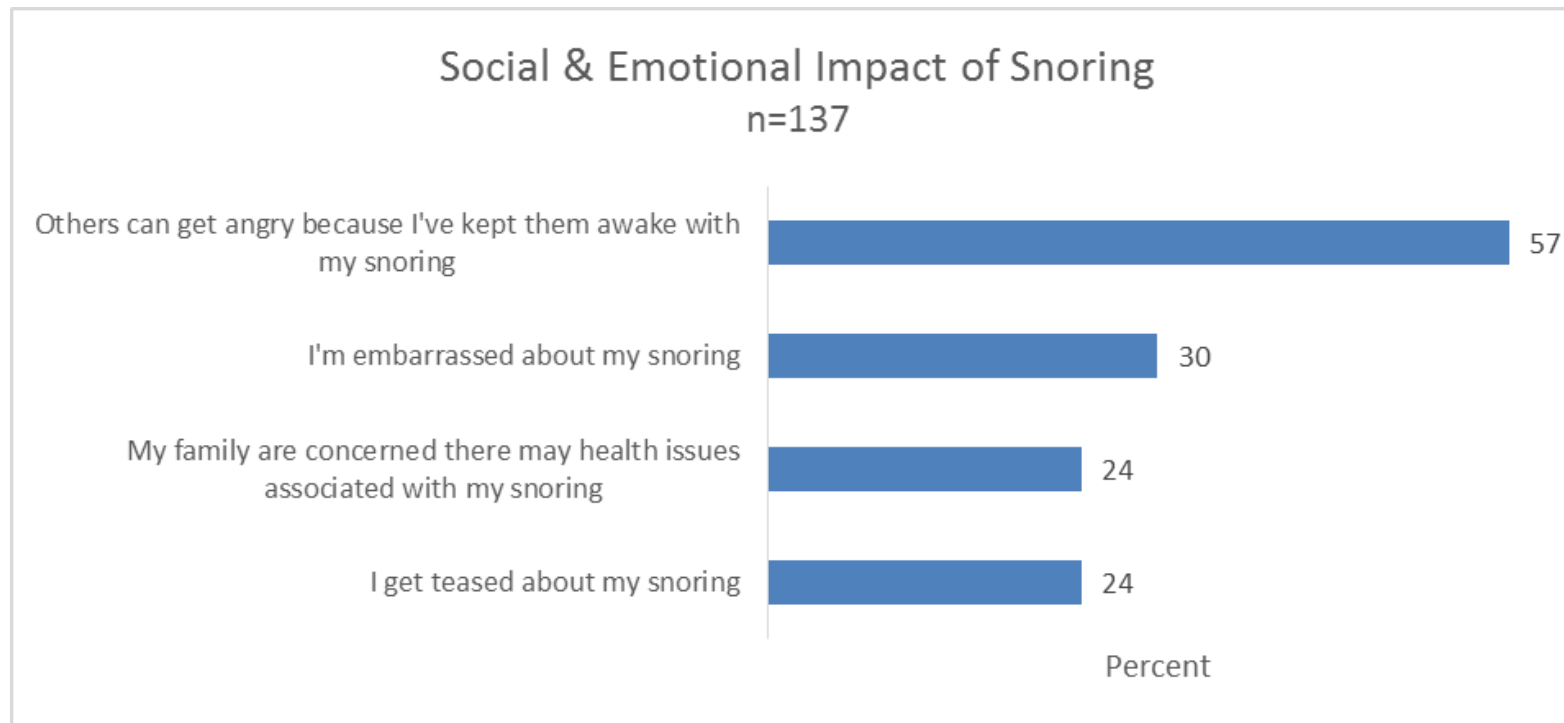
Concern for Partner vs. Self



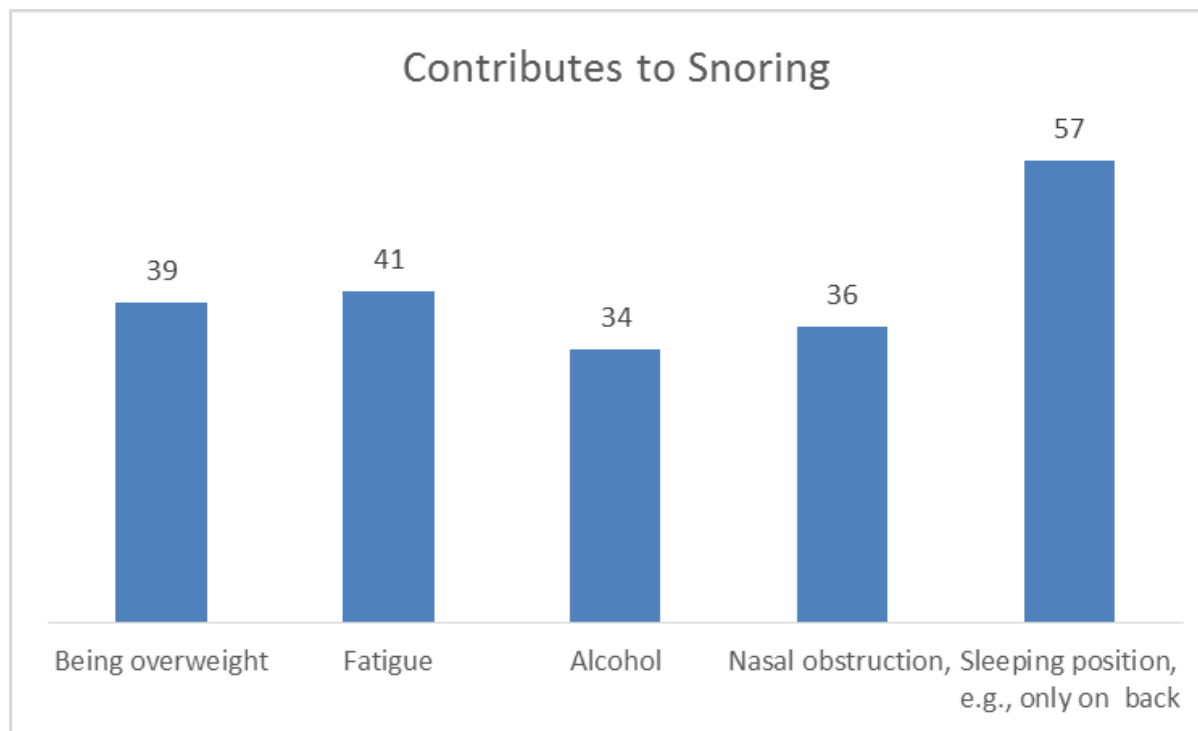
BUT SNORERS REPORT A