

Sabora Pharma Oy
Tammelantie 10
03600 Karkkila
Finland

Research

August 23, 2016

Subject:

Research on the Product's
Effects on Migraine Symptoms

Product:

Stabilic Acupressure Insoles

Stabilic Acupressure Insoles

Stabilic acupressure insoles are a patented self-care method for relieving pains in the human body. Every part of the body has its reflection point on the footsole. By stimulating this point, pain gets relieved. Stabilic insoles are based on old acupressure techniques that have been used in China and India for thousands of years. The effect of acupressure takes place when sitting and walking with Stabilic insoles installed in both shoes. Detachable "healing stud" must be pointing up towards the sole at the reflection point of the pain.

Research on the Product's Effects on Migraine Symptoms

This document is a summary of a research made by Sabora Pharma in February 2016. The goal of this research was to collect and analyze user experiences regarding Stabilic insoles' effects on migraine symptoms, and gain material that could be used in marketing and communications related activities. This type of study was considered highly important since the product to be marketed is totally new in the markets. Participants were recruited in Finland, through Migraine Association Magazine.

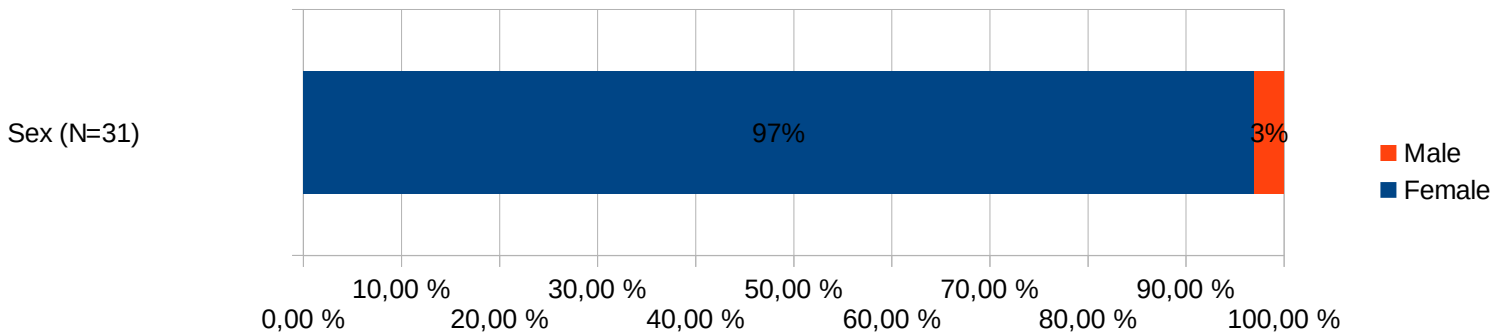
Methods

Participants were recruited through Migraine Association Magazine in Finland. After the participants had signed up for the study, a questionnaire was sent to each one. The questionnaire asked the participants to list dates, lengths, and intensities of migraine symptoms incurred during the upcoming two-week period. At this point, the participants had not received Stabilic-insoles yet. The participants were asked to send back the completed questionnaire after the two-week period.

