

EasyLife

The logo consists of the word "EasyLife" in a bold, dark blue sans-serif font. Below the letters "y" and "i" is a simple, dark blue curved line that forms a smile.A photograph of an older man and a younger woman walking away from the camera on a sandy beach. The man is on the left, wearing a light-colored jacket, and the woman is on the right, wearing a dark red jacket. They are holding hands. The background shows the ocean with waves and a clear sky. The image is semi-transparent, allowing the text to be overlaid.

Shayan Fazel

EasyLife Brand Strategy Manager

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Urinary Incontinence

In Iran And The World

Prevalence & Common Solutions

What is Urinary Incontinence?

Urinary incontinence (UI) is defined as the complaint of any **involuntary** leakage of urine.

What is Urinary Incontinence?

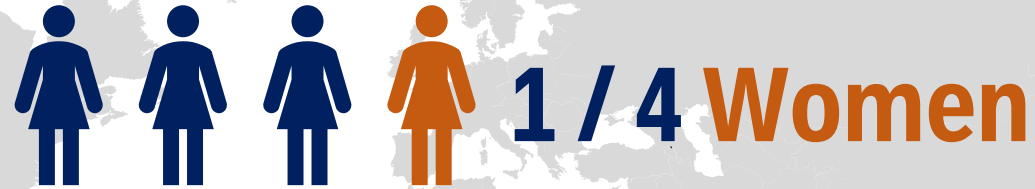
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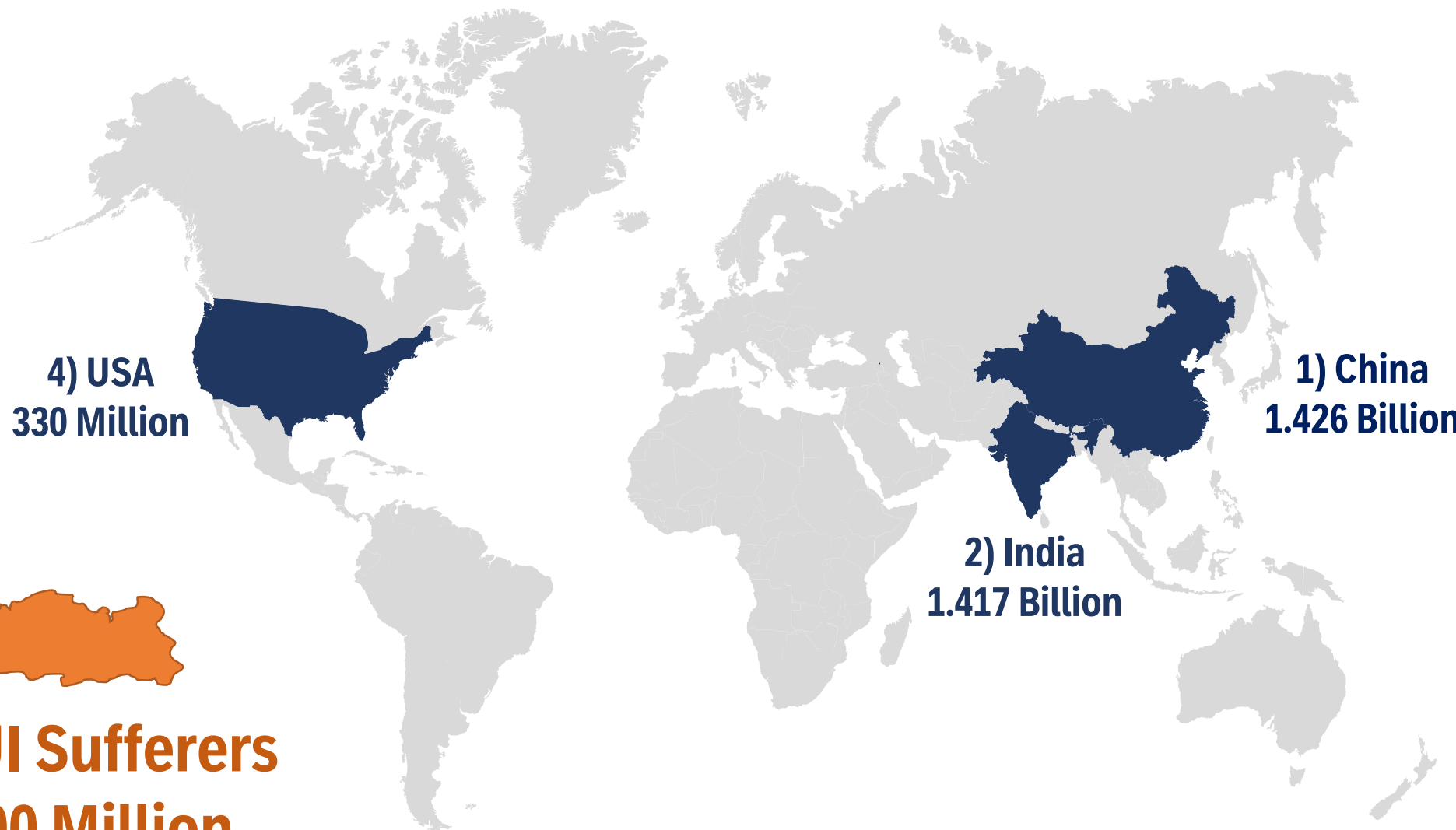