BETTER NIGHT'S SLEEP THAN THEIR PARTNERS



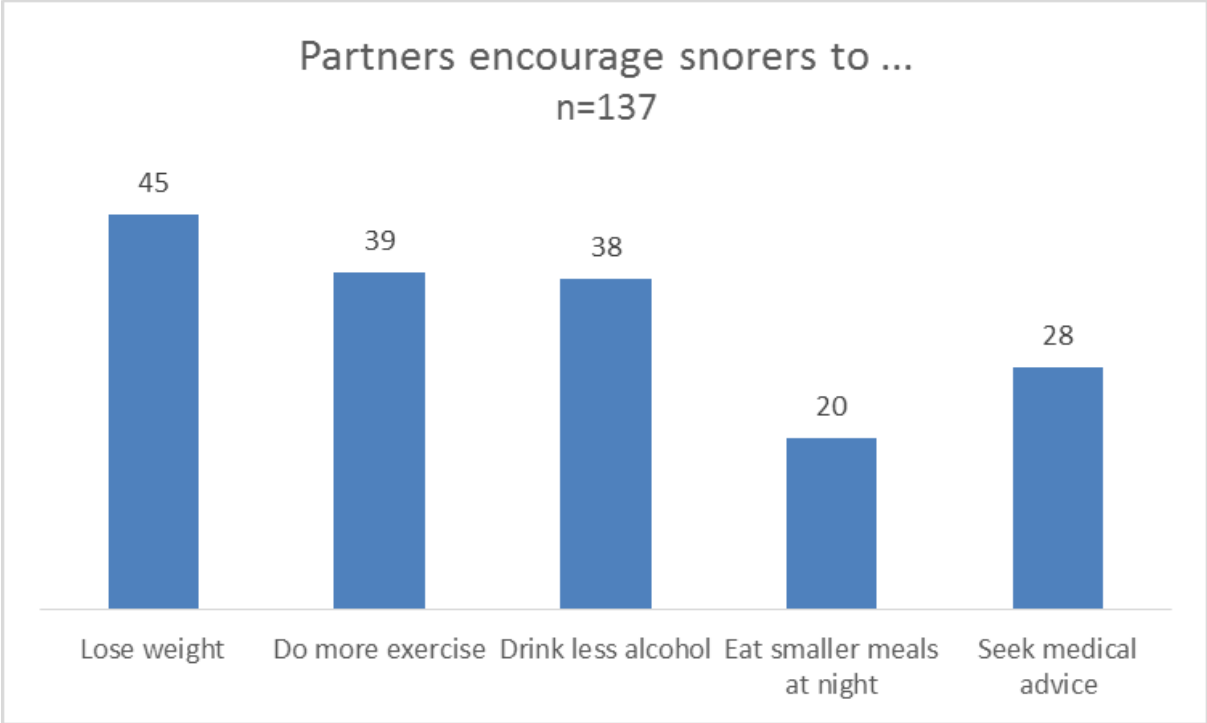
SNORING EVOKES ANGER, EMBARRASSMENT & CONCERN