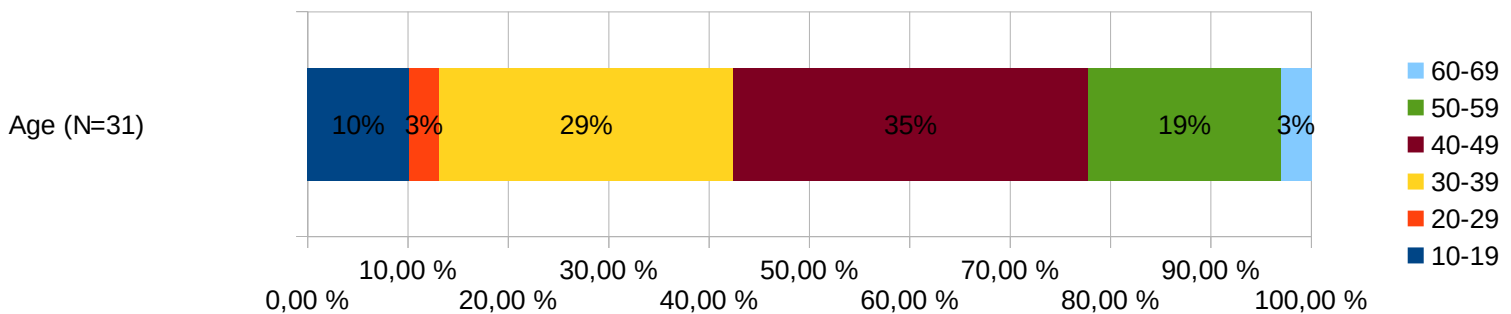
Stabilic acupressure insoles were sent to those who completed and returned the questionnaire. The insoles were equipped with studs at the reflection points of migraine. Participants were instructed to use the insoles for four weeks and complete a new questionnaire. The questionnaire asked the participants to list dates, lengths, and intensities of migraine attacks over the upcoming four weeks. The questionnaire also included straight questions regarding the effectivity of the product based on the perception of the participant himself/herself.

31 participants returned the final questionnaire after using Stabilic insoles for four weeks. The summary here refers to the answers regarding the effectivity of the product. Some participants did not answer to all questions. Therefore, appropriate N is indicated in each question. However, the test group of this study was considered as N=31, since the questionnaire was completed and returned by 31 participants, and most of the participants answered to all questions.

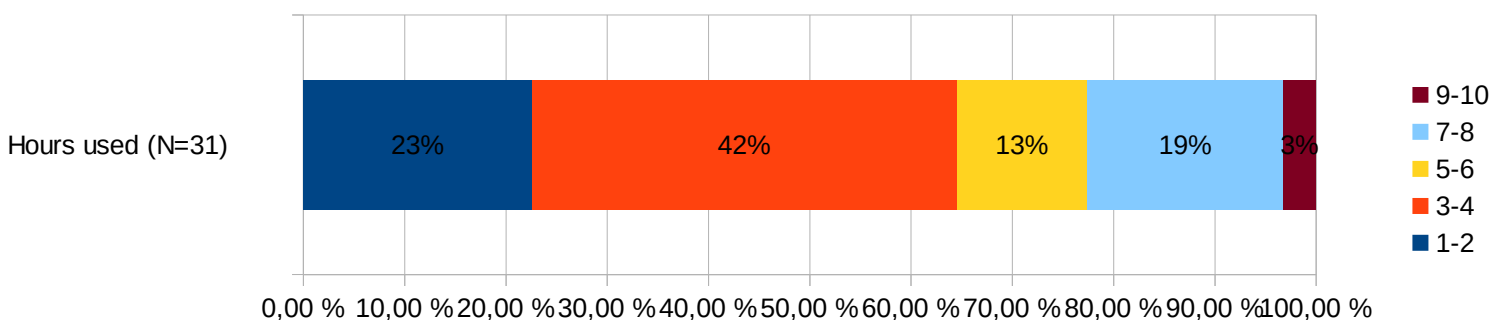
Test Group



97% of the test group were females and 3% were males. This means that there was 30 females and one male who returned a completed questionnaire.

