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Research

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Subject: Research on the Product's  
Effects on Lower Back Pain 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.

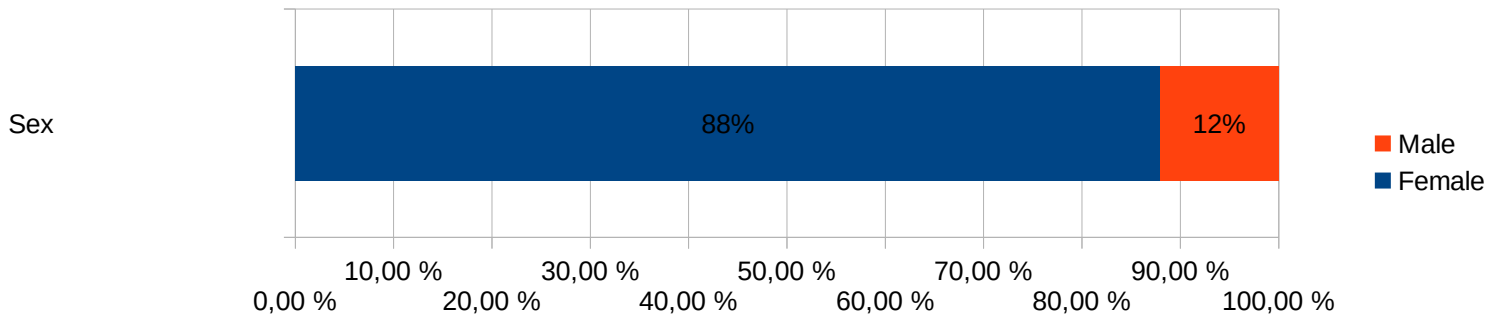
### Research on the Product's Effects on Lower Back Pain Symptoms

This document is a summary of a research made by Brand Balance in June 2015. The goal of this research was to collect and analyze user experiences regarding Stabilic insoles' effects on lower back pain 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, in "nurse days," which is an exhibition event for health care professionals.

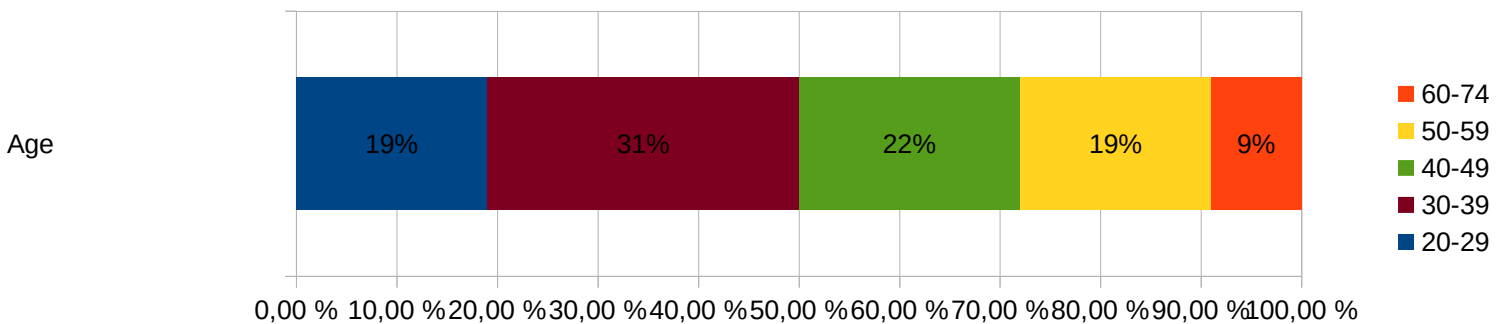
### Methods

After recruiting the participants, Stabilic acupressure insoles were sent to participants by mail. The insoles were equipped with studs at the reflection points of lower back. Participants were instructed to use the insoles for two weeks and complete the questionnaire, which included questions mainly regarding the effectivity of the product. A total of 116 persons enrolled the study. Of all participants, 58 completed and returned the questionnaire. Returning percent was therefore 50. The test group size in this study is N=58.