MEN UNDERSTAND THE CONTRIBUTORS TO THEIR SNORING PROBLEM



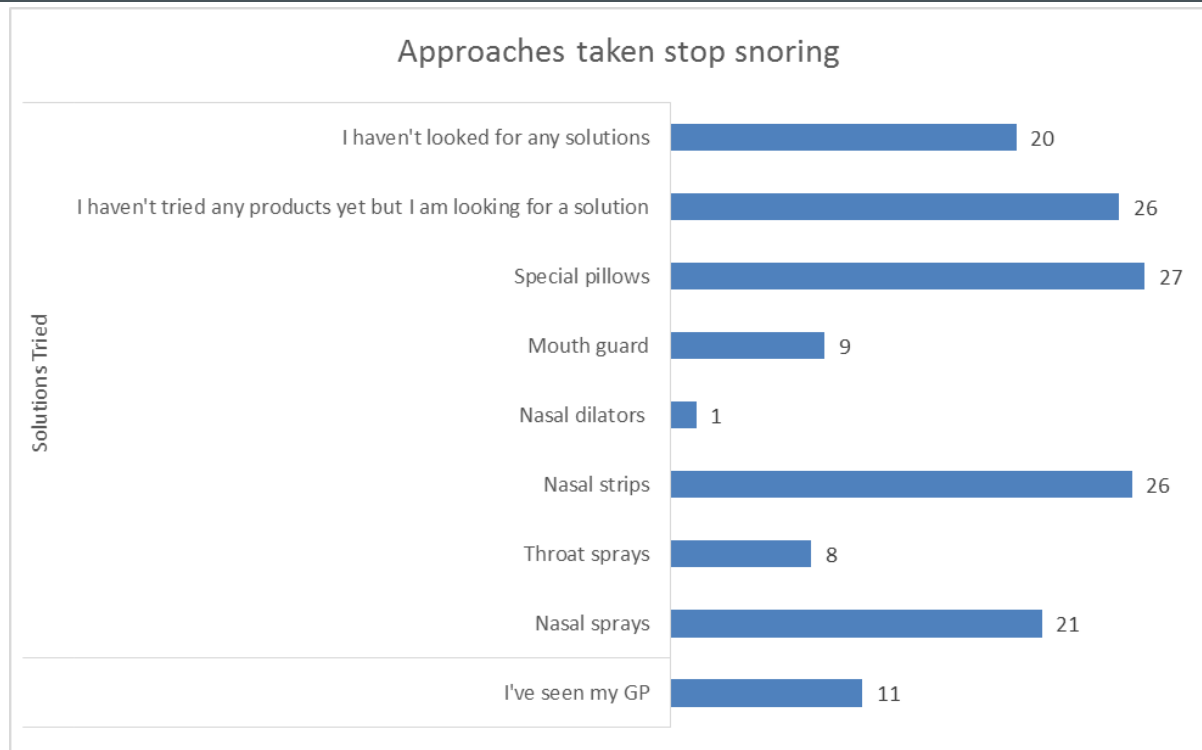
PARTNERS ENCOURAGE LIFESTYLES CHANGES TO HELP WITH SNORING



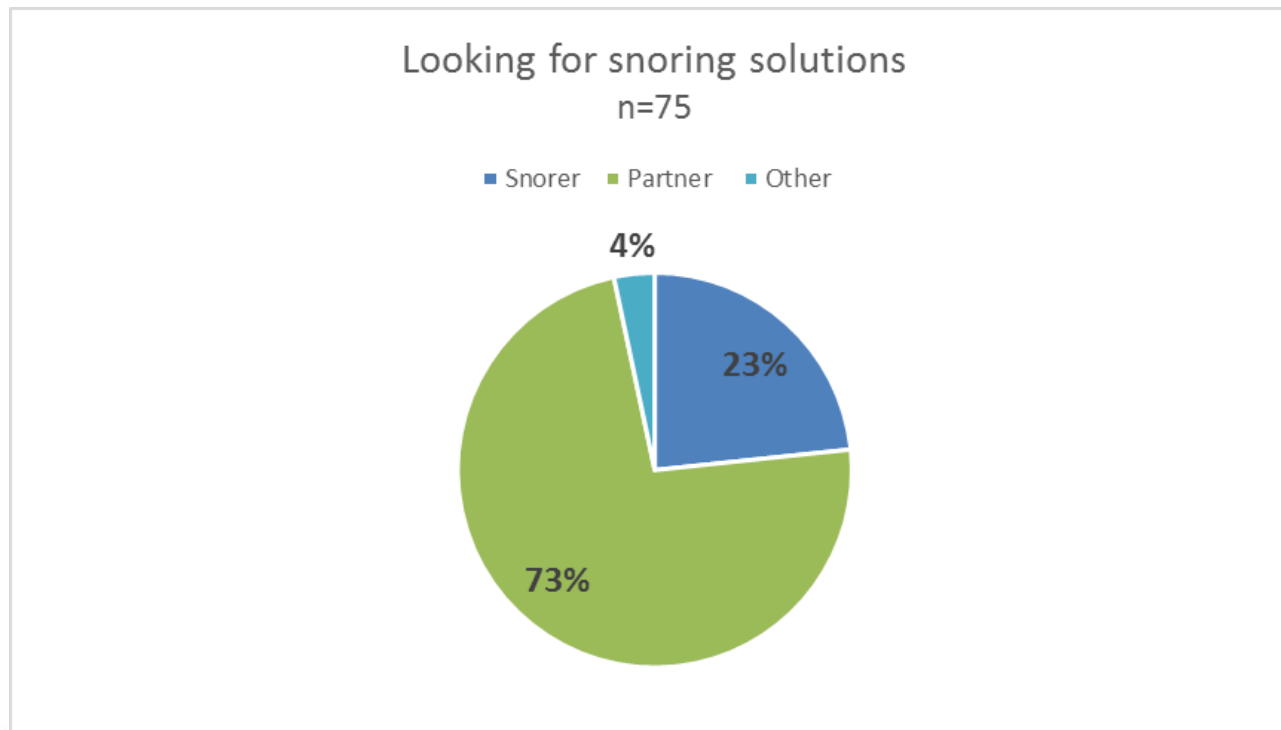
SNORING SOLUTIONS SOUGHT & TRIED

CURRENT SNORING PRODUCT HAVE LOW REPORTED EFFICACY

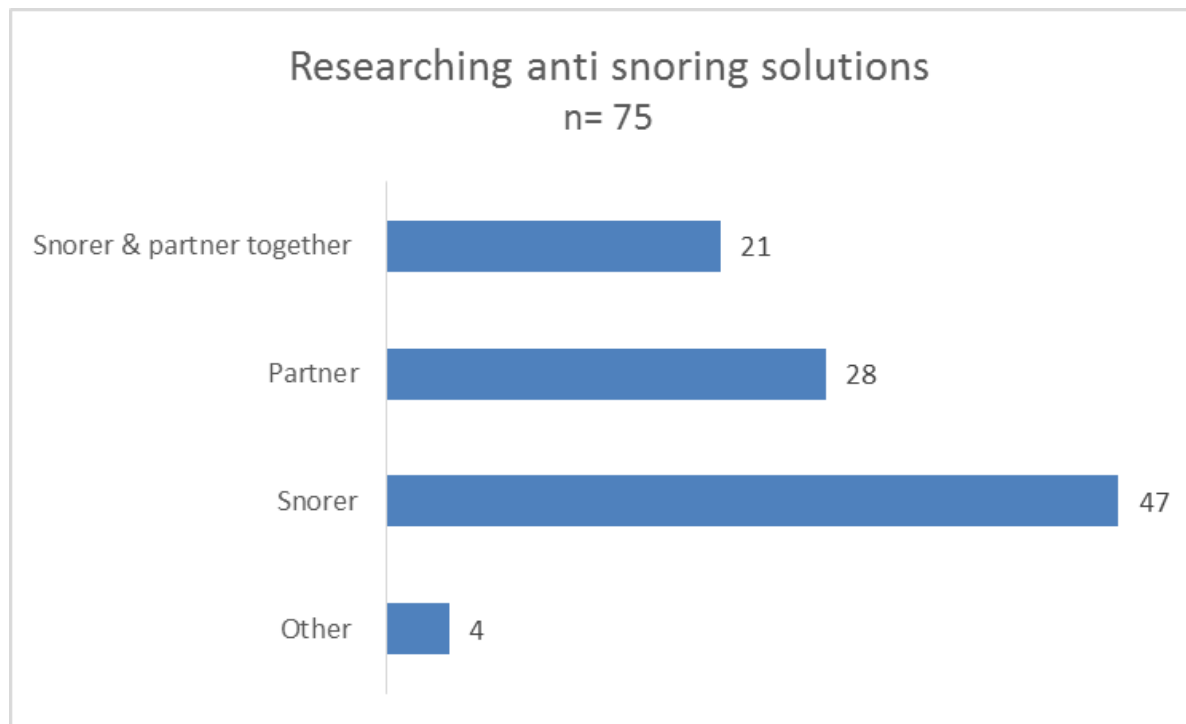
ALMOST 50% HAVE NEVER TRIED ANTI SNORING SOLUTIONS



