

FC2 Female Condom

February 17, 2016

Southeast AIDS Education and Training Center (SE AETC)



Female Health Company

www.fc2.us.com

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AGENDA

1. FC2 Refresher
2. FC2 Benefits
3. FC2 Challenges
4. Tackling Challenges
5. What Customers are Saying about FC2
6. Partners Worldwide



The Female Condom- What is it?

FC2 is a non-hormonal, latex-free condom inserted into the vagina

- Indicated for prevention of pregnancy and STI/HIV
- Made of nitrile (non-latex) sheath and outer ring, and a polyurethane inner ring. Nitrile is 3X stronger than latex
- Comes pre-lubricated with silicone lubricant. Can be used with additional water and oil based lubricants.
- No spermicidal additives
- Preservative and Paraben free
- Gluten free
- Non-allergenic

The only FDA approved female condom

- Classified as a Class III medical device
- Proven safe and efficacious* for more than 20 years

Puts women in control of their contraception

- Can be inserted in advance



Patient-Centered Benefits

- The FC2 Female Condom is a non-hormonal, latex-free device that offers dual protection against STIs and unplanned pregnancy.
- FC2 contains a silicone-based lubricant but additional lubrication can be used. FC2 does not contain spermicidal additives, preservatives, paraben and is gluten free.
- FC2 can increase a woman's sense of empowerment as she is taking the initiative to protect herself and her partner.
- FC2 is a great choice for people with sensitivities to latex.



Patient-Centered Benefits

- FC2 is an option for women who have difficulty or discomfort negotiating condom use.
- FC2 is a great choice for people with sensitivities to latex.
- Men do not have to have/ maintain an erection to use FC2.
- FC2 is 100% reimbursable as a contraceptive method, per ACA.



The – Pleasure Positive - Benefits

- Warms to body temperature so FC2 can feel more natural than a male condom.
- External ring rubs against the clitoris and can increase pleasure for many women.
- FC2 does not need to be removed immediately after ejaculation as the man does not need to be erect.
- FC2 can be inserted ahead of time so it doesn't interrupt spontaneity.
- Insertion of FC2 can be incorporated into foreplay.



...more Pleasure Positive Benefits

- Not constricting for penis.
- Does not interrupt spontaneity.
- The inner ring of FC2 can stimulate the tip of the penis during intercourse.
- FC2 can be used with water or oil-based lubricants.
- Men do not have to have/ maintain an erection to use FC2.



Why FC2 is Important to Communities?

- **FC2 Increases Protected Sex Acts:** Studies have found that female condoms, when offered alongside male condoms, increase the number of protected sex acts. The data shows that when there is more choice there is more protected sex. (Barbosa et al. 2007; Hoke et al. 2007; Choi et al. 2008).
- **FC2 Saves Money:** A female condom program in Washington, DC prevents enough infections in its first year to save more than \$8 million in future medical costs. (Marseille et al. 2001; Dowdy et al. 2006; Holtgrave et al. 2012).
- **FC2 is Effective:** In FDA safety & efficacy studies FC2 was found 95% effective as a barrier contraceptive. With over 20 years of independent safety, effectiveness, and acceptability research other data is available demonstrating an efficacy as high as 98%.”
<http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.84.12.1960>.
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447638/pdf/10983187.pdf>



FC2 Challenges

- FC2 Education and Awareness
- Limited access to FC2(even with ACA)
- Expense



FC2 Education and Outreach for Providers



- **Partnerships** with local ASOs, CBOs, public health clinics, and local school districts.
- **Partnerships** with national organizations.
- On-site, in-person, FC2 Provider **trainings**
- Exhibiting at **conferences**
- **On-line** Provider Training <http://www.fc2femalecondom.com/training/>



Customer Education

- Provider Education is Customer Education. Through you we educate entire communities.
- FC2 educational materials are free downloadable or by contacting FHC

STEP-BY-STEP INSTRUCTIONS

Once you get the hang of it, the FC2 Female Condom is easy to use. With a little practice you'll soon become very comfortable with it! Try it at least three times and you'll see why FC2 is a great choice for both women and men.

