

KNOWHEN[®]

#1 Advanced Ovulation Test Kit **Saliva Ovulation Test & Fertility Monitor App**

Helping Physicians Revolutionize Women's Health



HiLin Life Products, Inc.

*Designed
by women for women*

KNOWHEN®



- Founder and CEO **Helen Denise** developed the **KNOWHEN Advanced Ovulation Test Kit** after a near-death experience from an unplanned ectopic pregnancy.
- Her mission is to help women with infertility, unplanned pregnancies, and other fertility-related women's health issues. **"Helping physicians educate women can enable women to plan their futures and control their destiny,"** said Denise.
- Ms. Denise, an engineer, has extensive experience in both the business and health sector. With her guidance, HiLin Life Products, Inc. creates next-generation medical devices incorporating a holistic, natural approach, with scientific accuracy that empowers women's health.
- HiLin Life Products, Inc. was founded in 2009 and is woman-owned. Headquartered in the Enterprise Development Center of New Jersey Institute of Technology, NJIT, an innovation incubator in Newark, New Jersey.



KNOWHEN®
unlocks the
secret to get
pregnant

Family
Planning
Simple and
Natural

Nature cleverly preserves in a **Woman's SALIVA** the answer to two very important questions: "**Am I ovulating?**" and "**When is the best time for me to conceive?**" Checking **saliva daily** will unlock the secret of a woman's unique ovulation cycle and answer the most important question...

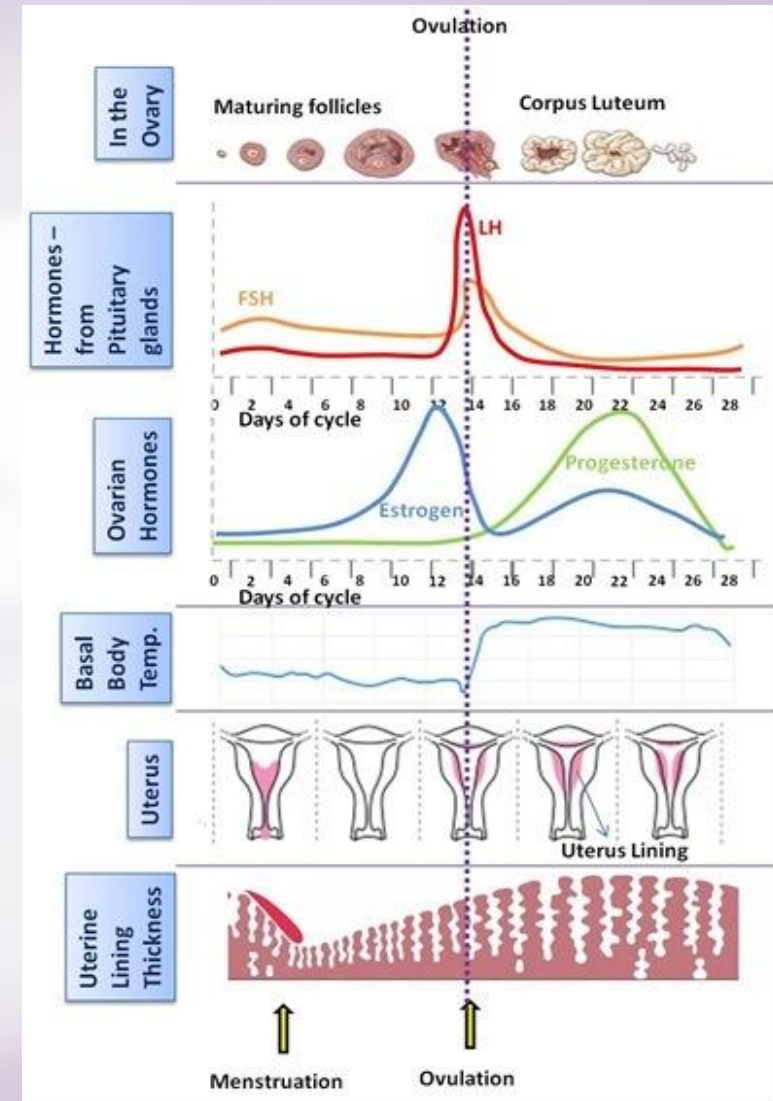
"Could I get pregnant today?"