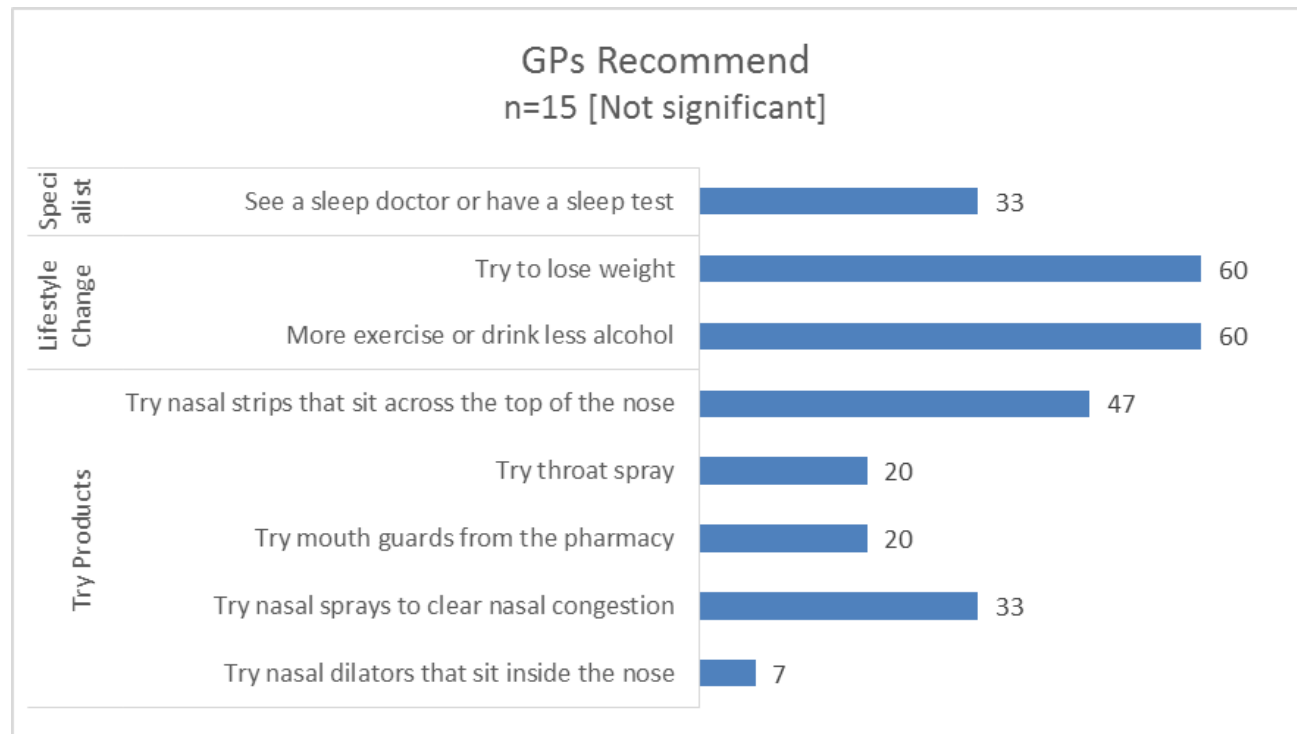
PARTNERS INITIATE THE SEARCH FOR ANTI SNORING SOLUTIONS



MEN ARE ACTIVE IN THE SEARCH FOR ANTI SNORING PRODUCTS



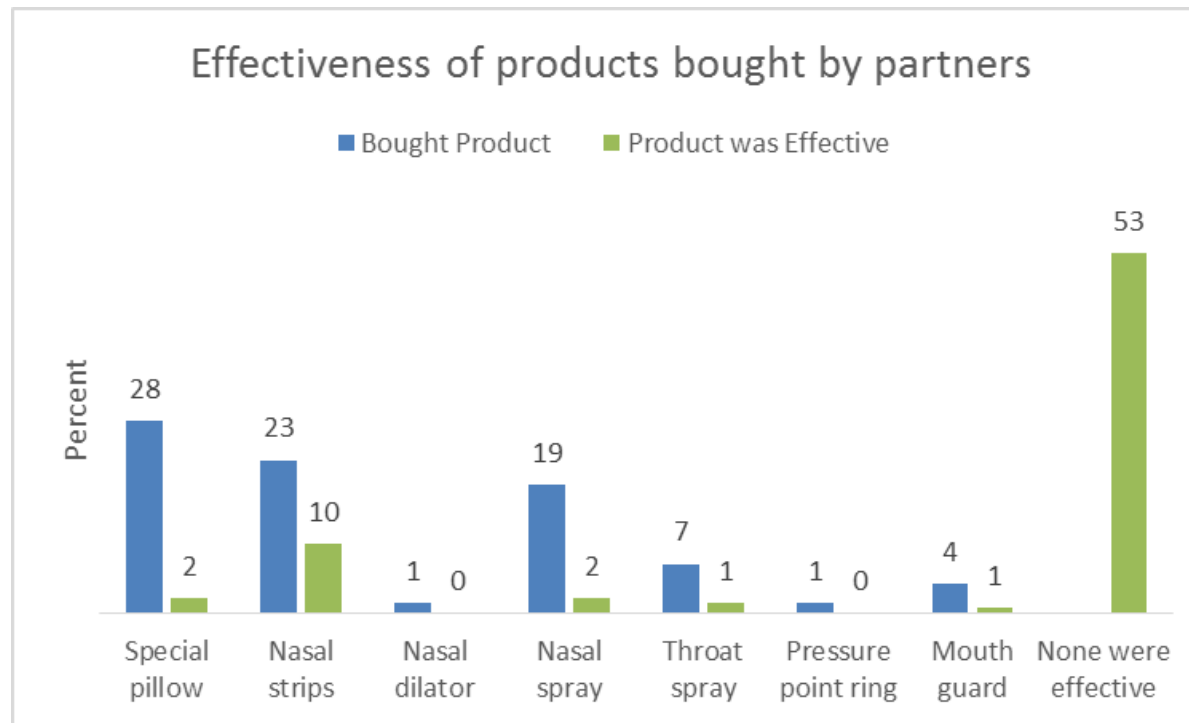
WHAT THE GP RECOMMENDS



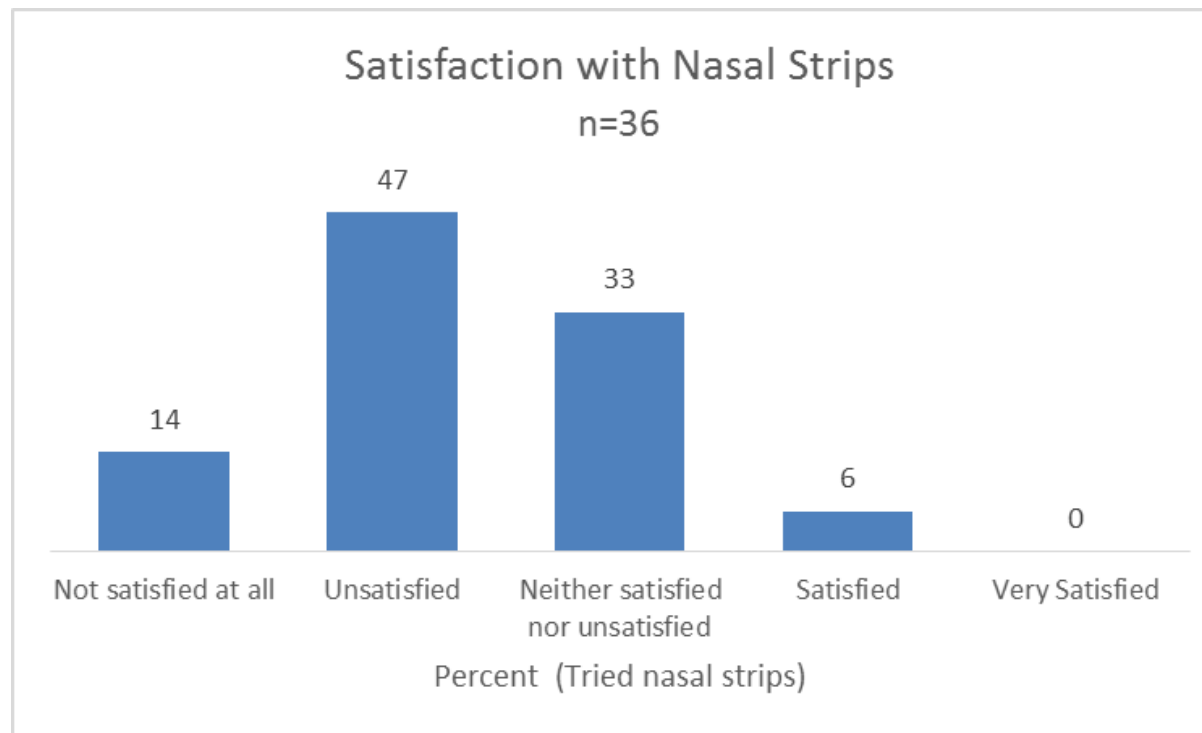
70 % PARTNERS REPORTED BUYING ANTI SNORING SOLUTIONS



