

## THE SCIENCE OF SATISFACTION<sup>SM</sup>

VIVEVE LEADS THE WAY IN THE BURGEONING AREA OF ENERGY-BASED VAGINAL THERAPIES WITH ITS GENEVEVE<sup>™</sup> TREATMENT AND VIVEVE<sup>®</sup> SYSTEM. GENEVEVE BY VIVEVE WAS BORN OF A PASSIONATE COMMITMENT TO ADVANCING WOMEN'S HEALTH AND WELLNESS THROUGH CLINICALLY PROVEN INNOVATIONS. GENEVEVE IS THE ONLY NON-SURGICAL, VAGINAL TREATMENT PROVEN TO SAFELY AND COMFORTABLY IMPROVE SEXUAL FUNCTION. THE COMPANY'S FOCUS ON GYNECOLOGY AND UROGYNECOLOGY FUELS ITS DEVELOPMENT OF ADDITIONAL TECHNOLOGICALLY ADVANCED SOLUTIONS, AND A SUBJECT MATTER EXPERTISE BAR NONE.



### VIVEVE<sup>®</sup> SYSTEM SPECIFICATIONS

**Electrical Safety**  
Hand Piece  
Voltage Rating: 120 VRMS / 170 V Peak

**Settings**  
Treatment Level: 1 setting at 90 Joules/cm<sup>2</sup>

**Generator**  
Size: 15" W x 22" L x 15" H (38 cm x 56 cm x 38 cm)  
Weight: 47 lb. (21.4 kg)  
Enclosure Material: Plastic and Aluminum

The Viveve System is indicated for treatment of the vaginal introitus, after vaginal childbirth, to improve sexual function – Australia, Canada, Chile, Hong Kong, Japan, Panama, Philippines, Singapore, Turkey

The Viveve System is indicated for the treatment of vaginal laxity – the EU, Iceland, Liechtenstein, Norway, Switzerland

The Viveve System is indicated for use in General Surgical procedures for electrocoagulation and hemostasis – Korea, Thailand, United States



EXTENDED TREATMENT TIP  
AVAILABLE SOON

PHYSICIAN STICKER AREA  
(WILL NOT PRINT WHITE BOX)

VIVEVE. [www.viveve.com](http://www.viveve.com)

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## TOP TEN BENEFITS OF GENEVEVE<sup>™</sup> BY VIVEVE

1. The only elective vaginal treatment backed by randomized, blinded, placebo-controlled study data
2. The only single-treatment, non-surgical option
3. Patented controlled-cooling monopolar radiofrequency technology accomplishes what others can't
4. Highest Return on Investment (ROI) per hour, net fixed costs, than any other energy-based device – face, body, or vagina
5. Viveve is focused on pioneering and perfecting clinically validated advances in women's health and wellness
6. Customized Patient Satisfaction<sup>™</sup> Practice Marketing program tailored to integrate an intimate topic within the clinic
7. Serves an existing, widespread need for a vaginal laxity treatment
8. Personalized, collaborative customer partnerships
9. Positive experiences for clinics
10. Satisfying experiences for patients

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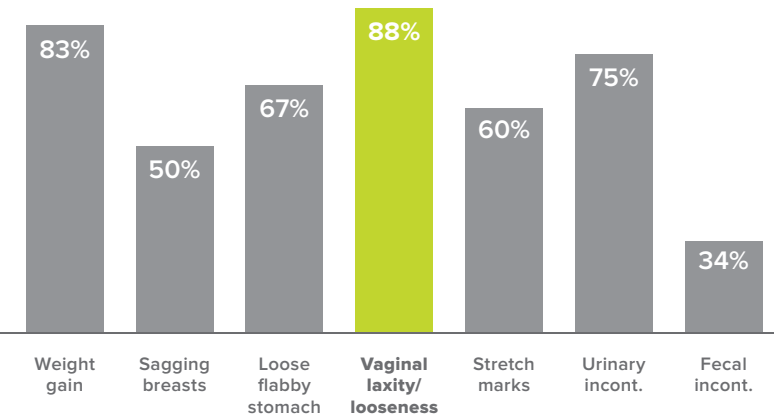
## REAL ISSUES

### A COMMON CONDITION WITH A PROFOUND EFFECT ON WOMEN'S WELL-BEING

Vaginal tissue, like the skin, changes over time when the collagen support fibers lose their youthful strength and vitality. This leads to a variety of common, bothersome conditions. Vaginal laxity, for instance, is the most reported physical change post-childbirth—more than weight gain, stretch marks, or incontinence.<sup>1</sup>

This looseness at the introitus can cause a profound loss of pleasurable sensation and satisfaction with intercourse. While patients and doctors alike may be apprehensive to discuss the topic at first, nearly one in two women surveyed reported concern with laxity and would be positively inclined to talk about and seek treatment if given the opportunity.<sup>2</sup>

Vaginal laxity/looseness is the #1 reported post-delivery physical change discussed or observed by physicians<sup>1</sup>



<sup>1</sup> Viveve survey of 524 US OB/GYNs, 2009    <sup>2</sup> Viveve survey of 424 women, 2009

## THE RIGHT TECHNOLOGY

### THE ONLY DEVICE WITH ALGORITHMICALLY CONTROLLED COOLING

Sustained tissue tightening and strengthening requires substantial heating at depth. The Viveve system's cryogen-cooled monopolar radiofrequency (CMRF) is unique in its ability to deliver volumetric heat (90 J/cm<sup>2</sup>) in order to stimulate robust neocollagenesis. This can be accomplished in just ONE Geneveve session and is attributable to our patented technology.

