

Now available for immediate purchase . . .  
**MULTI-SPONSOR SURVEYS INTERNATIONAL**

2013 Study of

# Vaginal Dryness Relief Product Use in BRAZIL

A majority of women in Brazil report past-year use of sexual enhancement products/lubricants and plain vaginal lubricants. However, use of plain lubricants skews to women ages 50 and older while use of sexual enhancement products declines sharply among women 50+. These and other findings are further examined as described below . . .

## PHASE I – GENERAL POPULATION of ADULT WOMEN:

- ▶ Vaginal dryness relief product awareness/use
- ▶ Future purchase interest
- ▶ Prevalence of vaginal dryness/sexual problems

## PHASE II – VAGINAL DRYNESS PRODUCT USERS:

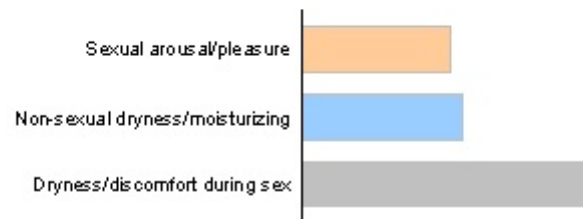
- ▶ Incidence, frequency and duration of product use, form used, product use for sexual activity detailed for –
  - \* Vaginal Lubricants
  - \* Vaginal Moisturizers
  - \* Topical Sexual Enhancement Products
- ▶ Brand awareness, trial and brand currently use most often for each product category
- ▶ Focus on BUMO – *the initial purchase decision, brand attribute ratings, brand satisfaction, likelihood of new/different brand trial*
- ▶ The Purchase Process – *purchase outlet, importance of product features, etc.*
- ▶ Women's Sexual Health Overview – *sexual involvement/satisfaction, sexual difficulties experienced and discussed with doctor, physician recommended products, etc.*

## REPORT EXCERPT

Roughly half of Brazilian women who use a plain vaginal lubricant say they most often use this product to relieve dryness/discomfort during sexual activity while nearly equal proportions report general vaginal dryness/moisturizing and sexual arousal/pleasure as the motivation for their most frequent usage.

### Reasons for Using Vaginal Lubricants Most Frequently

(Among product users)



Survey also available for the U.S. for \$20,000. – *please call for discounted pricing for the purchase of both reports*

**COST**                      **\$18,700.** (subject to New Jersey or New York sales tax where applicable)

**METHODOLOGY**        Phase I – **Online** – June 2013 (n=514 Brazilian women ages 18 and older)  
Phase II – **Online** – October/November 2013 (n=508 past year users of vaginal lubricants, moisturizers and topical sexual enhancement products)

**ELECTRONIC DELIVERABLES**    **Summary** (narrative analysis of research data and implications) and **Top-Line Tables** volumes in PowerPoint format  
**Detailed Tabular Analysis Volume** (data tables cross-tabulated by key demographic, behavioral, attitudinal variables) in PDF format  
Optional, bound, hard-copy volumes are available for \$75 per Summary Volume or \$100 for each full set of report volumes (Summary, Top-Line, Tabular Analysis)

For additional information, including full **TABLE OF CONTENTS**, please contact:

**PATRICIA GUENTHER** – VP, Pharmaceutical & HealthCare Marketing    [pat.guenther@multisponsor.com](mailto:pat.guenther@multisponsor.com)

To help clients meet specific market research needs, Multi-sponsor Surveys offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.). Contact us for availability, timing and cost.

**MULTI SPONSOR  
Surveys  
INTERNATIONAL LLC**

Report issued: January 2014  
MS-13503 / PRO-1130

136 WALL STREET  
PRINCETON, NJ 08540

[www.multisponsor.com](http://www.multisponsor.com)

609-924-7772  
FAX: 609-924-1119

A syndicated market research study conducted by Multi-sponsor Surveys International, LLC