



SwimCount™ SPERM QUALITY TEST



- More than 10% of all couples experience problems conceiving
- In 50% of the cases, the infertility issues are caused by the man's poor sperm quality
- Fertility decreases by age

SwimCount measures the MOTILE sperm cells



Motility is the sperm cells' ability to swim to the egg and fertilize it



Motile sperm cells are the only type of sperm cells that can make a woman pregnant



IDEA FOR ADDITIONAL SALES:

A Promotional Package Deal:

**Ovulation Test +
Sperm Quality Test**



Why test sperm quality?

- Generally, sperm quality is decreasing all over the world
- 20% of all men has poor sperm quality
- Testing his sperm quality can be embarrassing and inconvenient for the man; with SwimCount, the man can test his sperm quality in the privacy of his own home



In connection with fertility treatment, TIME is an important factor: the sooner the couple identifies an infertility problem, the sooner they can start fertility treatment, and the chances of getting pregnant increase. This is the reason why both the woman and the man have to be assessed as quickly as possible.

Fertility, especially for women, decreases by age: therefore, it is very important that both the woman and the man get tested for infertility as early as possible, because the chance of obtaining a pregnancy is higher, the younger the woman is.

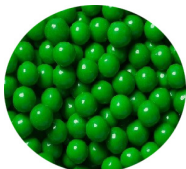
Producing new sperm cells take 3 months: lifestyle changes (e.g. eating habits and moderate exercise) may improve the quality of the new sperm cells. This is why the man should test his sperm quality more than one time to check if the lifestyle changes have had a positive effect on the quality of his sperm cells.



THE DIFFERENCE between SwimCount and other home sperm tests available in the market



If we compare a semen sample with 'a bag of mixed sweets' with different colors, all the other home sperm tests count all of the sweets without distinguishing between the different colors. This means that the other sperm tests only show how many red, blue, yellow, and green sweets there are in total; the other sperm tests are, therefore, limited because they only show the total number of sweets.



SwimCount, on the other hand, distinguishes between the different colors. SwimCount counts 'the green sweets' (green sweets= progressive motile sperm cells) and thereby, the test is an exact expression of the number of progressive motile sperm cells in a semen sample being the best predictor for male fertility.



How does the SwimCount Test work?

1. Produce the semen sample – Wait 30 min. – Stir the sample 10 times with the syringe
2. Collect 0.5 ml of the sample with the syringe – Slowly add the sample to the test
3. Activate the device by pushing the handle forward – Wait 30 min.
4. Pull the slider all the way back to read the result of the test:

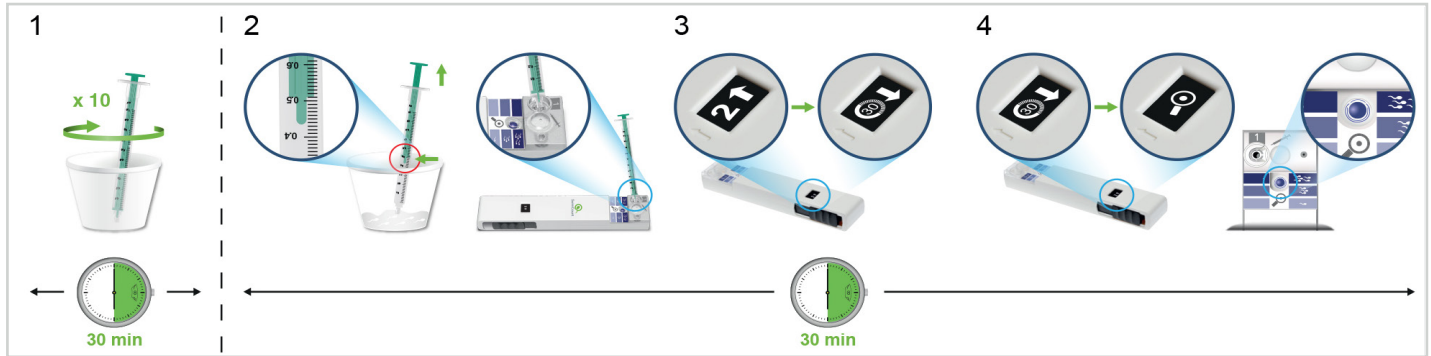
SwimCount™

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Color intensity indicator on the SwimCount Test

FERTILITY RATE:	LOW	NORMAL (Mid)	NORMAL (High)
Number of motile sperm cells (million/ml)	<5	5-20	>20

For more information about the result: see Instructions For Use



IMPORTANT: The test result should be read within 5 min. after pulling the slider back. The consumer can take a picture of the result as documentation if necessary.

The following factors can affect the test result negatively:

- Making the test too close to or too long time after the last ejaculation, which is at least 2 days, but no longer than 7 days after the last ejaculation.
- Not adding exactly 0,5 ml. of the semen sample to the test.
- Not keeping the test steadily on a horizontal surface throughout the test.
- If there are bubbles in the semen sample.
- If the device is shaken.

The Technology behind SwimCount

SwimCount is a patented, CE-marked, Danish-developed and-produced sperm quality test that has the unique feature of being able to separate the progressive motile sperm cells from all the other cells (e.g. dead sperm cells, non-motile sperm cells, enzyme plasma, white blood cells etc.) in a semen sample.

The developed technology makes it possible to separate and measure the number of progressive motile sperm cells. The color reactions are a direct indicator of the number of progressive motile sperm cells in the semen sample and thereby the man's fertility potential.



SELL MORE SwimCount Tests to the same customer

Sperm Quality varies;
therefore, it could be necessary for the man test his sperm quality more than one time

ADVISE to the man if the result from the SwimCount Sperm Quality Test is LOW:

Low sperm quality can be caused by:



How can the man improve his sperm quality?



Test whether a lifestyle change has had an effect with a new SwimCount Test.