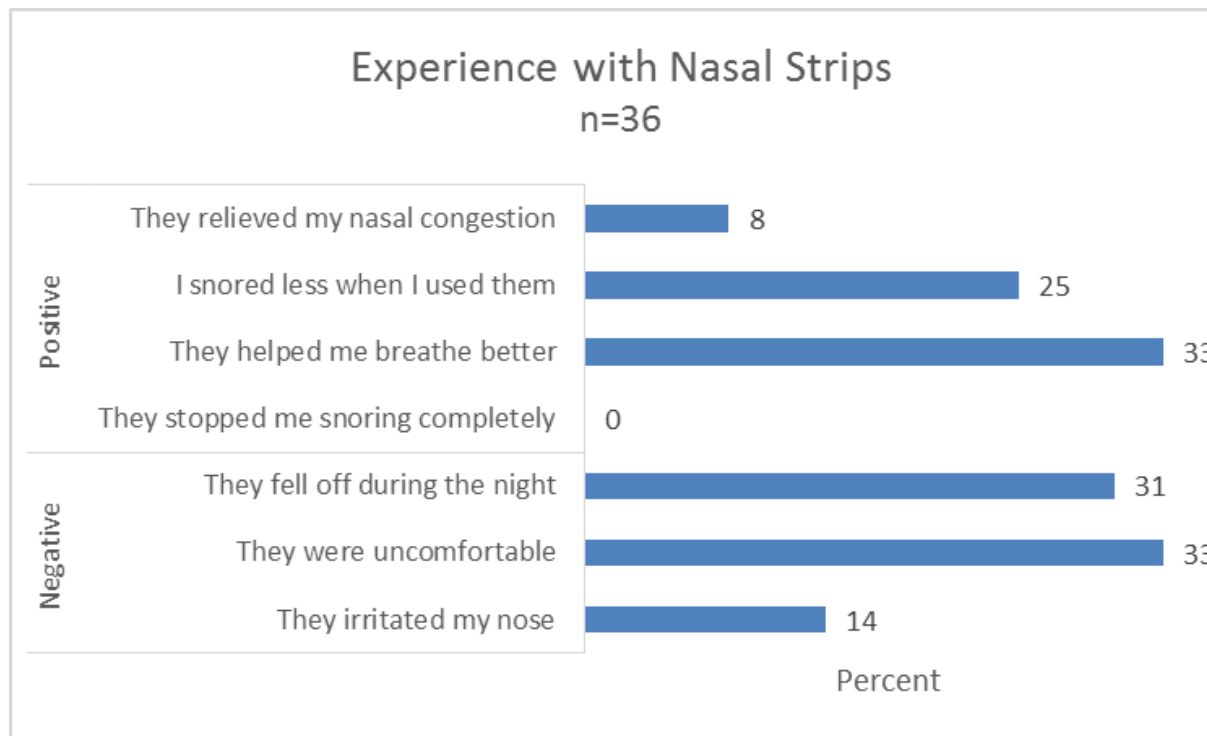
PARTNERS REPORTED LOW EFFICACY OF ANTI SNORING PRODUCTS



MEN REPORTED VERY LOW SATISFACTION WITH NASAL STRIPS



NASALS STRIPS – PROS & CONS

