

CANNSUN MEDHEL

Group of Companies

103 years of nature's healthcare



Women's Health Information Supplement

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The Importance of Vaginal Health

- Maintenance of vaginal health is thought to play an important role in protecting women from reproductive complications and the acquisition of sexually transmitted infections (STIs)
- A healthy vagina is generally thought to be defined as one with a low pH and a *Lactobacillus* spp dominance. Commensal *Lactobacillus* spp in the genital tract have been thought to contribute to genital health by their ability to lower vaginal pH, to produce bactericidal compounds and to overcome potentially pathogenic bacteria

Bacterial Vaginosis

- BV is a type of vaginal inflammation caused by the influx of bacteria found in the vagina which can negatively affect the natural balance
- Probiotics are widely used to improve gastrointestinal (GI) health, but they may also be useful to prevent or treat gynaecological disorders, including bacterial vaginosis (BV) and candidiasis
- BV prevalence is high in South Africa and is associated with increased HIV risk and pregnancy complications

Complications Caused by Bacterial Vaginosis (BV)

BV and the Impact on Women in South Africa

- Increase in bacterial diversity and an overgrowth of pathogenic bacteria are associated with the development of bacterial vaginosis BV (burning, itching, strong odour discharge)
- Although not considered a STI, **BV is the most prevalent condition to influence vaginal health in women** of reproductive age
- It increases risk of endometritis, preterm delivery, chorioamnionitis, spontaneous abortion, maternal/neonatal sepsis and susceptibility to viral (including HIV, HPV and HSV-2) or bacterial (including *Trichomonas vaginalis*, *Neisseria gonorrhoeae* and *Chlamydia trachomatis*) infections
- Its prevalence varies both between and within countries and is thought to be influenced by host genetics and social factors
- The prevalence is the lowest in Asia and Europe (4.5 to 24%) and highest in **Sub-Saharan Africa (SSA; 6 to 58%)** .
- The high rates in SSA and the association with a **more than three-fold increase in HIV transmission** in a region bearing the burden of HIV underlines the urgent need for effective treatment

Treatment of BV

Probiotics and the Treatment of BV

- Few effective strategies to manage BV and its recurrence exist. Identifying women with BV is challenging as most cases are asymptomatic
- Furthermore, **antibiotic treatment of BV**, the current standard of care, **results in only a temporary decrease** in dysbiosis with high recurrence rates
- Approximately 30% of cases reoccur within three months of treatment and 50% within six months
- Studies that investigated the efficacy of probiotics in the treatment of BV have mostly reported improved cure and no adverse events. Probiotics are used to maintain vaginal health, including for the treatment of BV
- In order for the probiotic bacteria to positively impact vaginal health, they first need to colonize the female genital tract successfully
- For a successful colonization and the ability to confer a health benefit to the host, the bacteria need to fulfil various criteria including: adherence to vaginal epithelial cells, production of hydrogen peroxide, bacteriocins and biosurfactant, restoration of vaginal pH, and inhibition of potential pathogens associated with BV

Prebiotics Market Size in Middle East & Africa

- In the Middle East & Africa prebiotic ingredients market is forecasted to register a **CAGR of 6.1% during the forecast period, 2020 - 2025**
- In the South African market, the probiotic supplements market had **annual growth rate (CAGR) of 21.6% between 2012 and 2017**. The market is forecast to continue to grow at a robust **CAGR of 15.7% for the period 2018-2022**. The global probiotic market was reported to be USD 27.9 billion in 2011, with an estimated annual growth of 6.8%

Market Drivers

- Awareness regarding bacteria due to the increasing gut health concerns, geriatric population, and efficacy of probiotic products in providing health benefits that are expected to complement the growth of the prebiotics market in food and beverages and dietary supplements industries.
- Moreover, the positive impact of enhanced marketing and promotional strategies by the leading players has further propelled the growth of the prebiotic ingredients market in the region.

Application of CBD and THC in Woman's Health

- **Dysmenorrhoea** is described as menstrual pain that is severe enough to limit a woman's normal activities, requiring medical attention. **Approximately 30–50% of all women suffer from dysmenorrhoea during their menstrual periods**, an addressable market of 1.8 billion women worldwide
- The vaginal canal contains the highest concentration of endocannabinoid receptors, **CBD and THC are a natural choice for the relief of menstruation pain and cramping**
- Cannsun is developing multiple cannabinoid products suited for women experiencing menstruation pain, these products will be available early 2021



Cannsun Product Development

Lady Balance Plus

- Vaginal suppository derived from the current first generation of the Lady Balance being sold in 20 plus countries
- The cream helps with maintaining vaginal flora and help reduce the risk of infection (addition of cranberry extract)
- **Lady Balance Plus** clinical studies underway with University of Thessaloniki with first sale of product expected available early as Q1 2021
- Both products are 100% Natural
- Partnership with Khiron Pharma, ApS of Denmark
- **Timeline: 8 months**
- **Market size in 1.8 Billion women**



Cannsun Product Development

NuBalance CBD & THC

- Vaginal suppository that will integrate cannabidiol (**CBDa**) in **NuBalance** and **CBDa+THC** in **NuBalance Plus** in 100% Natural formulations
- These will be the first female medical devices by the EMA with also filings with FDA
- The creams and suppository tablets help with maintaining vaginal flora, reduce risk of infection and the **treatment of menstruation pain, cramping and reduction of inflammation**
- Low dosage THC **does not have psychoactive effect** when used on local area but gives fast acting relief
- In discussion with a Kohn Kaen University & University of Cape Town, for research and collaboration in the field of feminine health including THC, initiating Q3 2020
- Partnership with Khiron Pharma, ApS of Denmark
- **Timeline: 8 and 12 months**



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