### Test group



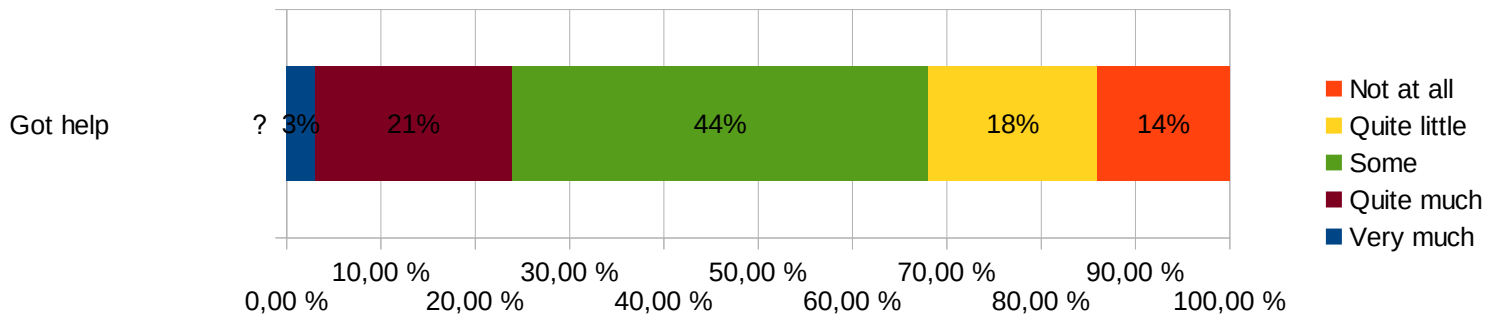
88% of the test group were females and 12% were males. It is reasonable to assume that most of the respondents were professionals of healthcare industry, since the test group was recruited from the "nurse days."



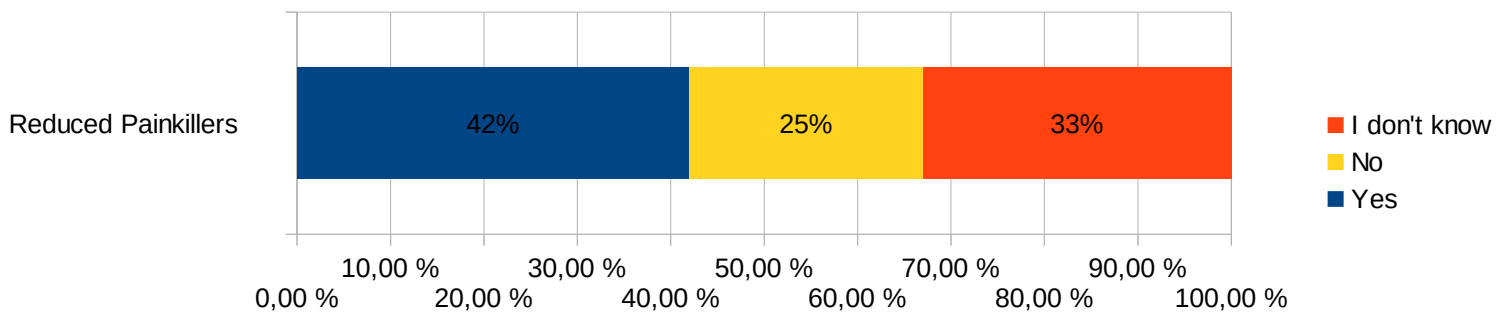
Age composition was pretty wide, having a pretty good dispersion as well. However, most of the respondents were 30-39 years old. There was no under 20 year-old, nor over 74 year-old participants.

On the basis of the answers collected, the participants of the study used the insoles for approximately three hours a day in average, although dispersion in those times varied from half hours to ten hours.