- 1 OPEN THE PACKET**
Locate arrow and carefully tear down from the notch on the top of the package.
DO NOT USE SCISSORS OR KNIFE TO OPEN.
- 2 HOW TO HOLD**
Hold the condom at the closed end, open end hanging down. Grasp the flexible inner ring and squeeze with the thumb and middle finger so it becomes long and narrow.
- 3 CHOOSE A POSITION & INSERT**
Squat, raise one leg, sit or lie down. Gently insert the inner ring into the vagina. Push the inner ring up and back into the vaginal canal, moving it into place. **Push the condom as far as it will go – near public bone.** Make sure it is not twisted. The outer ring remains outside the vagina.
- 4 READY FOR USE**
FC2 Female Condom is now in place and ready to use with your partner.
- 5 GUIDE**
Gently guide your partner's penis into the vagina. Make sure that it enters properly. Once the penis is inserted, if there is discomfort, withdraw the penis and position the inner ring (discomfort can be caused by the inner ring bumping against the cervix when FC2 is not properly inserted).
- 6 REMOVAL**
To remove the condom twist the outer ring and gently pull the condom. Wrap the condom in the outer package or tissue and throw into the garbage.
DO NOT FLUSH. DO NOT REUSE.

SPICE UP YOUR SEX LIFE WITH FC2 FEMALE CONDOM

SEXY TIPS FOR USING FC2

- DOUBLE YOUR PLEASURE!** Ask your partner to gently and slowly rub the outer ring on your clitoris before insertion.
- PLAY A LITTLE GAME OF SHERO AND TELL!** Insert FC2 while your partner watches or alternatively, ask your partner to insert it for you!
- FEEL THE HEAT!** FC2 is made from Nitrolic which warms to your body's temperature, so both you and your partner can feel the heat.
- MAKE IT SLIPPERY!** Add more lube to the inside of FC2. You can use oil or water based lubricants with FC2 to be creative.
- KEEP IT SPONTANEOUS!** Because FC2 can be inserted in advance of having sex, you and your partner don't need to stop and put on a condom in the heat of the moment.
- NO STOPPING NEEDED!** Your partner doesn't need to be erect to use FC2. If your partner loses an erection during sex, no worries and no need to stop or withdraw. Stay in there and keep going.
- NOBE CIDDLE DEMO!** Since you are wearing the condom, your partner does not have to pull out right away when you've both finished.

PLUS PROTECTION in preventing pregnancy and STIs

LATEX FREE

WORKING FREE

WELL LUBRICATED

THE ONLY FDA APPROVED female condom.

Compatible WITH ALL FC2s, including condoms.

ORDER FC2 ONLINE... AND HAVE IT DISCREETLY DELIVERED TO YOUR HOUSE!
Find us Amazon.com, Walgreens.com, CVS.com and shopfemalehealth.com

FC2 Female Health Company
11111 North 11th Street, Suite 1000
Scottsdale, AZ 85258
No single-ingredient latex
No polyurethane lubricant
Latex-free
Non-toxic
Non-staining
Non-irritating
Non-scented
Non-odorless
Non-odorless



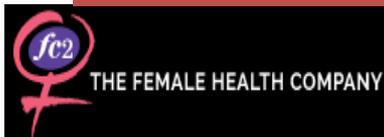
FC2 Instructional Video

Please insert FC2 Instructional Video Here
<https://www.youtube.com/watch?v=LJZOCdmnvmc>



E-Commerce Sites

Current E-Commerce Sites



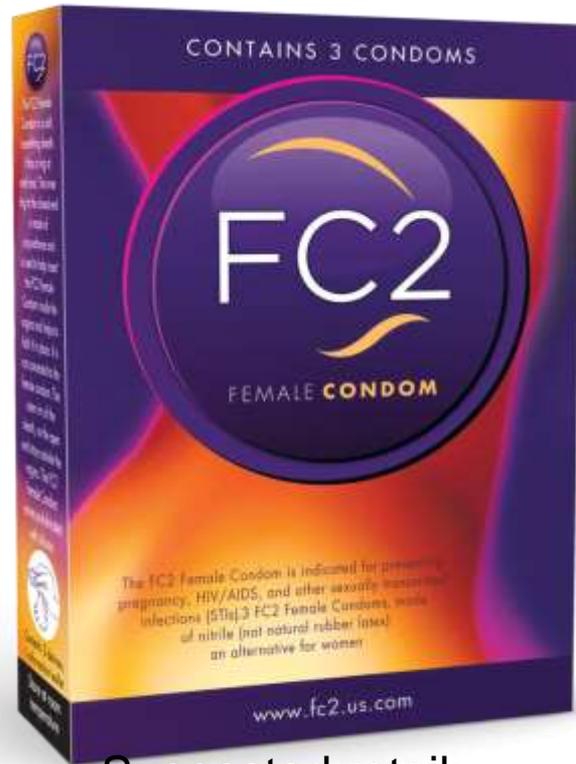
Coming Soon (1-2 Weeks)



- We are in 8.5 times more stores now than 4 months ago.
- We can do more, with your help.