KNOWHEN® is the MOST NATURAL way to track fertility

- The **KNOWHEN® Advanced Saliva Ovulation Test** is designed to easily and quickly monitor fertility and answer these important questions. **OB/GYN recommended** and backed by **U.S. clinical studies proven 98.9% accurate**, physicians can feel comfortable recommending **KNOWHEN®** to patients.

Better to plan her pregnancy on the first try

- With the **KNOWHEN® Advanced Saliva Ovulation Test**, she'll know her **five (5) most fertile days** in minutes so she can get pregnant faster or avoid pregnancy. She can use the convenient **Fertility Monitor App** to track her results.
- **KNOWHEN®'s Advanced Saliva Ovulation Test with a Fertility Monitor App** gives women the power to understand and control their fertility cycles naturally.



Menstrual Cycle Hormonal Chart

Saliva and Ferning

The Science behind the KNOWHEN® product

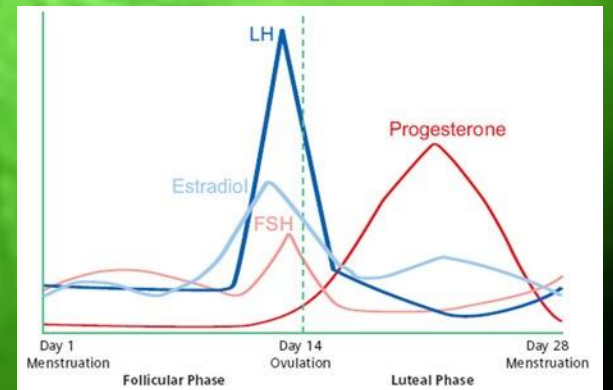
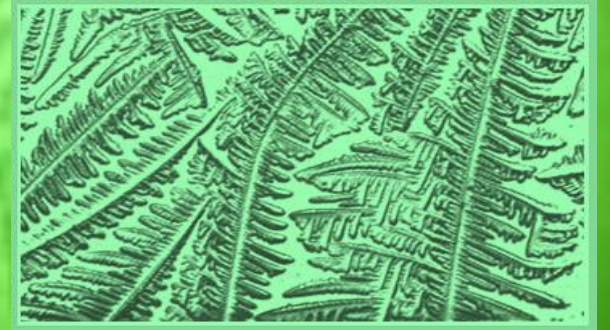
Saliva ferns the same way as cervical mucus indicating ovulation

Researchers have studied the phenomenon of ferning in cervical fluid since 1945, when Papanicolaou observed microscopic crystal formations in cervical fluid (cervical mucus).

In 1969, Dr. Biel Cassals, a Spanish gynecologist, studied the crystallization of saliva. His presentation to the Barcelona Medical Board proved a relationship between hormonal changes during the female menstrual cycle and the crystallization of saliva, indicating the ferning saliva is virtually identical in appearance to the arborization effect of cervical fluid.

The hormone estrogen links saliva patterns to a woman's fertility. As ovulation nears, estrogen increases and causes the body's sodium levels to rise increasing the salinity of a woman's saliva. Near ovulation the higher salt content causes the dried saliva to form crystallization patterns as seen under microscope. Both saliva and cervical mucus have shown these patterns.

In 2003, NOWHEN® Advanced Saliva Ovulation Test was cleared and registered by FDA.



Saliva and Ferning

The Science behind the KNOWHEN® product

KNOWHEN® Advanced Saliva Ovulation Test Gives a greater planning “window” – five most fertile days

The KNOWHEN® Advanced Ovulation Test is a saliva-based method proven to determine a woman’s most fertile days during her ovulation cycle. This daily use kit uses only a mini-microscope and a drop of saliva for highly accurate results – 98.9% accuracy according to U.S. clinical studies.

After the saliva has dried, the user checks the lens for crystallization patterns. On the most fertile days, a distinct “ferning” pattern appears. This method of testing is completely natural as well as simple to use, unlike messy urine sticks.