**How many
people are there
suffering in the
world ?**

**How many
people are
there suffering
in the world ?**





**4) USA
330 Million**

**1) China
1.426 Billion**

**2) India
1.417 Billion**

**3) UI Sufferers
400 Million**

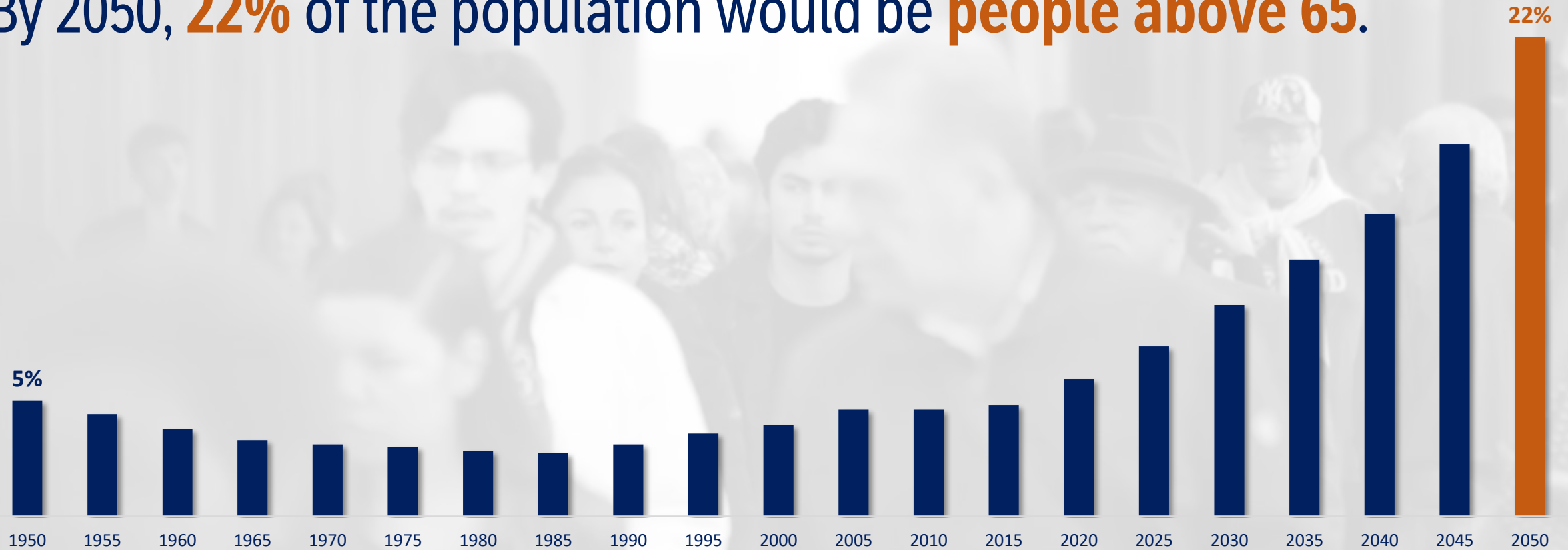



1.5 million

Are suffering from UI in

IRAN

Global researches across the world has proved that
The probability of Incontinence increases significantly with **age**
Iran population is significantly getting old in new future.
By 2050, **22%** of the population would be **people above 65**.





It usually takes about **1.5 year**
for sufferers to expose their
condition with an urologist or
gynecologist

due to **Denial & Embarrassment . . .**



How do they
manage their
Incontinence ?