FC2 Expense

FC1 to FC2 lower the cost



Suggested retail;
\$5.99 for a 3-Pack



Customer Research

- 1. Concept Focus Groups & Social Listening -**
 - Had not previously used FC2
 - Provided Feedback on their feelings about trying FC2
 - Tried FC2 and then provided feedback on experience.
- 2. User Study – preliminary results**
 - Preference and frequency of use



Customer Focus Groups

What Concerns do You Have About Using the Female Condom?

- “What will it feel like?”, “How easy will it be to insert/use?”, and “Will it fit/fall out?”
- **Summary:** sensation/feel/comfort, application/insertion/ease of use, falling out/fit, effectiveness, appearance

Why Are You Most Interested to Try the Female Condom?

- “It’s something new”/ I’m curious”. The major product benefit mentioned was “Control”, followed by “Feels natural/comfort”, “no hormones”, “Place it in advance”, and “pleasure”.
- **Summary:** new/option, curiosity, control, place in advance, no hormones, feels natural/comfort, pleasure



What do FC2 customers think?

Likes

- FEMALE CONTROL
- PROVIDES OPTIONS
- FEELS BETTER THAN A CONDOM
- LATEX-FREE
- PLEASURE
- NATURAL
- EASY
- DUAL PROTECTION

Dislikes

- Where to Buy
- Limited Availability

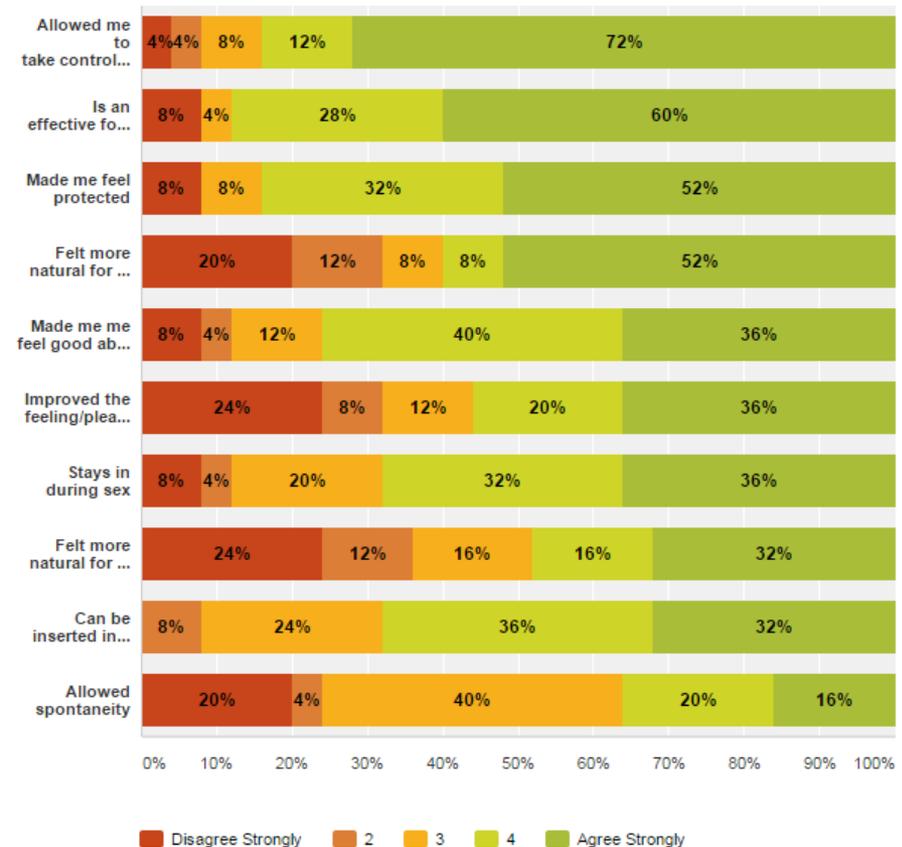
What are customers saying?

Top Product Attributes

- Allowed me to take control of my own protection
- Is an effective form of contraception
- Made me feel protected
- Felt more natural for me than a male condom
- Made me feel good about my contraceptive choice
- Improved the feeling/pleasure of sex
- Stays in during sex
- Felt more natural for my partner than a male condom
- Can be inserted in advance
- Allowed spontaneity

Thinking about when you used the FC2 female condom, how much do you agree with the following statements?

Answered: 25 Skipped: 6



You are part of a worldwide effort.

Please insert World View Video here.
<https://vimeo.com/106205294>



TN AIDS Education and Training Center Southeast AIDS Education and Training Center & Choices Thank You!



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