Saliva testing measures a far more gradual increase of estrogen that occurs prior to or during ovulation, and thus gives the user a greater planning “window” -- predicting her five (5) most fertile days during her cycle. In addition, fertility drugs and medications influence the LH levels in urine and thus can invalidate urine ovulation test results.

“Ferning” Means Fertile

NO



MAYBE



YES



The ONLY Saliva-Monitoring Ovulation Device with **98.9% accuracy** proven by U.S. clinical studies to identify **five (5) most fertile days** of ovulation

Unlike any other ovulation test kit on the market...



US Market Opportunity 60 Million Women

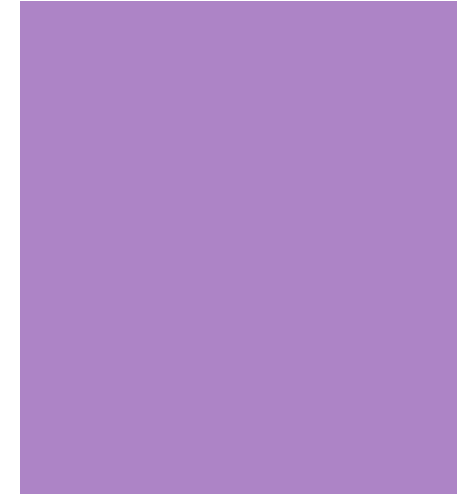
Most cases of infertility are **caused by problems with ovulation**. The general fertility rate **dropped 2%** between 2017 and 2018 among females aged 15 to 44 in the U.S.

More than **60 million women** are childbearing age 18-44 and will benefit by a simple, non-messy, inexpensive way to monitor fertility.

More than **6 million women** have infertility issues.

- 51% are still seeking treatment after one year
- 27% of women over 35 have impaired fertility
- 13% of women 15-44 years of age have impaired fertility

Source: Centers for Disease Control and Prevention's (CDC) National Center for Health Statistics (NCHS) 2018; <https://www.hhs.gov/opa/reproductive-health/fact-sheets/female-infertility/index.html>



KNOWHEN®
OVULATION TEST

Accuracy
Physicians can
count on:

OB/GYN
recommended

Backed by proven
U.S. clinical studies

The correlation between **level of estrogen** in a woman's body and **increased amount of salts in saliva indicates when a woman is ovulating**. KNOWHEN® test results demonstrate the condition of estrogen hormone level. Before ovulation, estrogen level increases because of the growing follicles in the ovaries, and the **salt content in a woman's saliva increases as well**.

- **Innovative** - The KNOWHEN® Ovulation Test tracks a woman's ovulation using **only a drop of saliva**. It identifies her **five (5) most fertile days**, which are the best days in her ovulation cycle if a couple is trying to conceive (or not).
- **Assurance** - **98.9% accurate proven by U.S. clinical studies** (100% proven correlation with a doctor's ovarian ultrasound examination). It is also 100% Safe, Chemical-free, Natural and **OB/GYN recommended**. Rated the **best ovulation predictor kit** for the past 3 years.
- **BIG SAVINGS** - One (1) KNOWHEN® Saliva Ovulation test is REUSABLE DAILY for years. No refills to buy. **Save approximately \$350 annually**.
- **Fast, Easy, Safe** - Results in minutes, easy-to-use with no messy urine strips. It is the **ONLY** clinically tested saliva ovulation test in the USA. FDA Cleared. CE Marked. Quality Guaranteed.



KNOWHEN®
OVULATION TEST

KNOWHEN[®]
to GET pregnant

Identifies 5 most
fertile days
to conceive

*Use for conception
and contraception*

Take Control of Women's Health

- It takes longer for some women to conceive. With only a few days each month when she can get pregnant, having sex during the most fertile days of her ovulation cycle is critical.
- A great way for physicians to help women understand their fertility is to take a **daily saliva ovulation test** to collect critical information to manage their reproductive health. If a woman cannot conceive due to a medical issue, it is important to understand this early on so her doctor can discuss possible treatments before it's too late.

