

Creating a new category in
women's wellness and health:

#Smart Tampons

Nov. 2024



Problem 1

- **20%** of menstruating women endure heavy bleeding once a month for 40 years of their lives. None of the currently market available devices provides full holistic protection.
- **70%** of menstruators claim that they require additional protection during nighttime



Problem 2

Women's health monitoring, screening, diagnosing and treating is:

- Difficult
- Expensive
- Cumbersome
- At progressive stages (when visible)
- Lengthy

There are **385 unique, personalized biomarkers present in menstrual blood**, some associated with:

- Breast carcinoma
- Cervical cancer
- Ovarian cancer
- Endometrial cancer
- Endometriosis (and more)

However, these biomarkers cannot be utilized due to the lack of an appropriate device.



The Solution: Tulipon

Innovative, disposable, wearable vaginal platform device, used like an applicator tampon, collects menses and sustainable as the menstrual cups. Combined with a smart phone app as well as AI for monitoring wellness and health.



[Click for animation explanation](#)

[Click for demo](#)

[Click for IFU](#)



Disposable, clean, reliable, and easy to use (inserted and extracted like an applicator tampon)



12 hours of worry-free usage with no leakage, day and night (45ml capacity, equivalent to 4 tampons)



Free from absorbent materials collects like menstrual cup (no fiber shedding)



Environmentally sustainable (applicator dissolves in water, and the cup is recyclable) [Click for demo](#)



Equipped with a liquid lock mechanism

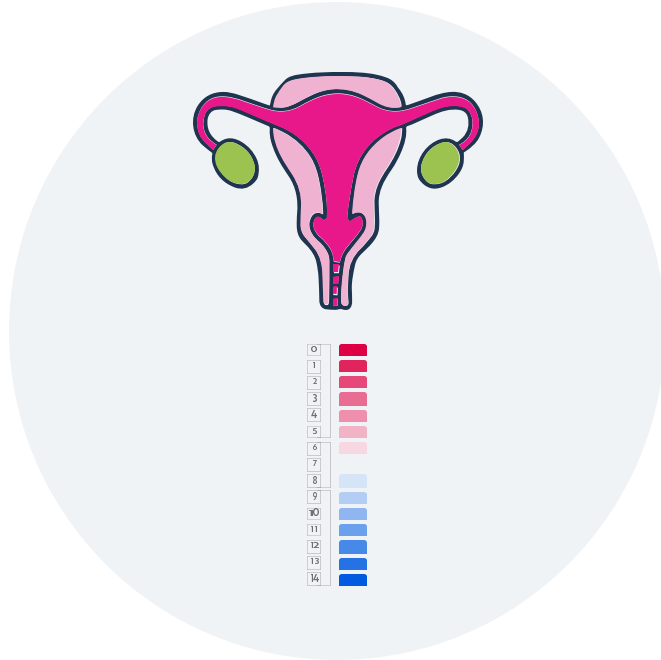


Monthly pack price equal to premium tampons pack



Includes a smartphone app for monitoring and early health screening based on AI analysis of biomarkers present in the vaginal effluents.

First Two Biomarkers



Vaginal pH

Monthly screening for pathogens including STIs

[Click for 'How to measure the pH'](#)



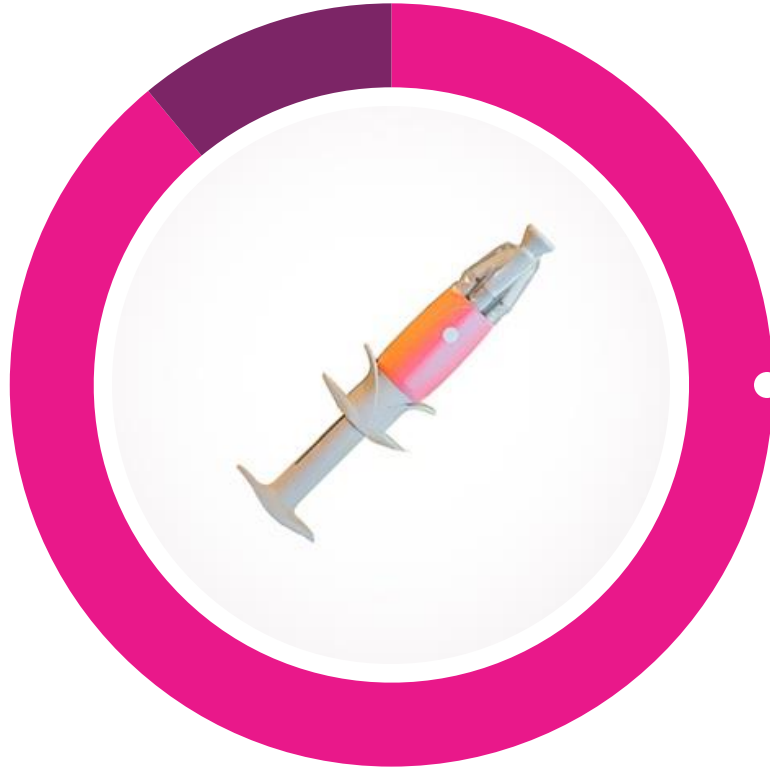
Menstrual amount

Monthly early screening of polyps, fibroids and more

[Click for 'How to measure the volume'](#)