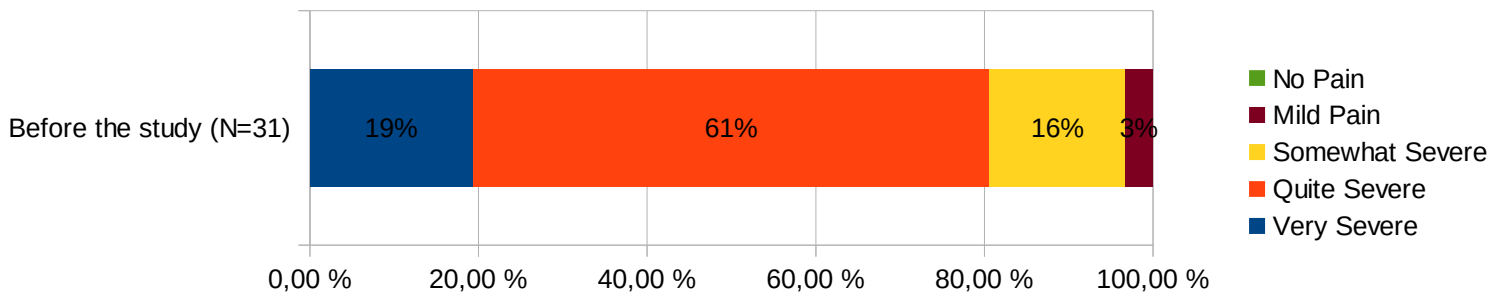


Age composition was very wide, having a good dispersion over different age groups. However, most of the respondents were 40-49 years old. There was even three participants who were under 20 years of age, and one over 60 year-old participant.

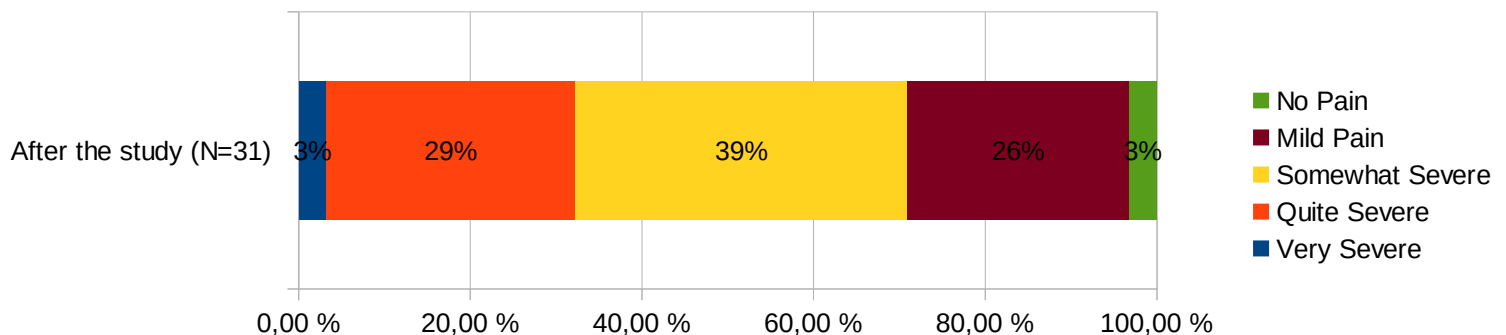


In average, participants used the insoles for 4.3 hours per day, even though the time varied from one to ten hours. Most of the participants used the insoles for 3-4 hours a day when presented in two-hour blocks.