She'll Increase Her Chances of Getting Pregnant Faster

- With KNOWHEN[®], she'll know her **five (5) most fertile days to get pregnant**. A couple's romantic plans become focused on building a family. And, the convenient **Fertility Monitor App** tracks the results giving doctors key medical insight for treatment. Patients gain control of their life by planning activities around fertile days.
- OB/GYN and fertility specialists can **increase a clinic's fertility success rates** and reduce the number of IVF/fertility treatment cycles to get pregnant.

No Side Effects

- The KNOWHEN[®] Advanced Ovulation Test has no side effects, is **chemical-free**, assists women struggling with irregular menstrual cycles to detect with accuracy if and when they are ovulating, and provides a low-cost alternative to women who cannot afford costly infertility treatments.



KNOWHEN[®]
OVULATION TEST

KNOWHEN®
to AVOID pregnancy

Manage stages
of life and family
planning by
knowing your
5 most fertile days

*Use for conception
and contraception*

Source: <https://www.kff.org/womens-health-policy/issue-brief/womens-sexual-and-reproductive-health-services-key-findings-from-the-2017-kaiser-womens-health-survey/>

Adolescent Health Education

- Educates adolescents entering their reproductive years with an easy-to-use microscope to help them track their reproductive cycles and **detect irregularities early**, allowing medical conditions to be revealed and managed.



A Natural Way to Control Your Sex Life

- KNOWHEN® can detect accidental ovulation when used in conjunction with hormonal contraception, enabling women to **prevent unplanned pregnancies**. Offers a significant alternative when hormonal or barrier methods of contraception are inadvisable because of risk factors, allergies or religious beliefs.
- An estimated 18% of sexually active women ages 18 to 44 are not using contraception and are at high risk for unintended pregnancy. KNOWHEN® helps women control their path in life without consuming chemicals or side effects. She can **live naturally and securely** on her timeframe.



For Menopause

- Is excellent for women entering their menopausal years to monitor their often-irregular ovulation pattern and to **confirm the cessation of ovulation**.



KNOWHEN®
OVULATION TEST

Women's Preventative Healthcare

Give patients the
power to understand
and control their
fertility cycle naturally

Fertility monitoring is beneficial to women's health

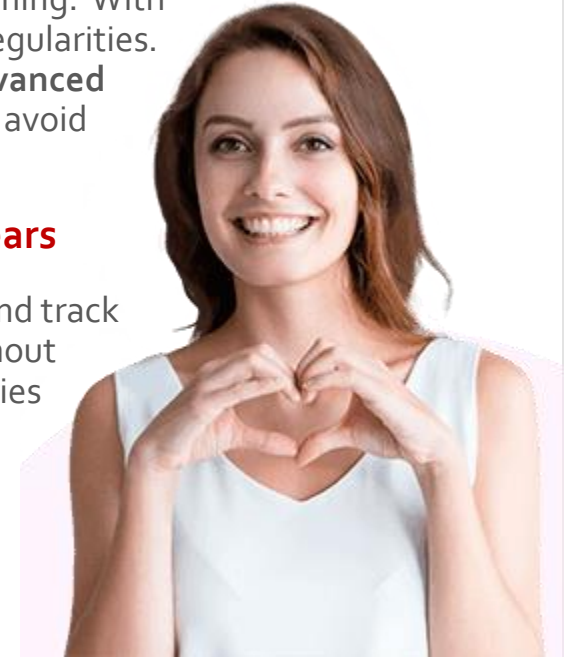
- Knowing how her body functions will give women the confidence to enjoy sexual health. She can track her hormonal state and know how her ovaries are functioning. With a physician's guidance she will know if there are any dysfunctions or irregularities. **Every woman between the ages of 15 and 50 needs KNOWHEN® Advanced Ovulation Test** to better understand their own biological functions and avoid taking unnecessary medications.

Patients can track their ovulation throughout reproductive years

- The saliva ovulation test comes with a Fertility Monitor App to record and track her unique ovulation cycle based on her test results and sex life throughout her reproductive years. Women will know how their ovulation cycle varies from month to month, quickly and securely know when they ovulate, and **know when the time is right to conceive (or not)**.