- Isolation & Avoiding the society
- Drinking less water
- Constant changing of underwear
- Putting towel in their underwear
- **Using UI management products**

1.5 million Sufferers in **IRAN**

only

11%

Uses UI management products

Source : Penetration study 2021

EasyLife

Penetration Study 2021



Recruitment criteria:

- ✓ AGE: 15+
- ✓ SEC: ABCD



Sampling Method:

- ✓ Telephone Interview (5000 Calls)
- ✓ 31 Cities in Iran



Questionnaire Completion Method:

- ✓ CATI

Incontinence Incident

- **7.6%** of Iranian Urban Households have some levels of incontinence.
- Incontinence rate in female is **4 times** more than males. **78%** of incontinence sufferer are female.
- **1 out of 4** above 60+ is suffering from some levels of incontinence .

Users

- The age distribution of the users is tend to older ages (almost **50%** of the users are above 76)
- All bed-ridden sufferers are adult diaper users.
- Average Daily Consumption of adult diaper is **2.03**.

Non Users

- **89%** of incontinence sufferers are not using any kinds of incontinence products (Open, Pants; Pad).
- **86%** of non-users are physically active.

Sufferers Demographic Characteristics

1.5 M sufferer in IRAN

Sufferers average age 52

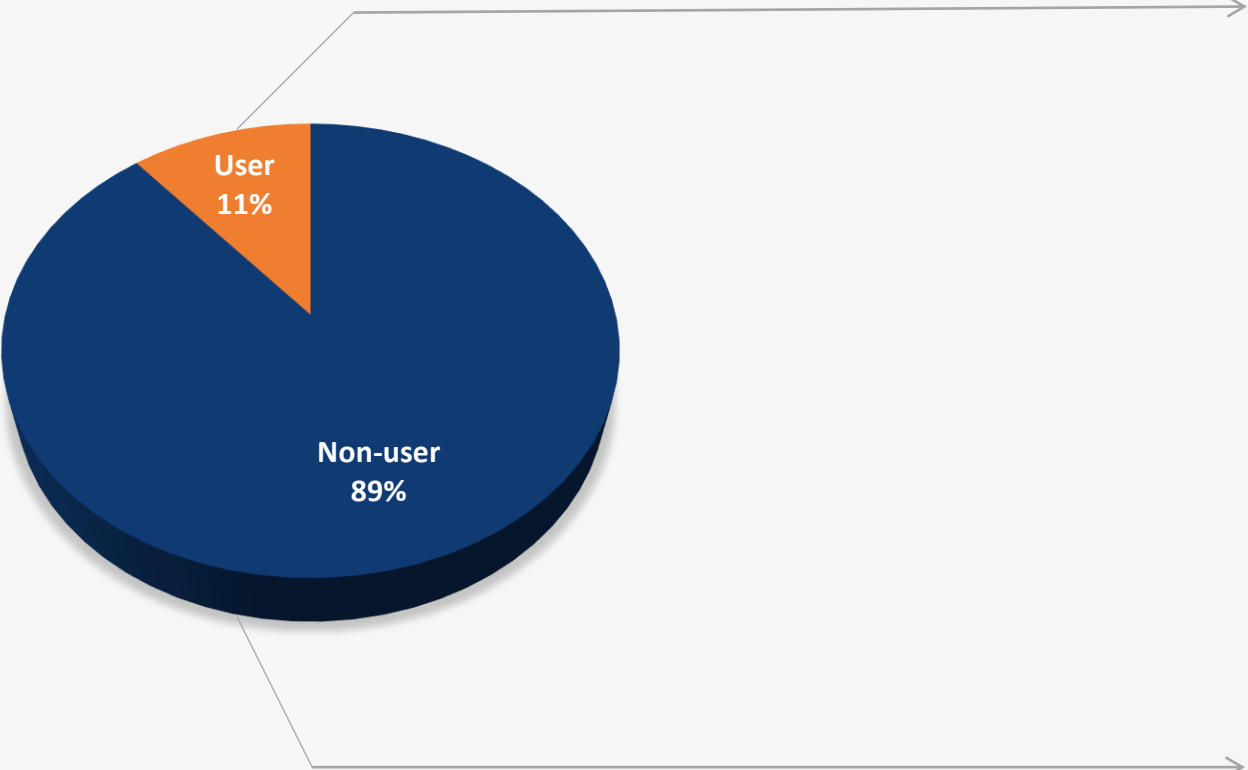
Adult diaper users avg. age 67

Independent non-users 18%

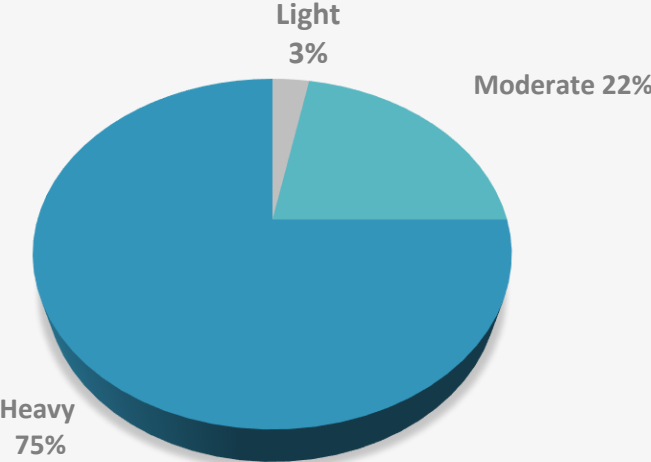
Independent users 86%

Caregivers avg. age 43

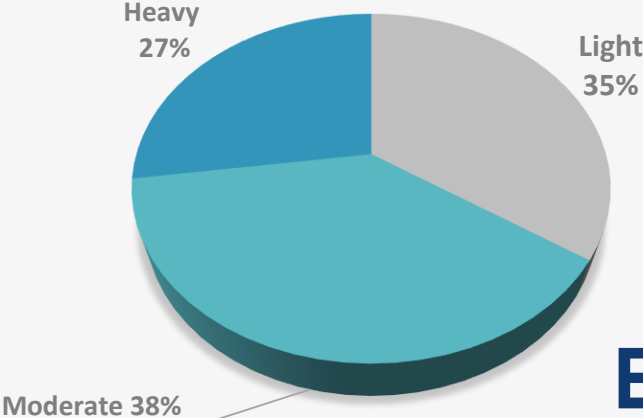
Incontinence Level in Users and Non-users