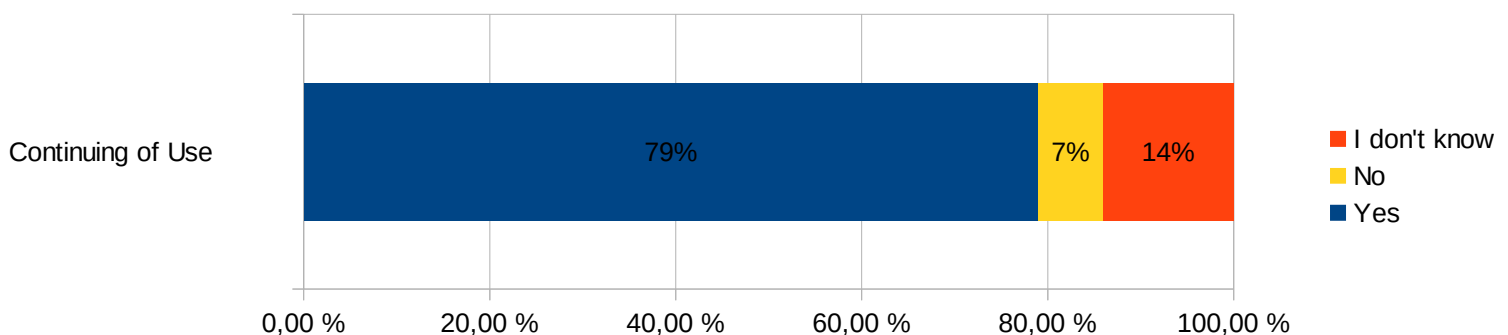
### Effectivity of the Product



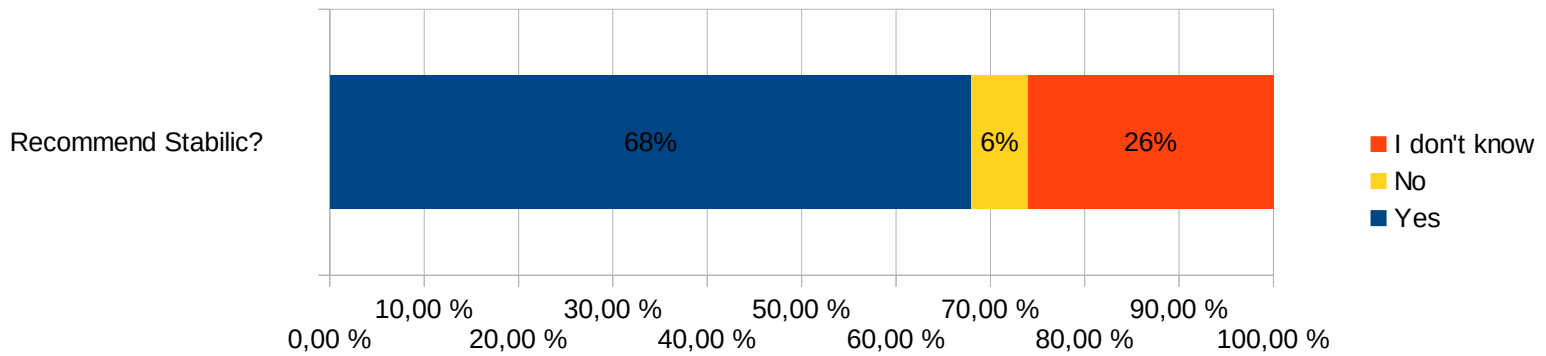
Respondents were asked to assess how much help they received from Stabilic insoles. On a five-step scale, a total of 86% of the respondents felt that they had received help after a two-week use of Stabilics. Of those who felt they got help by using Stabilic insoles, 3% felt they received very much help, 21% experienced quite much of help, 44% experienced some level of help, and 18% experienced only a little bit of help. Only 14% did not receive any help from Stabilic insoles.



One of the interests was whether the participants could reduce the use of painkillers as a consequence of using the insoles. 42% of the respondents were able to reduce taking painkillers while 25% were not. 33% were not able to assess whether they could reduce taking painkillers or not.



79% of the participants were going to continue using Stabilics. 7% said they would not continue using them. 14% could not say whether they would continue or not.



68% of the test participants would recommend Stabilic acupressure insoles to others. 6% would not recommend, and 26% 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 lower back pain to lower their pain level. a total of 86% of the respondents felt that they had received help after a two-week use of Stabilics and 42% were able to reduce taking painkillers. On the basis of the data gained from the research, the insoles should be used at least 3 hours a day to get desired results. It can be assumed that the patients who were most motivated in testing the product were females of 30-49 years of age.