KNOWHEN® works for patients regardless of their circumstances

- Some cannot use contraceptive methods or other [fertility products](#), but they can use the [KNOWHEN® Advanced Ovulation Test](#) as part of the rhythm method.
- Women who experience irregular cycles can finally monitor their ovulation to better understand their cycles. For young women just entering sexual maturity, it's especially important to use KNOWHEN® to identify and address any irregularities before they become a serious health risk. And, for women who just had a baby, it's great to know when their cycle and ovulation restarts to manage their family planning goals.



KNOWHEN® Advanced Ovulation Test Kit

Assists women in identifying their fertile cycle naturally & cost effectively



- Identifies **five (5)** most fertile days; more days than other ovulation kits on the market!! Crucial information for a woman trying to conceive (or not)
- Includes **FREE Fertility Monitor App** to track fertility – tracks a woman’s personalized ovulation cycle and other important information **for years**
- Monitors her entire unique ovulation cycle -- Based on estrogen level in woman’s body
- **Uses a drop of Saliva, not messy Urine** – Urine tests are inconvenient and include chemicals that can affect results
- Chemical-free and safe
- Backed by U.S. Clinical studies – proven **98.9% accurate***
- Effective for women with irregular ovulation/menstrual cycles
- Offers great value – reusable, discreet lipstick tube carrying case, convenient, less expensive than urine strips
- Registered and certified by the FDA, CE certified too

KNOWHEN® Advanced Ovulation Test

How It Works

Place drop of saliva on mini-ovulation™ 60X magnification microscope lens first thing in the morning, before brushing teeth, eating or drinking

Let it dry...in minutes

View the results in the eyepiece focusing the lens

Submit test result in Fertility Monitor App



KNOWHEN[®] Advanced Ovulation Fertility App

KNOWHEN[®]
OVULATION TEST

First Name

Last Name

Your@email.com

Login Name

Register Cancel

KNOWHEN[®]
OVULATION TEST

YES (Ovulating)

MAYBE (Start/End Ovulation)

NO (Not Ovulating)

AM Sex PM Sex

Open Sex Contraceptives

Orgasm Menstruation

Save



KNOWHEN[®]
OVULATION TEST

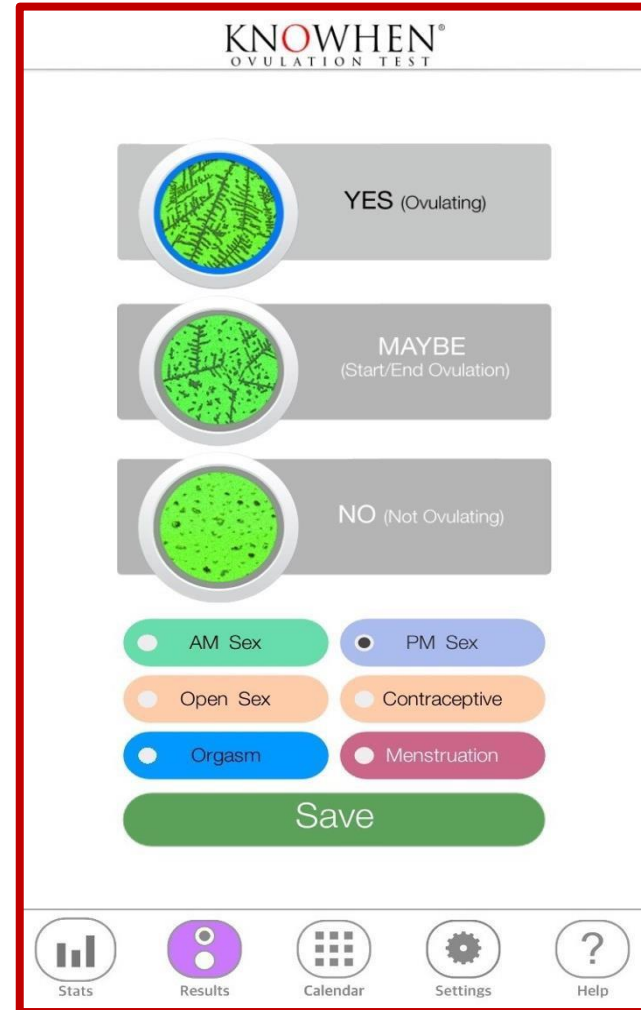


KNOWHEN[®] Personal Fertility Monitor App

❑ Helps women accurately and affordably:

