



Market Report

**2019
Hyperhidrosis**



The information contained in this presentation will assist:

- Operators of healthcare services focused on treating hyperhidrosis
- Hyperhidrosis researchers
- Clinical trials focused on hyperhidrosis enrollment
- Marketing managers with products or services in the hyperhidrosis market
- Brand managers in the hyperhidrosis market
- Direct to patient marketers in the hyperhidrosis market

Objective

- Conduct market research to better understand hyperhidrosis patients
- Utilize Facebook ads to attract research participants and direct them to a dedicated landing page and survey

Key Metrics

- Number of Qualified Surveys
- Cost Per Lead (CPL)
- Cost Per Qualified Lead (CPQL)
- Survey Data

Definition of a Qualified Lead

- Adults age 18 – 64 with hyperhidrosis symptoms

Campaign Assets

- 1 ad concept to attract hyperhidrosis patients
- 1 unique landing page with embedded survey
- 1 market research survey designed to connect with hyperhidrosis patients
- 1 thank you landing page



Process

Creative Development

- To attract hyperhidrosis patients, we produced 1 ad concepts to target users with hyperhidrosis

Set Up Ad Targeting & Launch

- Target men and women in the United States, age 18 -64, via paid Facebook newsfeed ads

Measure Results

- Determine CPL for campaign and analysis of survey responses

Results

- Determined winning messaging concept to attract potential patients
- Captured willingness to share information
- Refined understanding of hyperhidrosis patients

Acquisition metrics

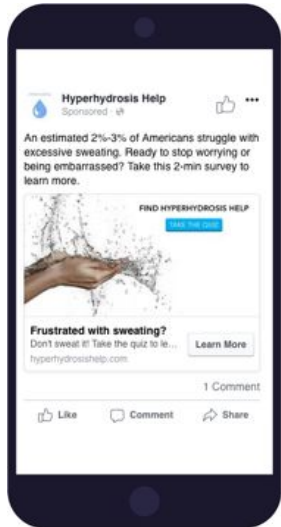
- Dallas, Texas & Phoenix, Arizona ad targeting
- 27 total leads (a.k.a. survey completions)
- 100% of leads were qualified
- Sub \$10 CPL (avg. Cost Per Lead)