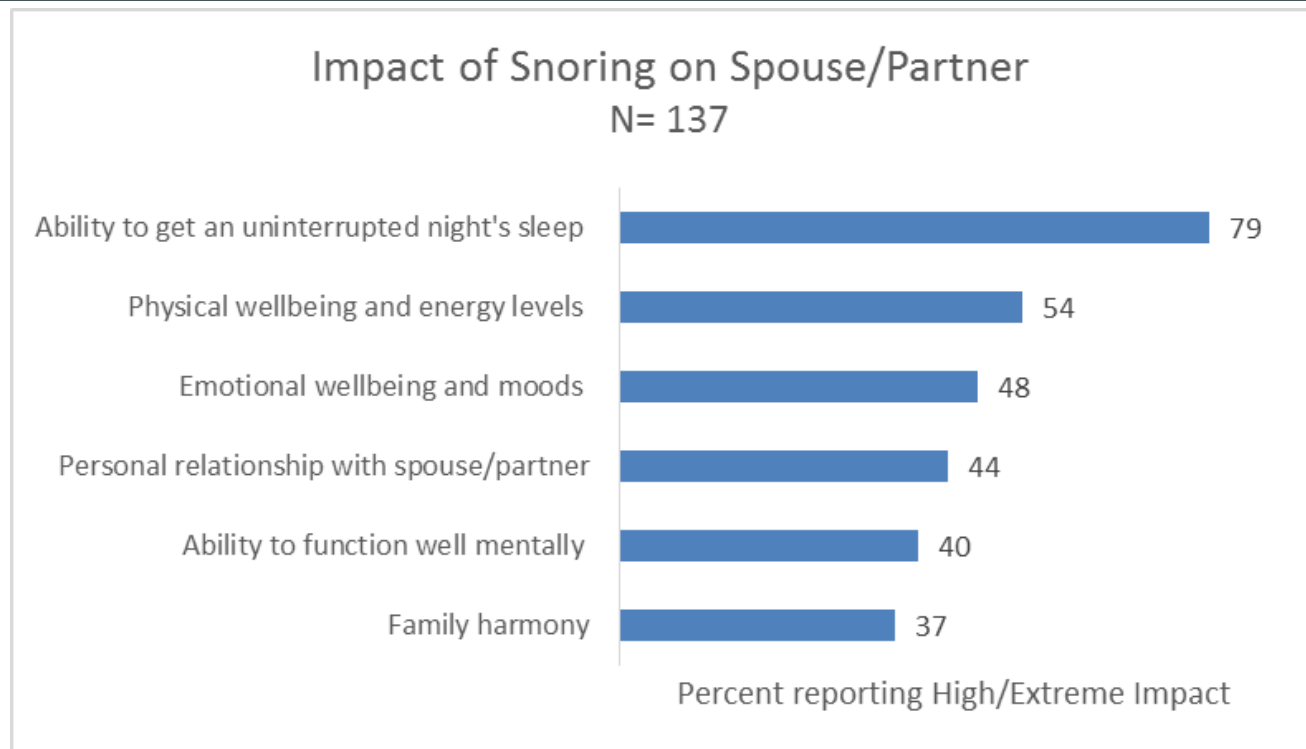


SPOUSES/PARTNERS EXPERIENCES

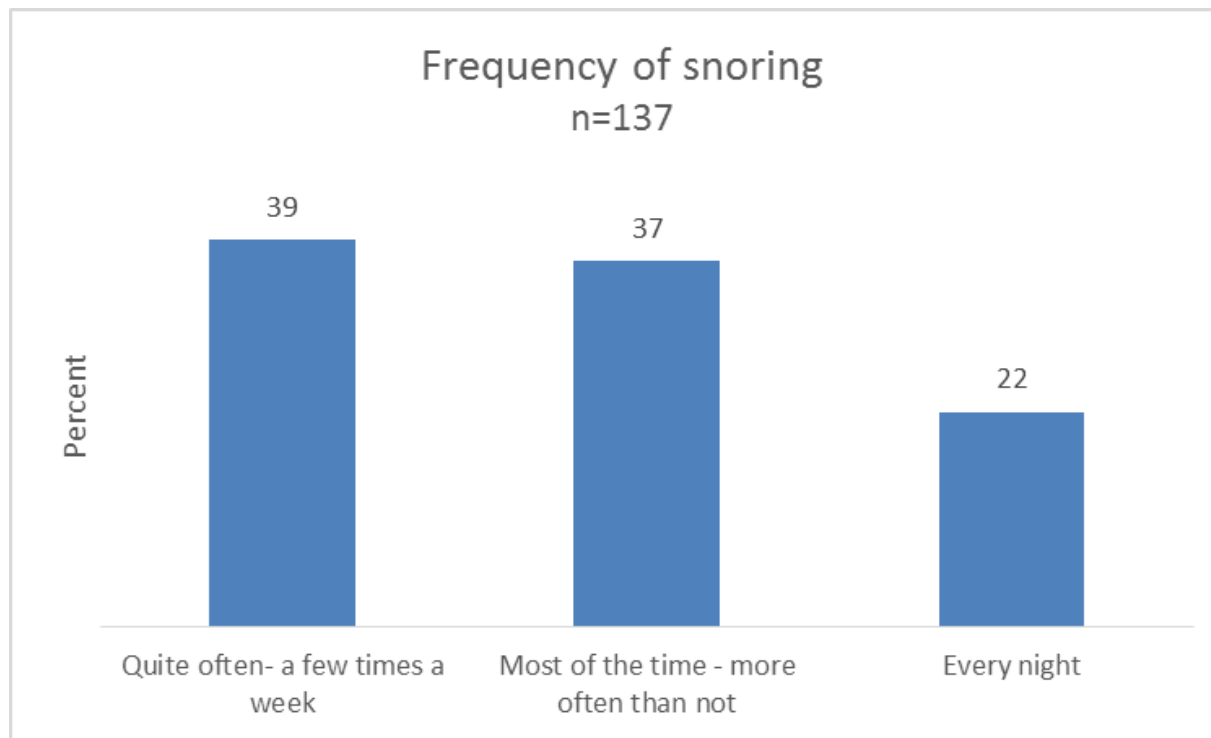
PARTNER'S QUALITY OF SLEEP IS BORDERLINE OR POOR