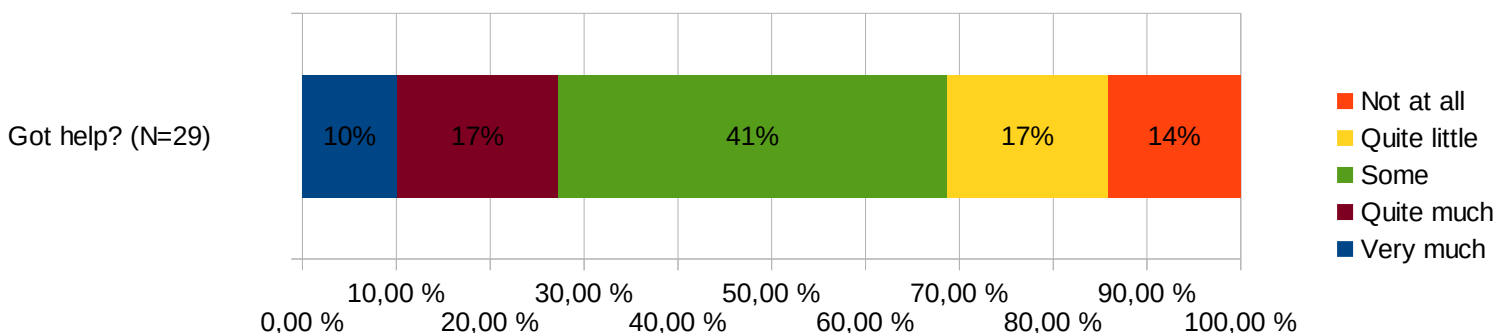
Effectivity of the Product



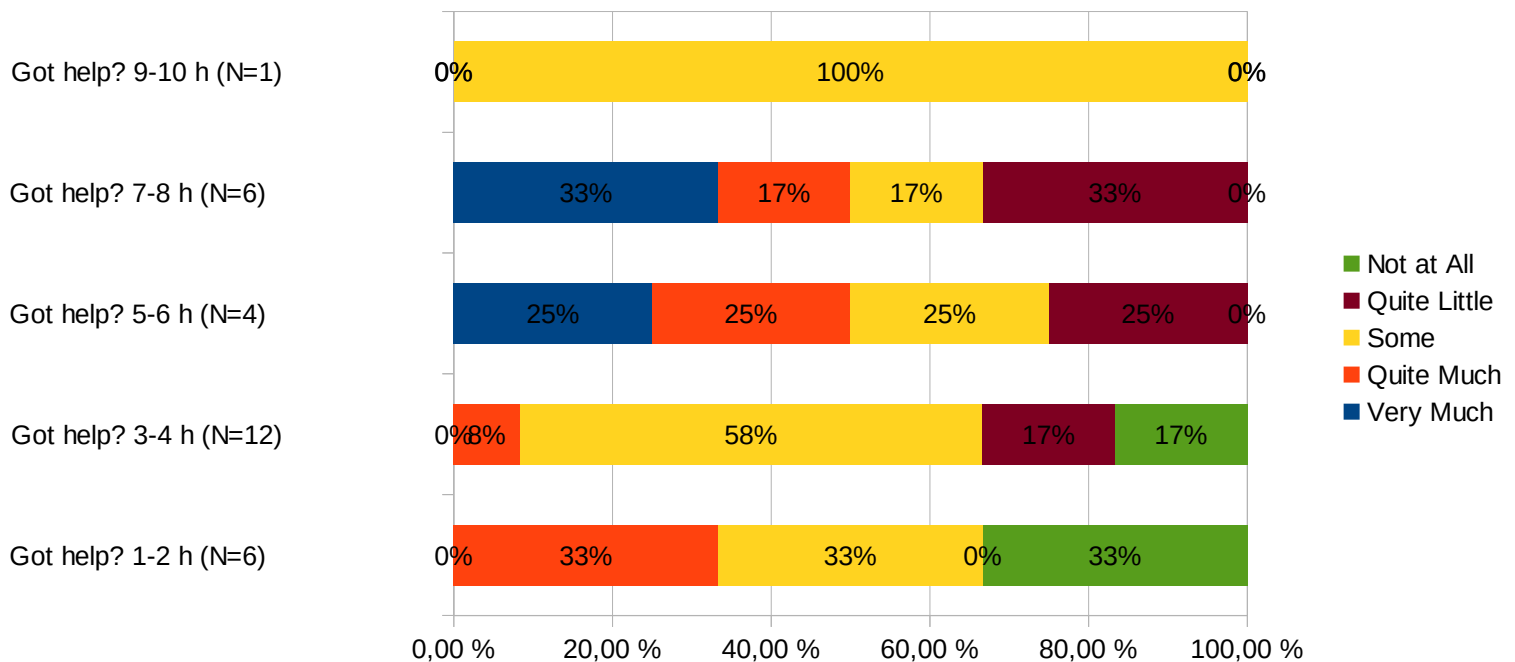
Participants were asked to describe their migraine level before using Stabilic insoles on a five-step scale. 80% suffered from very severe or quite severe migraine symptoms before using Stabilic insoles.