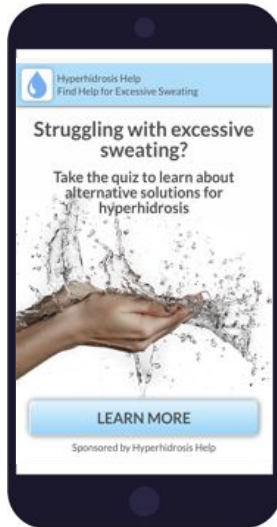
Attract patients who need treatment

Optimized to ensure high consumer engagement

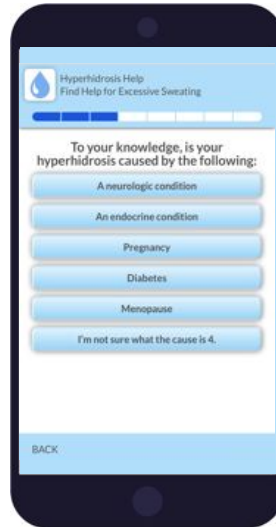
Social Media



Landing Page



Symptoms



Submit



Attract

Engage

Qualify

Collect

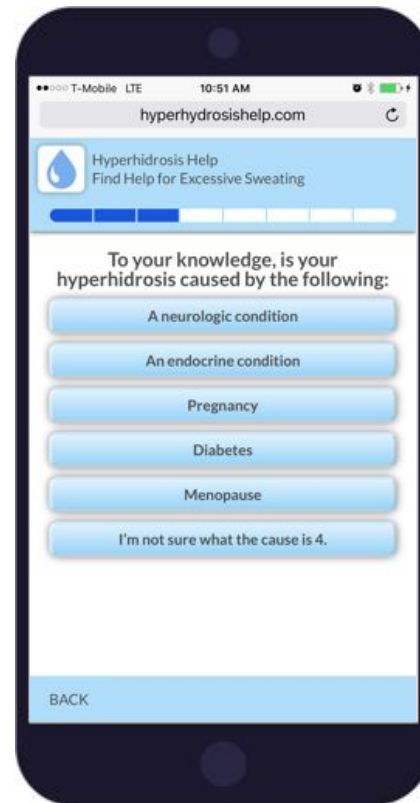
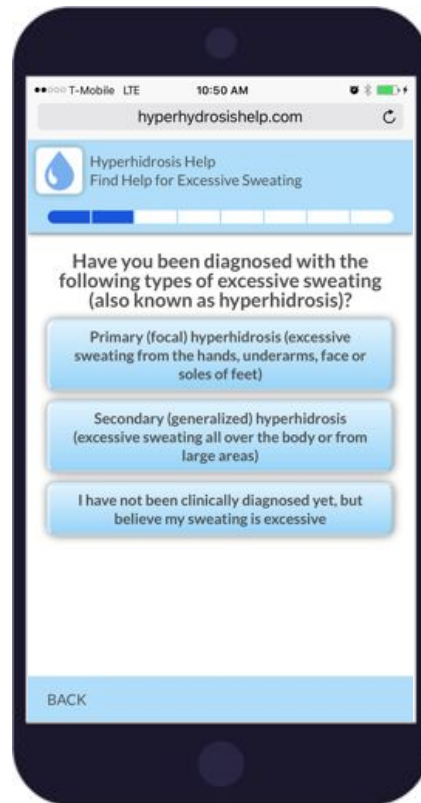
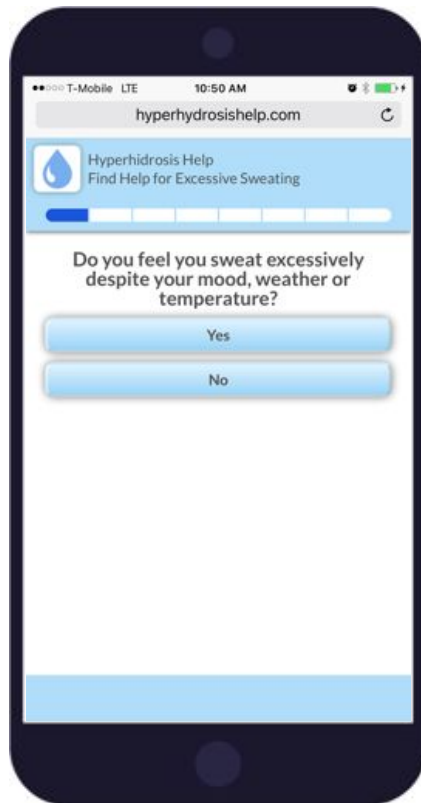
Our Goals



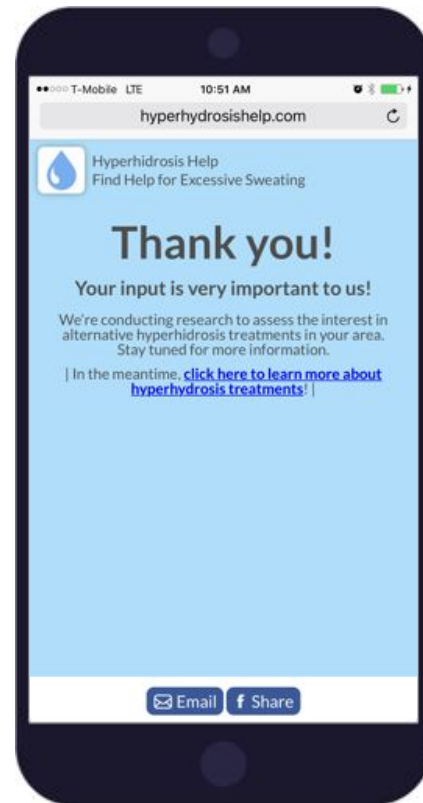
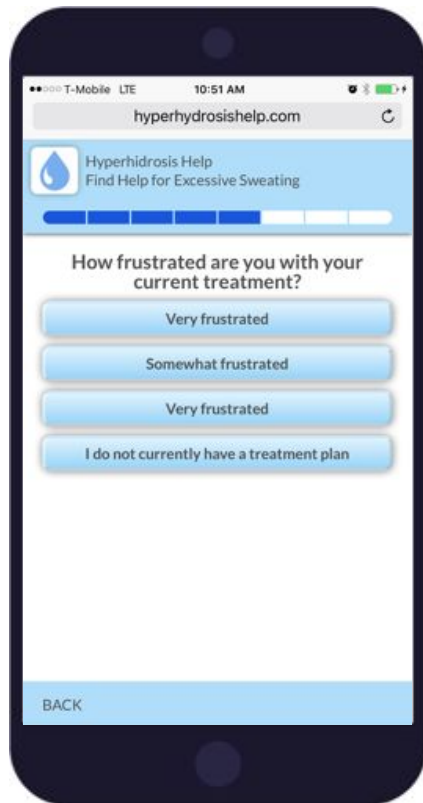
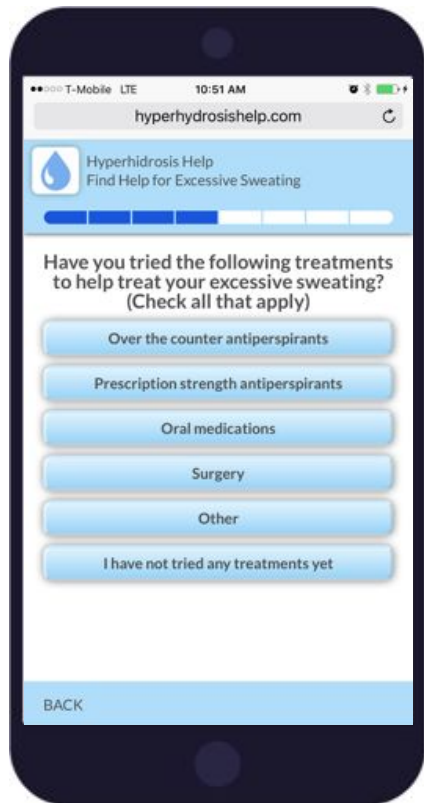
Generate clicks with illustrated ads that stand out in social newsfeed