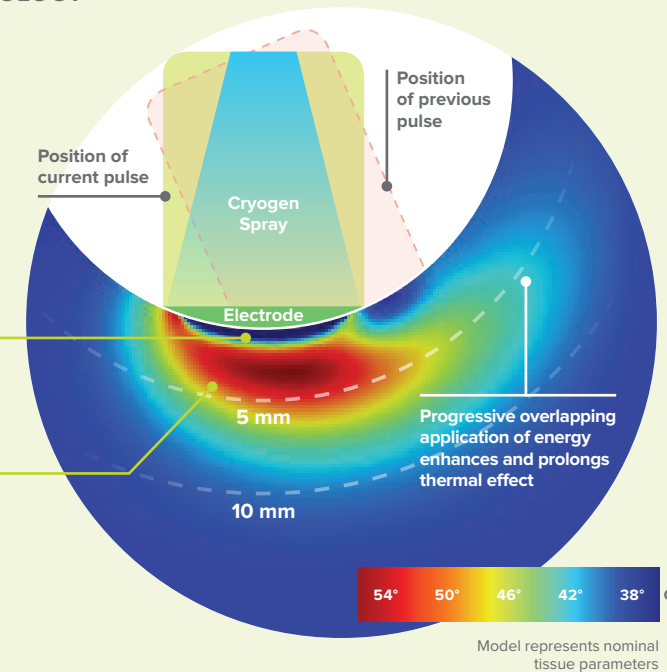
#### THERMAL MODEL OF VIVEVE TECHNOLOGY DEEP VOLUMETRIC HEATING

**Capacitive Coupling**  
Distributes energy evenly across tip for uniform heating

**Reverse Thermal Gradient**  
Cools and protects the surface mucosa while enabling significant heating of deep tissue

**Monopolar Energy**  
Penetrates 3-5 mm deep into connective tissue

**Reproducible Delivery**  
Parameters and algorithms are preset for controlled heating and cooling



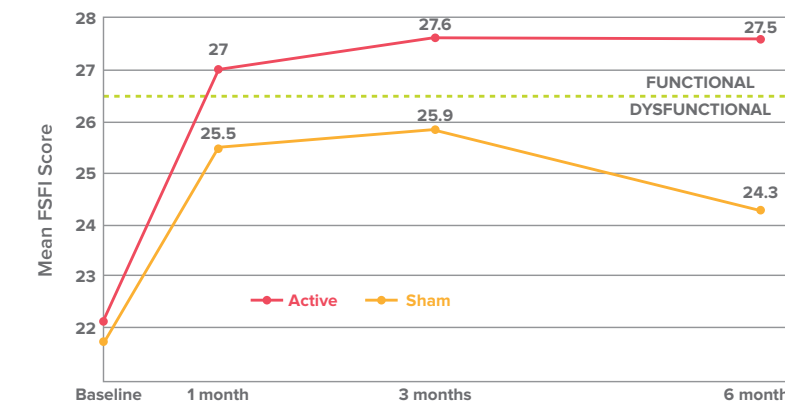
## RELIABLE RESULTS

### THE ONLY TREATMENT DEMONSTRATING EFFICACY WITH A PLACEBO-CONTROLLED STUDY<sup>3</sup>

Viveve is the first of any energy-based device company to complete a multicenter, blinded, randomized, sham-controlled study of an elective vaginal procedure. This study (and others) has shown the Geneveve procedure to be safe and effective for patients.<sup>3</sup>

- Arousal and/or orgasm were reported improved for 9 out of 10 patients
- The efficacy of 2 previous clinical studies, which showed sustained tightening at 12 months, was validated
- A placebo effect up to 3 months after sham treatment was shown, highlighting the need to scrutinize results of other technologies' studies with no endpoints past 3 months and with no comparison/control
- There were NO serious adverse events in patients treated with the active treatment

#### GENEEVE SHOWS SIGNIFICANT IMPROVEMENT IN SEXUAL FUNCTION (FSFI)<sup>3</sup>



- Significant and sustained improvement after a single RF treatment.
- Placebo effect didn't rise above 'dysfunctional' and diminished at 6 months.
- Adjusted Mean Difference of 3.2 at 6 months. p-value = 0.009

<sup>3</sup> VIVEVE 1 Study Results, pending publication

## THE RESPONSIVE AREA

### THE ANATOMY AND PHYSIOLOGY OF SEXUAL RESPONSE

The introitus, or lower third of the vagina, is the relevant treatment area because it is part of the orgasmic platform that provides pleasurable sensation. The upper two thirds of the vagina expands upon arousal; thus snugness in this area does not play a role in sensation (for either the woman or man).

Because it is an extension of the pelvic floor, the introital tissue is thicker and more fibrous than the rest of the vaginal canal and therefore requires deep, volumetric heating to effect change.

#### THE CLITORAL COMPLEX

The introital tissue is connected to the clitoris via the clitoral crura, or arms. Improving tissue elasticity here not only increases pleasurable friction at the point of entry, it helps with transmission of the sensation to the clitoris, which contributes to orgasm.