Users' Incontinence level



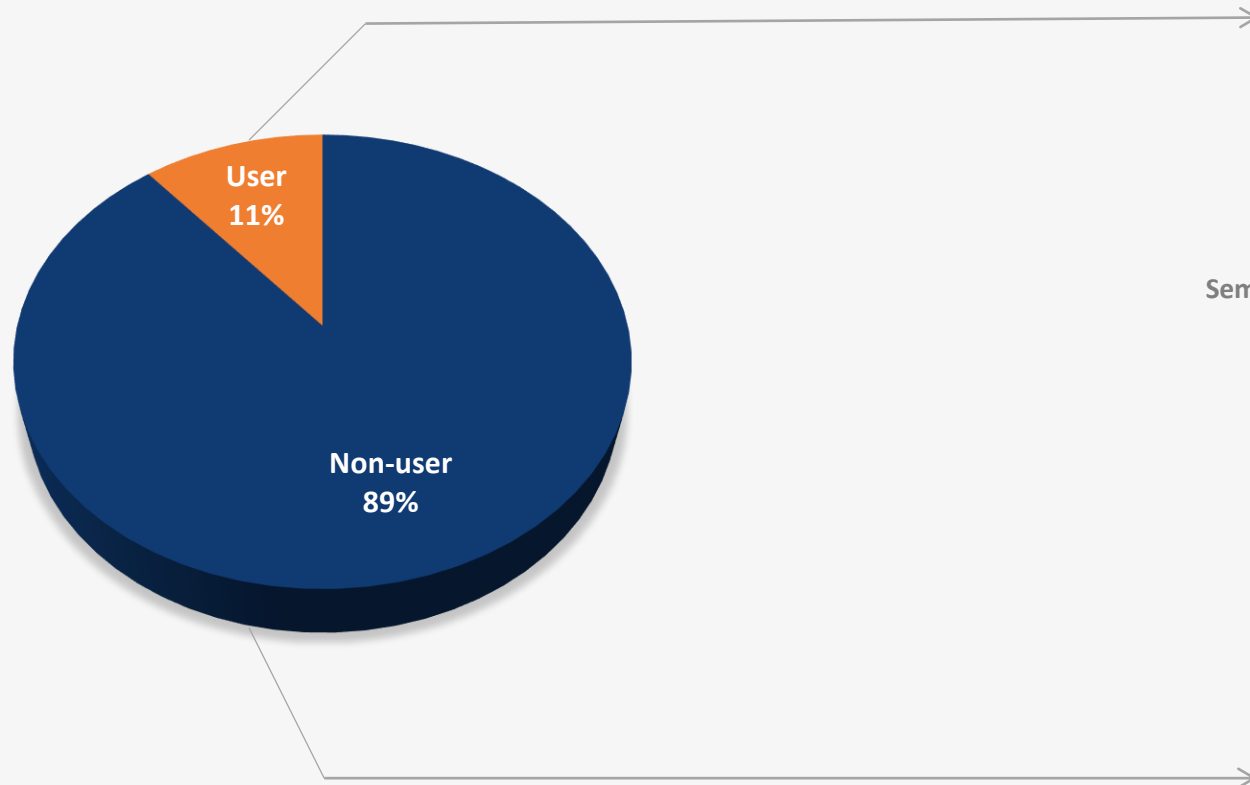
Non-users' Incontinence level



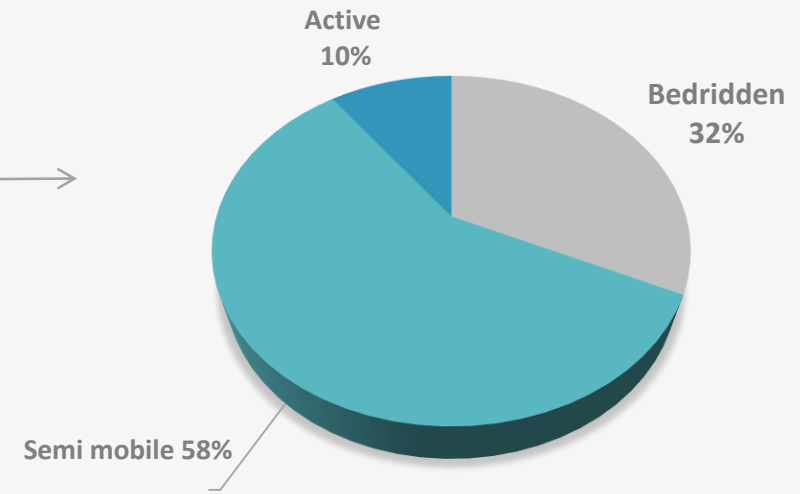
Source : Penetration study 2021



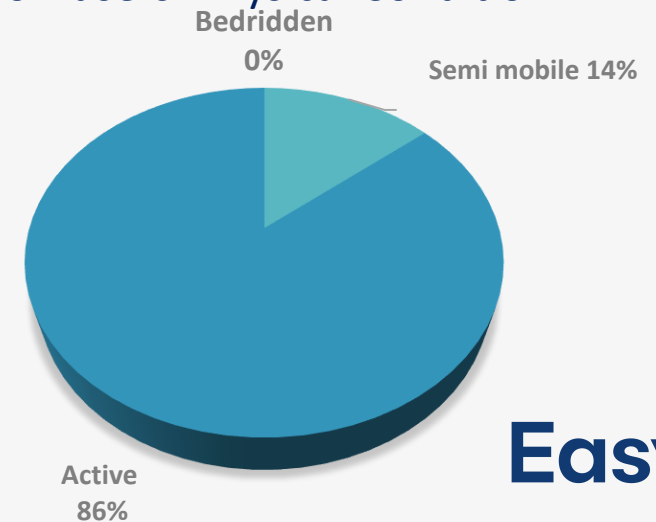
Physical condition in Users and Non-users



Users' Physical Condition



Non-users' Physical Condition



A photograph of a man and a woman embracing on a sandy beach. The man is wearing a white hoodie and the woman is wearing a red jacket. They are standing with their backs to the camera, looking out at the ocean. The sky is bright and clear. The text 'EasyLife' is overlaid in a large, bold, blue font. The 'y' in 'Easy' and the 'i' in 'Life' are stylized with a dot and a tail that curves into a smile-like shape.

EasyLife

How do we define our self ?



- To be the most preferred brand in offering care and innovation of **adult category** in region.



- Empower more people to live with Different challenges of Middle age onwards, without any limit, fear & embarrassment and enjoy fuller life. (with focus on Incontinence)
- Helping caregivers directly & indirectly to have better quality of life.



- Alliance|Self-esteem|Passion|Quality of life

Brand Core Concept

Being together (با هم بودن)

Brand Tagline

Together We Live. (با هم، زندگی می کنیم.)