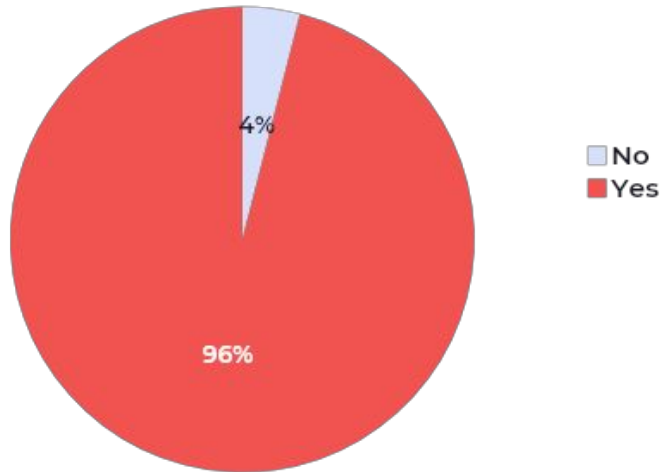
Optimize percentage of respondents who complete survey with engaging experience



83bar Pressure Test: Patient prospect mobile experience



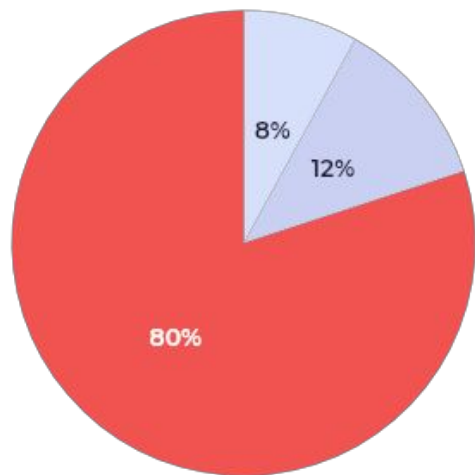
Do you feel you sweat excessively despite your mood, weather or temperature?



Key Findings

- Captures responses from all leads
- The majority of respondents (96%) suffer from excessive sweating regardless of mood, weather or temperature

Have you been diagnosed with the following types of excessive sweating (also known as hyperhidrosis)?

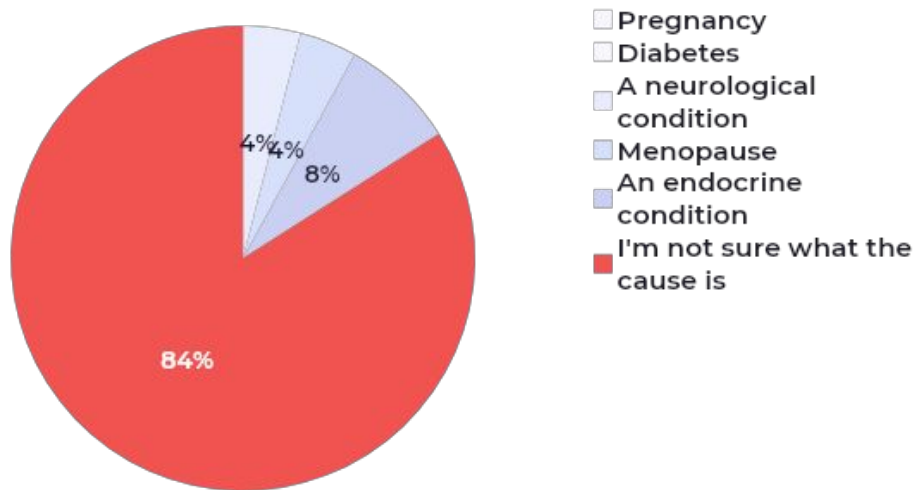


- Primary (focal) hyperhidrosis (excessive sweating from the hands, underarms, face or soles of feet)
- Secondary (generalized) hyperhidrosis (excessive sweating all over the body or from large areas)
- I have not been clinically diagnosed yet, but believe my sweating is excessive