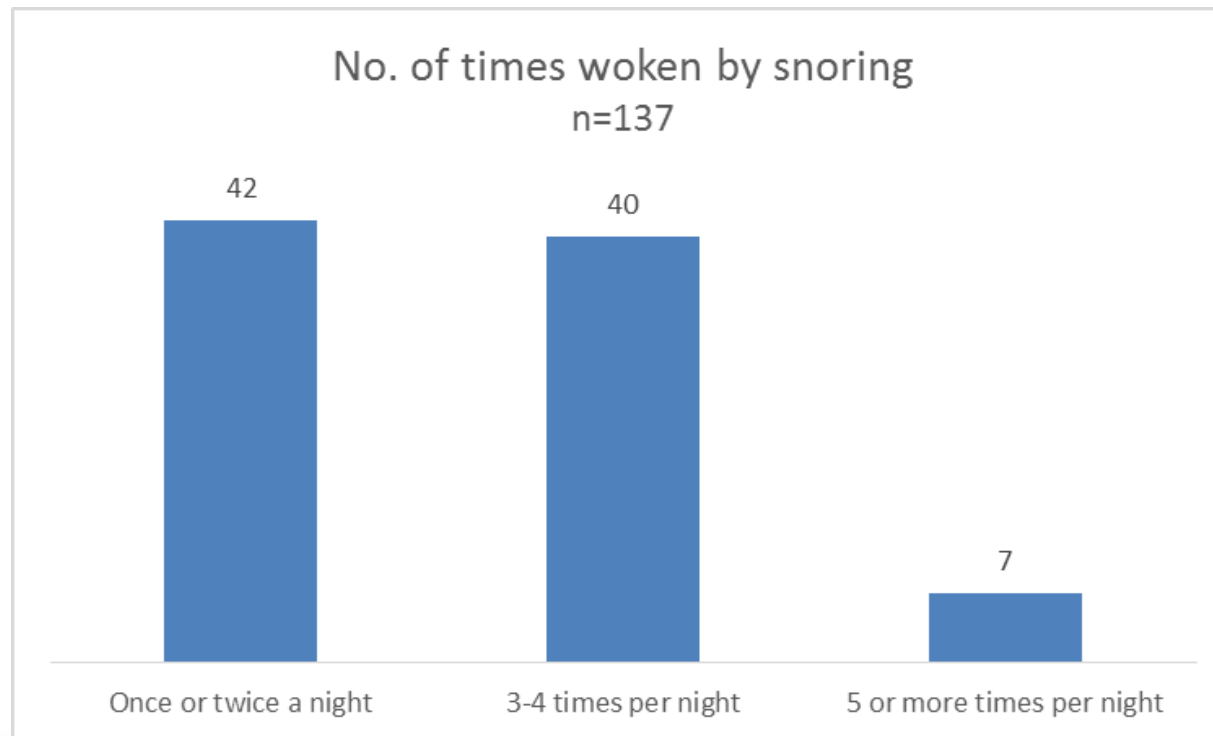
GREATEST IMPACT OF SNORING ON SPOUSE/PARTNER