Pre-Market Clinical Studies



1500 Tulipon devices were used on 156 Participants (tampons, pads and Menstrual Cup users).

89%

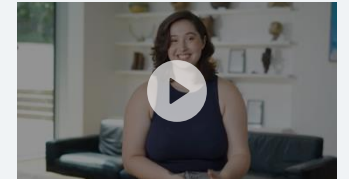
of users rate Tulipon as the same or better than currently used devices.



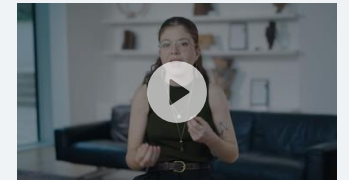
Testimonials



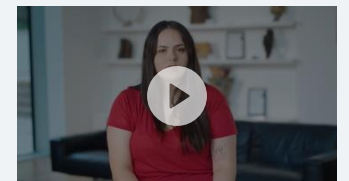
Abby (English)



Maya (English)



Noa (Hebrew)



Hadar (Hebrew)

The Initial Market (Heavy bleeders who are tampon users) **\$3.55 B/year**



1.02B

Menstruating women in the world

148M

Heavy bleeders and tampon users

29.6M

Assuming 20% of the market

* Assuming \$10 per monthly pack



40B

USD/year

Women's world hygiene market



4B

USD/year

Tampons Market



1B

USD/year

MC Market



41B

USD/year

Biomarker Market



Competitive Landscape

Tampons

Must be replaced every 2-3 hours

Risk of leakage

Risk of infections (fibers shed)

Risk of Toxic Shock Syndrome (TSS)

Not sustainable²

Can not provide health monitoring from home⁵

Pads

Uncomfortable

Bad odor

Limiting garment options

Not compatible with water activities

Not sustainable

Can not provide health monitoring from home⁵

Reusable devices¹

Very messy, high risk of leakage

Difficult to handle

Hard to use in public restroom

Requires cleaning & sterilizing

Sustainable⁴

Can not provide health monitoring from home⁵

Tulipon

Clean easy to use, flushable applicator

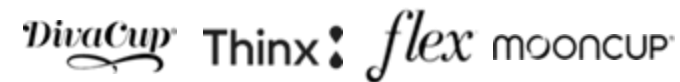
Comfortable and safe

Holistic usage for 12 hours

Reduced risk of TSS³

Sustainable

Personalized health monitoring from home



1. Menstrual cups, discs, and period underwear.
2. 100% cotton tampons are considered sustainable, but they take about 50 years to decompose, and the applicator does not dissolve in water.
3. Based on TSS prevalence statistics found with other disposable, non-absorbent polymeric vaginal devices—clinical proof is still required.
4. Period panties have been found to contain PFAS and last only about two years. Silicone cups are not recyclable.
5. Due to the use of absorbent materials or the need for cleaning, health monitoring and screening from home will never be available with these products.

Business Model & Go-To-Market

Business Models

1. Online sales subscription of \$9.99 for 8 units of Tulipons required for a monthly use
2. OEM sales

Initial Go-To-Market

Targeted Persona

Tampon users

US (live in capital city)

Heavy menstrual bleeding

Active on social media

Physically active

Ecologically aware

Means

On-line sales

On-line and physical adds

Samples distribution at Univ. and public restrooms

School educational programs “Becoming a Young Woman” gamified book (Click this [link](#) to download)



The Future Of At Home Wearable Vaginal Monitoring, Screening & Therapeutics



Athlete Pack

- Iron
- Magnesium
- Calcium
- Vitamin D
- Folic acid (B9)



Fertility Pack

- Folic acid (B9)
- FSH
- AMH
- Omega 3
- Estradiol



Beauty Pack

- B12 (Cobalamin)
- Vitamin A
- Vitamin C
- Lycopene
- Selenium



Pre-Menopause Pack

- Vaginal humidity
- FSH
- Calcium
- Iron
- Vitamin D



Vegan Pack

- Vitamin B12
- Vitamin D
- Omega-3s
- Iodine
- Iron



Pregnancy Pack

- Cervical dilatation
- Contractions monitoring
- Amniotic fluid leakage
- Cervix length
- Ultrasound



Pre Diabetic Pack

- A1C
- Iron
- Magnesium
- Calcium
- Vitamin B1



STD Pack

- Chlamydia
- Gonorrhoea
- Syphilis
- HPV



Screening Pack

Cancer, endometriosis and other diagnostics



Therapeutic

- Heat therapy
- Rejuvenation
- Slow reliefs of medication



Sensors

Ultrasound, PH, Oximeter, Temperature, Pressure, Camera, Humidity and More



Road Map



Q3 2024 - Q3 2025

Started Sales

Small scale sales for academic research of menses

Transfer to injection molding, build fully automatic mass production line, smart phone app, FDA* , logistics lines, build a brand

Q3 2024 – Q3 2028

Endometriosis Research

Received horizon grant to research endometriosis as part of 12 EU companies and academic institutes cohort.