EasyLife History

1395

- Improvement in dryness feeling
- Amendments in package(Features & instructions)

1396

- Improvement in side tapes & replacing with stronger & adjustable tapes



EasyLife History

1397

- Better fitness by adding side elastic walls
- Improvement in flexibility of backsheet by developing new technology
- Improvement in wings functionality

1398

- New package design
- More resistant & stronger side tapes
- New design & more attractive backsheet

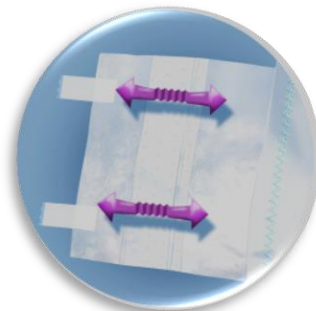


Pants Diaper

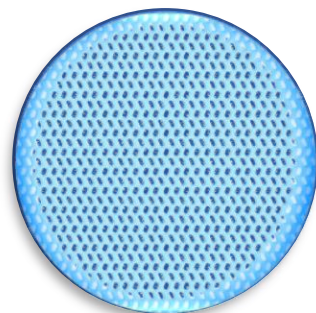


- Produced by top advanced technology
- 50 production line in the world
5 in the middle east and **only 1 in IRAN**
- Perfect design for **moderate and light sufferers**
- Fueled market segment growth to reach from
0.8% to 13.2%

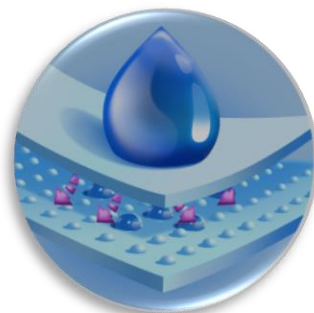
Tape Diaper Features



Elastic side panels for better fitness



Quick absorption of liquid by central core



Quick liquid absorption of top layer and wetness feeling

Tape Diaper Features



Soft & Skin friendly using cotton feel top sheet



Re-adjustable & secure side tapes



Maximum leakage protection by leg cuffs on both sides of diaper

Pants Diaper Features



Easy to put on
Like underwear



Complete freedom of movement
Flexible stretch elastic

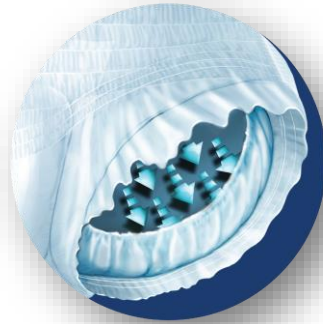


Easy to dispose
tear-away perforated sides

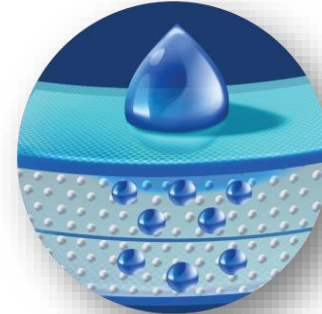


High Discretion
anatomical underwear-style design

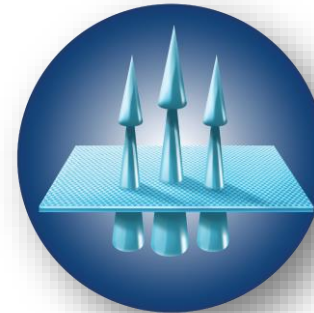
Pants Diaper Features



Maximum leakage protection
double leg cuffs and elastic
hydrophobic waist



High Absorption
advanced double absorbent
core

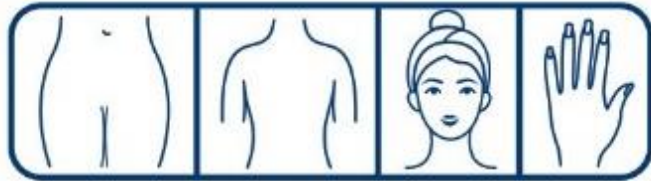


Skin protection
breathable soft material



Easy disposal
Roll and stick it with tape

EasyLife Wet Wipe



- **Alcohol & Paraben free**
- **Antimicrobial**
- **Chamomile extract**
- **Vitamin E**

Suitable for hand, face, body and perineal area
anti-inflammatory & skin sedative
Hypoallergenic

EasyLife product portfolio





EasyLife **main objective** is to
increase UI management
products penetration



To see less people isolated
To see less elderlies embarrassed
To empower caregivers

And to remember, **Together, We live**



To achieve this objective
**EasyLife has defined
two main roots**



To bring forward
appropriate
product

To increase **UI**
Awareness among
the Society



**How do you
professionals
define your part?**



Thank You!