



# vFit PLUS Patient Profiles

## Target

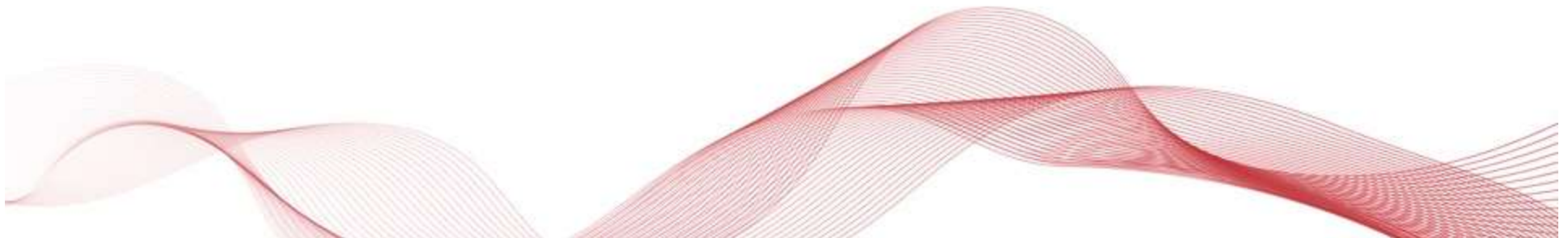


Mom

Peri-Menopausal

Post-Menopausal

Young Woman





## Patient Profile 1: Mom

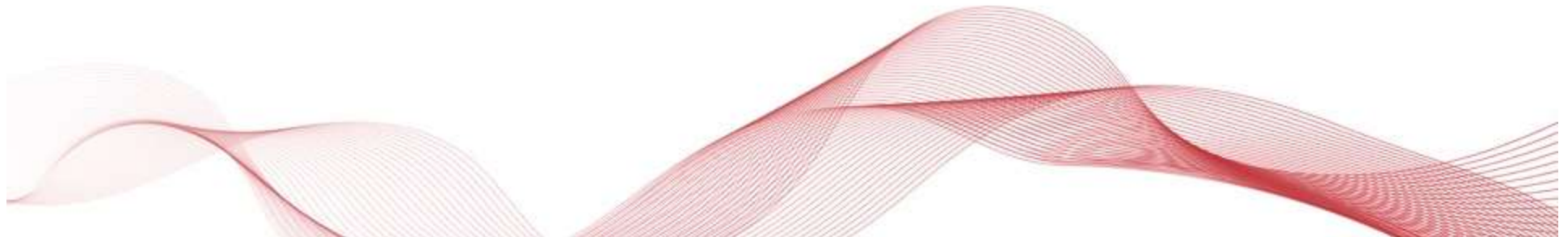


- Age ~30-40
- Very limited time for herself
- She is considering options to address changing appearance and health
- Connecting with her partner is important to her



- She is wishing she had better prepared prior to having a baby
- Has tried Kegels, but has very little time and motivation
- She wants to improve her intimate wellness and is looking for something quick and convenient

**Why vFit PLUS for her?** Provide much needed confidence and allow her to feel like she used to. Improves wellness quickly and easily.





## Patient Profile 2: Perimenopausal



- Age ~35-50
- She has newfound time and income to invest in herself
- She may utilize fillers/ injectables to help her look as good as she feels
- She may be limiting activities she used to do



- She would like the confidence to connect with her partner again
- A strong emotional connection with her partner is important to her
- Fighting aging, every step of the way

**Why vFit PLUS for her?** To reconnect with her partner and maintain sexual function. She wants a product that fits her busy lifestyle and allows her to do the things she loves.





## Patient Profile 3: Postmenopausal



- Age ~50-80+
- Her mental and physical state do not match
- She has changed the course of her activities
- She misses the way she used to feel and is anxious and embarrassed



- She has lost confidence due to these issues
- She doesn't know how to talk to her partner and pulls away
- She still wants to be able to do the things she used to do

**Why vFit PLUS for her?** She wants to enjoy intimacy. She is suffering from embarrassment and lack of confidence. She is highly motivated to get help.





## Patient Profile 4: Young Woman



- Age ~25 to 30
- Exercise and activities are important
- Her intimate wellness is important
- She may be sexually active and considering having a child



- She has read about what can happen after childbirth
- Embraces sexuality and tools to enhance sexual function
- She been told to do her Kegels, but has a hard time doing them

**Why vFit PLUS for her?** To enhance sexual function, and help maintain wellness. Wants to avoid the issues her mother has faced. Preventative care.