Q3 2025

B2C Online sales

Start on-line sales.

Q2 2026

Retailer's sales



* FDA – 510K Class II no need for clinical study, predicate devices: menstrual cups and vaginal pH litmus papers

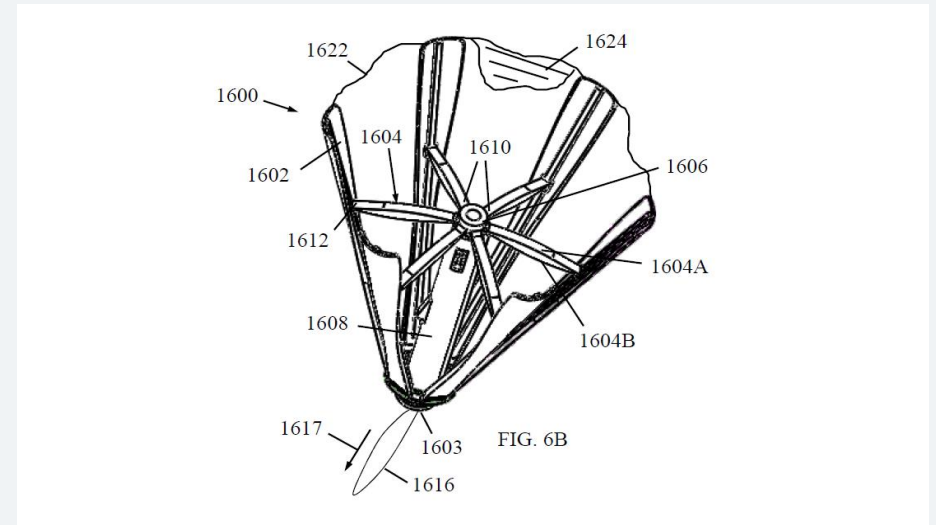
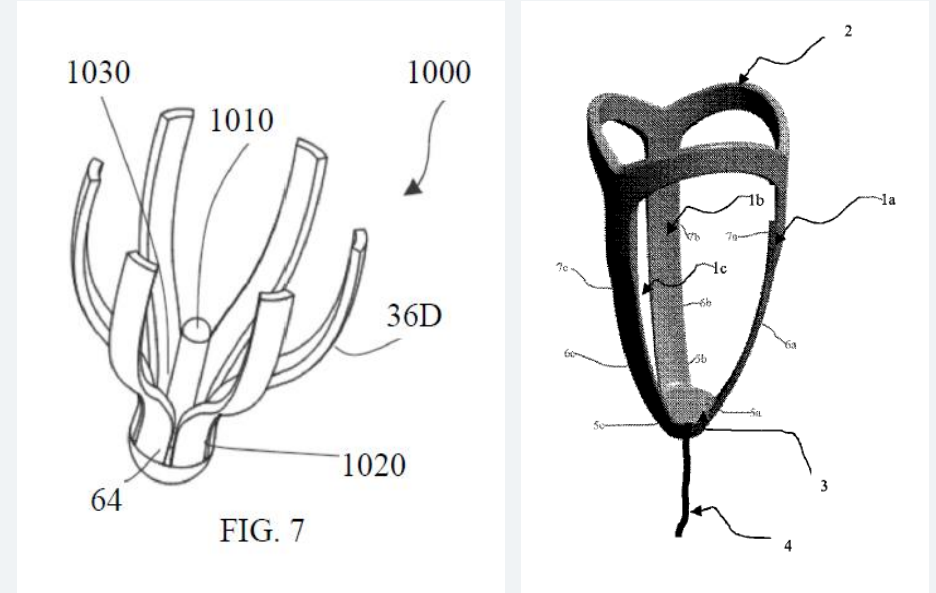
IP

Two patents accepted in the US and Germany for a new kind of tampon

One continuation patent accepted in the EU and pending in the US for a new vaginal platform

Global patent pending

Additional patents in the pipeline



Executive Management



Eng. Hilla Shaviv
CEO, Founder, Inventor



Eng. Omer Shezifi
CTO



Elinor Chohen
CMO



Advisory Board



Dr. Amos Ber
OB/GYN



Prof. Philip M. Tierno, Ph.D.
TSS Expert- KOL



MBA. Rachel Braun Scherl
Strategic Advisor-KOL



Prof. Aharon Palmon
Biomarkers expert



Prof. Lee P. Shulman MD
OB/GYN, Reproductive Genetics



One Small
Vaginal Device,
**A Giant
Leap for
Womenkind.**






Tulipon

THANK YOU

www.Tulipon.com