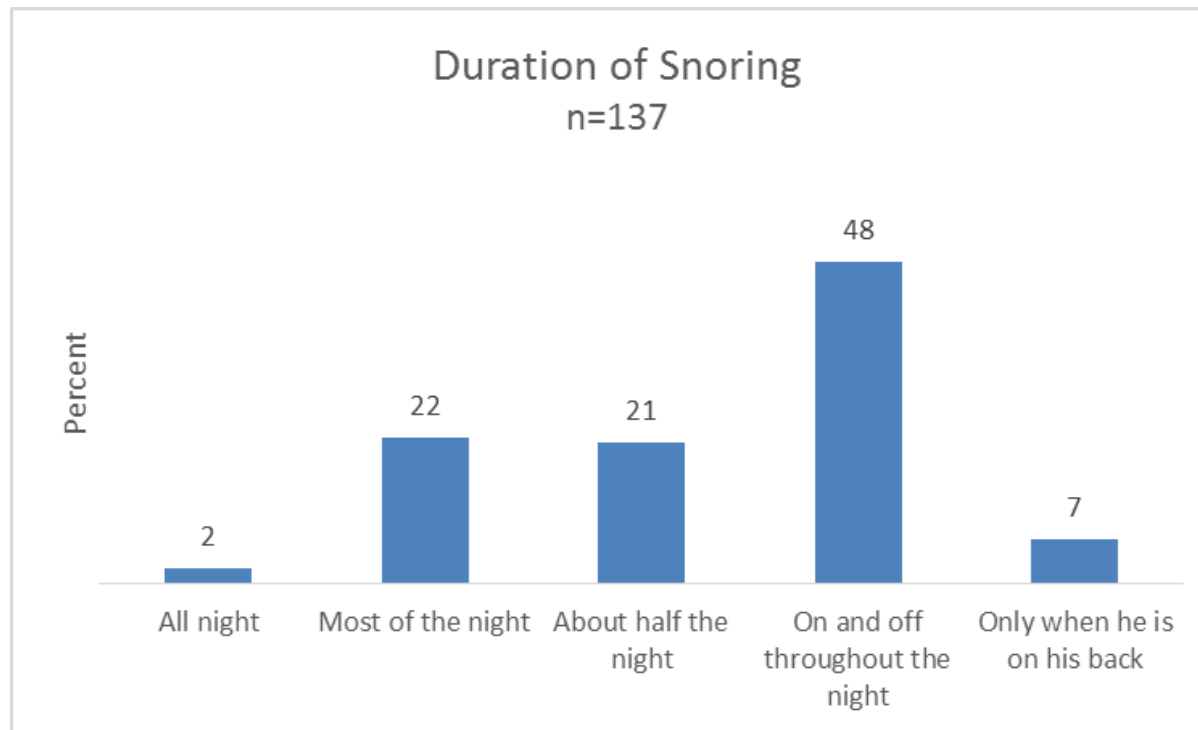
ALMOST 60 % SNORE MOST OR EVERY NIGHT



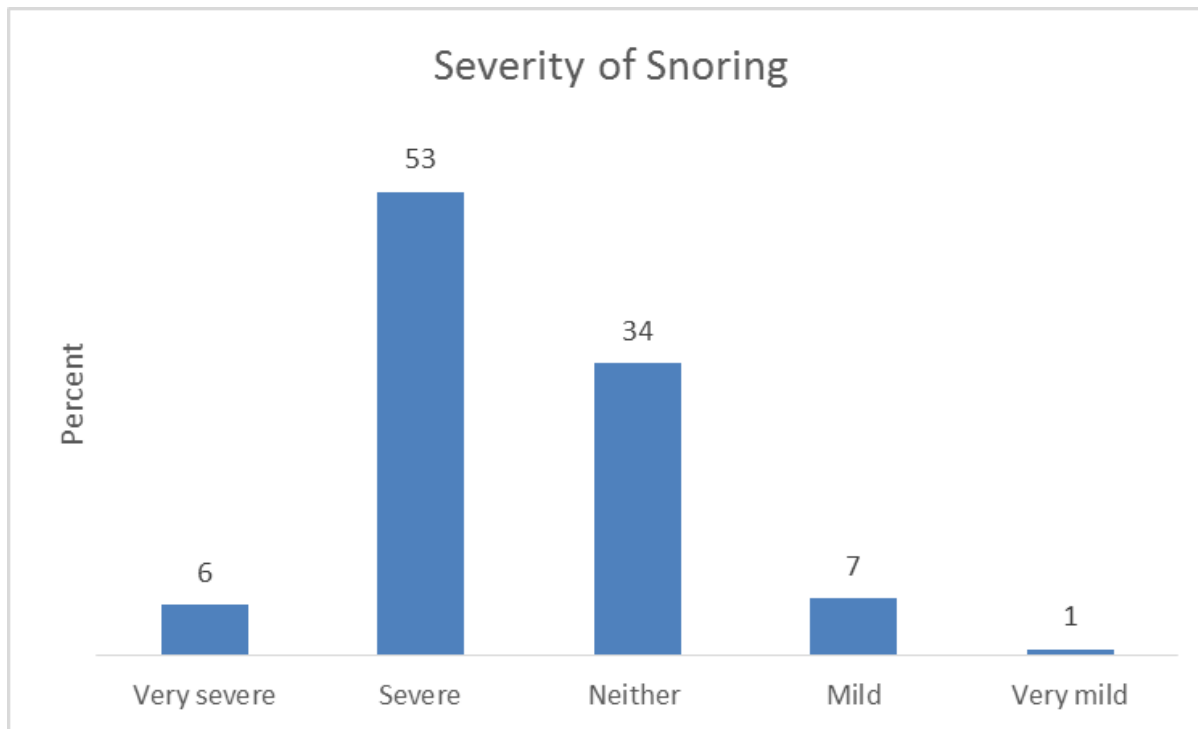
ALMOST HALF OF PARTNERS ARE WOKEN 3+ TIMES PER NIGHT BY SNORING



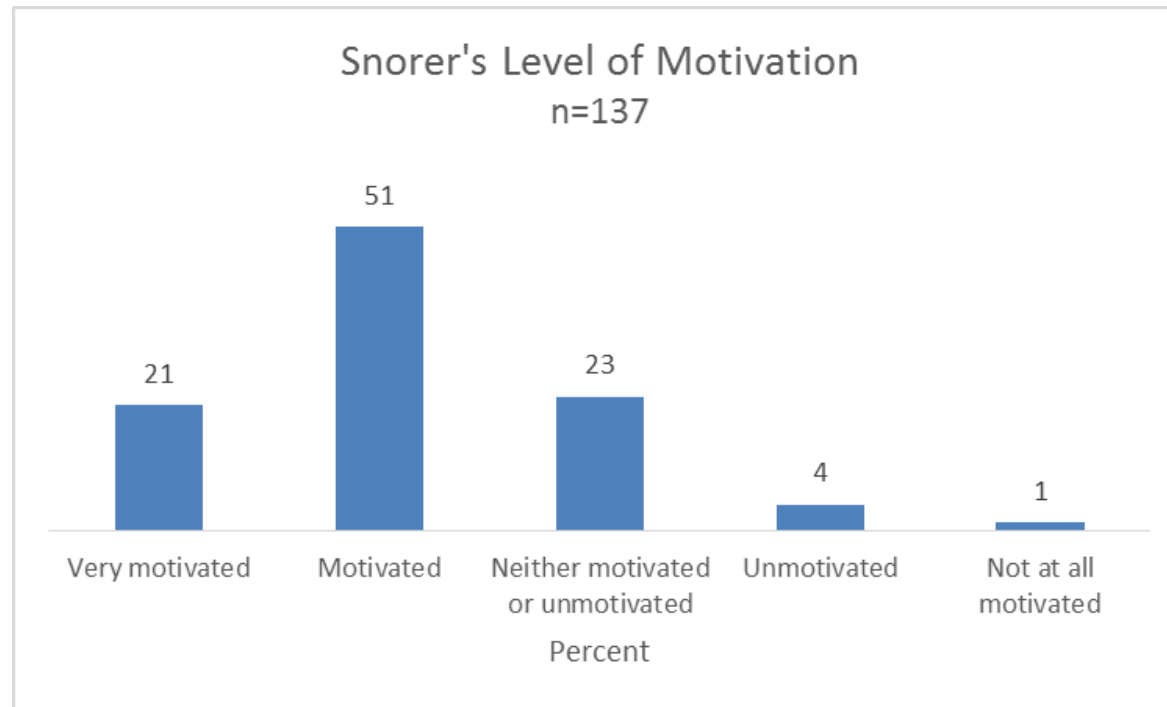
SNORING OCCURS FREQUENTLY AND CONSISTENTLY



MAJORITY OF PARTNERS RATED THE SNORING THEY LIVE WITH AS SEVERE OR VERY SEVERE



PARTNERS BELIEVE MOST SNORERS ARE KEEN TO STOP SNORING BUT 30% ALSO REPORTED THAT THE SNORERS WERE IN DENIAL ABOUT THE EXTENT OF THEIR SNORING



WHAT DO PARTNERS WANT AN ANTI SNORING PRODUCT TO BE ABLE TO DO?