Participants were asked to evaluate their migraine symptom level after using Stabilic insoles on a five-step scale. Only 32% suffered from very severe or quite severe migraine symptoms after using Stabilic insoles. Therefore, the drop in the pain level was remarkable.



Respondents were asked to evaluate how much help they received for their migraine symptoms by using Stabilic insoles. On a five-step scale, a total of 85% of the respondents felt that they received help from Stabilic insoles. Of those who thought Stabilic insoles helped them, 10% got very much of help, 17% got quite much of help, 41% got some level of help, and 17% got only a little bit of help. Only 14% did not receive any help.



Knowing that the time participants used the insoles per day varied a lot, it was of interest to know how the perception of helpfulness of Stabilic insoles varied between the participants who differed by the length of using Stabilic insoles.

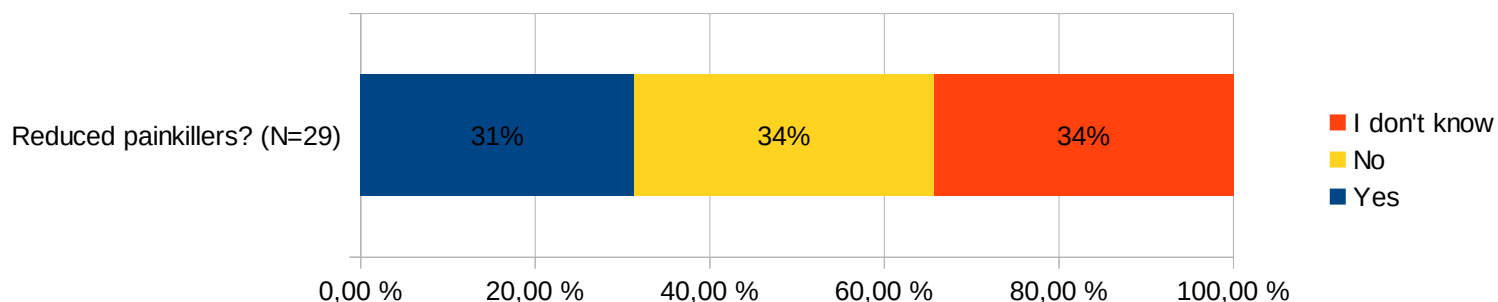
Of those who used the insoles for 1-2 hours a day, equal proportion of participants considered Stabilic insoles quite helpful, somewhat helpful, and not helpful at all. However, 66% felt that the Stabilic insoles helped them quite much or at some level. 33% felt that the insoles did not help them at all.

Of those who used the insoles for 3-4 hours, 83% considered that Stabilic insoles helped them quite much, at some level, or quite little. In this group, only 17% felt that the insoles did not help them at all.