Key Findings

- Captures responses from all leads
- The majority of respondents have not been clinically diagnosed but believe their sweating is excessive

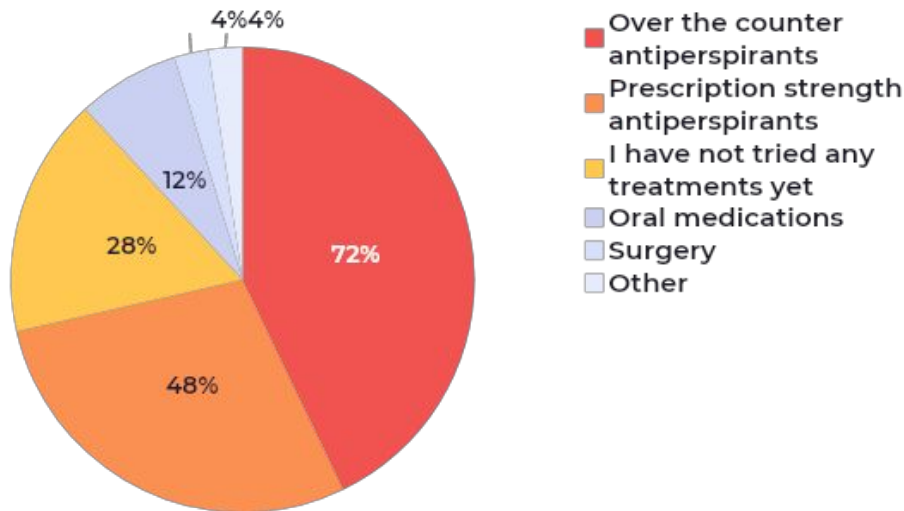
To your knowledge, is your hyperhidrosis caused by the following:



Key Findings

- Captures responses from all leads
- Respondents were tested on their knowledge of hyperhidrosis, with the vast majority demonstrating that people with this condition are unsure what the cause is

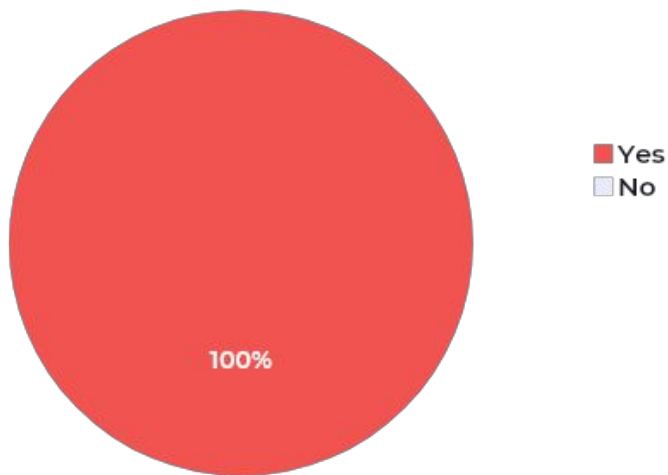
Have you tried the following treatments to help treat your excessive sweating? (Check all that apply)



Key Findings

- Captures responses from all leads
- Over 70% of respondents use over-the-counter antiperspirants to treat their hyperhidrosis
- Likely, the majority of these use prescription strength antiperspirants
- 28% of respondents have not tried any treatments yet

Would you be interested in learning about possible alternative solutions?



Key Findings

- Captures responses from all leads
- Every respondent showed interest in learning about alternative solutions



Profile

- Female & male / Age 18 - 64
- A history of excessive sweating
- Undiagnosed & unaware of the cause of sweating

They experience excessive sweating, regardless of both internal and external conditions, which can have an impact on social settings, exercise and relationships.

Most common symptoms:

- **Wet palms of the hands and soles of the feet**
- **Noticeable sweating that is visible through clothing**

Most common symptoms:

- **Genetic traits**
- **Anxiety**
- **Hyperthyroidism**

Although they suffer from this severe condition, they go untreated by a medical professional and either seek no treatment or get medication over-the-counter. They are frustrated by their condition and are looking for alternative treatment options.

Key findings

96%

of leads feel they
sweat excessively

84%

do not know
what the cause is

72%

have tried over the
counter antiperspirants

32%

say they don't have a
treatment plan

- 80% have not been clinically diagnosed with hyperhidrosis
- 48% have tried prescription-strength antiperspirants
- 28% say they have not tried any treatments—yet
- 48% say they are very frustrated with their current treatment plan
- 100% are interested in learning about alternative hyperhidrosis solutions



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With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's everchanging healthcare insurance landscape.



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