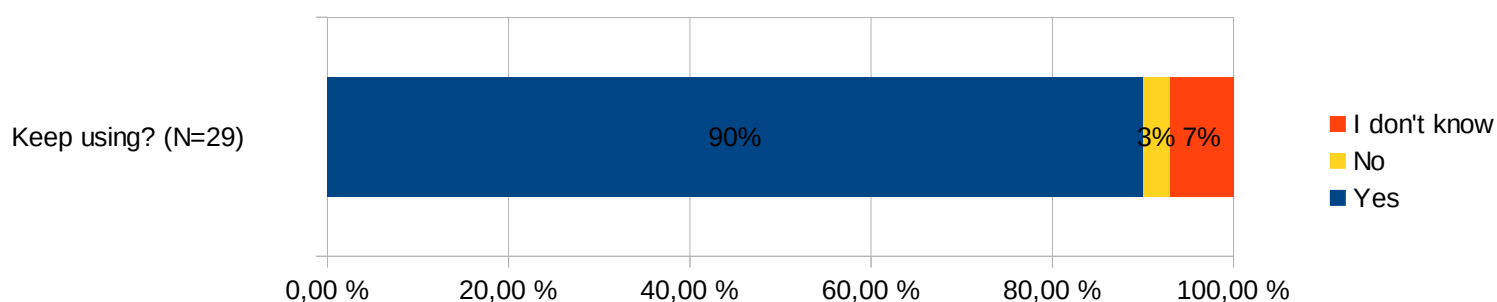
Among those who used the insoles for 5-6 hours a day, 25% felt that the insoles helped them very much. A total of 75% felt that the insoles helped them very much, quite much, or at some level. Therefore, 100% of those who used the insoles for 5-6 hours a day considered that the insoles helped them at least little bit. None of them felt that the insoles wouldn't had helped them at all.

Among those who used the insoles for 7-8 hours, even 33% though that the insoles helped them very much. 67% felt that the insoles helped them very much, quite much, or at some level. Again, 100% of those who used the insoles for 5-6 hours a day considered that the insoles helped them at least little bit. No one of those who used the insoles for 7-8 hours felt that the insoles would not had helped them at all.

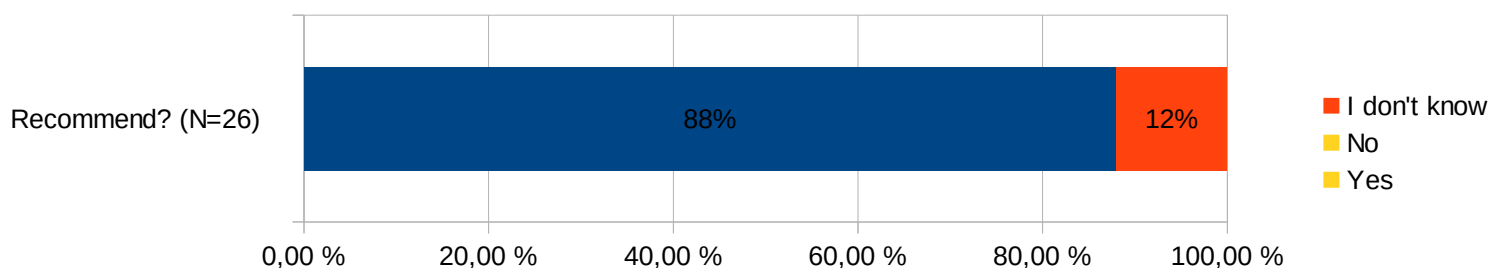
There was one participant who used the insoles for 10 hours a day. This participant felt that the insoles helped in pain relieving at some level.



One of the interests was whether the patient could reduce the usage of painkillers as a consequence of using Stabilic insoles. 31% of the respondents were able to reduce taking painkillers while 34% were not. 34% could not evaluate whether they were able to reduce taking painkillers or no.



90% of the patients said they would continue using Stabilic insoles. 3% said they would not continue using them. 7% could not say whether they would continue using the insoles or not.



88% of the test participants would recommend Stabilic acupressure insoles to others. There was no participant who would say he or she would not recommend the product to others. 12% were unable to say whether they would recommend the insoles to others or not.

Conclusions

The results of this study indicate that Stabilic insoles allow patients suffering from migraine symptoms to lower the pain level. A total of 85% received help for their migraine problems by using Stabilic insoles and 31% were able to reduce taking painkillers. On the basis of the data gained from the research, the insoles should be used at least 3-4 hours a day to get good results, but longer usage times can lead to better results. It can be assumed that the patients who were most interested in

trying the product were females of 30-49 years of age.