- ✓ Track and record unique ovulation/fertility cycle over a lifetime
- ✓ Increase chances of conceiving a child
- ✓ Identify most likely days to get or not get pregnant
- ✓ Track sexual activity, menstrual cycle, and more...
- ✓ One-time purchase with no monthly fees

❑ Saves results on a secure server for safe and exclusive access as needed



KNOWHEN® Advanced Ovulation Test Kit

Competitive Analysis



KNOWHEN Saliva Test Kit

- ❑ Identifies **5** most fertile days
- ❑ Tests saliva / based on estrogen level
- ❑ Reusable daily for years
 - **One time cost: \$49.99 SRP**
- ❑ No expiration date AND no chemicals
- ❑ Discreet, easy to use, convenient
- ❑ Effective for women with irregular cycle
- ❑ Includes **Free** Personal Ovulation App

Urine Test Strips

- ❑ Identifies **4** most fertile days
- ❑ Tests MESSY urine / based on LH level
- ❑ One-time use
 - **Monthly cost: \$36 avg**
 - **Annual cost: \$430 avg**
- ❑ Expires AND contains chemicals
- ❑ Unattractive, restrictive-bathroom / need-to-go use
- ❑ Ineffective for women with irregular cycle
- ❑ No App connected to device

Physicians can help women take control of their reproductive health

It's life-changing for women to understand their bodies and accurately monitor their ovulation cycles by doing a simple **saliva test daily**.



KNOWHEN® Fertility Monitor App
Mobile Technology Revolutionizing Women's Health

KNOWHEN®
OVULATION TEST

Medical Professional Leaders Program



Medical Professionals play an important role in helping women understand and monitor their ovulation cycles to accurately know the **five (5) most fertile days** of their ovulation cycle. This **knowledge is power** and **liberating women** worldwide to control and manage their fertility health by doing a simple saliva test daily to know when they could get pregnant or should avoid pregnancy.

Help us educate women through medical practices by giving patients immediate access in office to the [KNOWHEN® Advanced Saliva Ovulation Test Kit](#).

Ask for special code to receive **Physician Discount Offer** on all product orders.

Free educational materials available to the medical community, Physicians, Pharmacists, Nurses, and patients.

Look out for and support our ongoing media, social media, LinkedIn marketing, public relations and community outreach efforts.

The KNOWHEN® Advanced Saliva Ovulation Test is consecutively rated the [best ovulation predictor kit](#) for years. **OB/GYN recommended** and backed by **U.S. clinical studies proven 98.9% accurate**. Its Fertility Monitor App is the leading fertility tracking and ovulation monitoring App worldwide.



You know why,
Now you
KNOWHEN®

Knowledge is Power

Give women Access to the KNOWHEN® Solution through your medical practice

- Help women understand and accurately monitor their ovulation cycles by doing a simple **saliva test daily** to get pregnant or avoid pregnancy.
- **Display educational materials** in doctor's waiting areas and examination rooms to pique patients' interest (free brochures, flyers, posters).
- **Display the KNOWHEN® counter unit** at reception desk or in doctor's consultation offices.
- **Recommend** KNOWHEN® Advanced Saliva Test Kit **to patients** – direct purchase from you (50-100% profit margin), or order through [KNOWHEN.com](https://www.knowhen.com) website, or buy at pharmacy/drug store.
- **Give patients a 98.9% accurate ovulation solution** proven by U.S. clinical studies. KNOWHEN® is Natural and Chemical-free, so test results are not affected by fertility drugs (urine tests results can be affected).
- **OB/GYN recommended.** She could get pregnant on the first try when she knows when she's ovulating. Increases success stories, patient testimonials, and referrals.



KNOWHEN®

Order Counter Display or Open Stock



4 ½" wide x 4" deep x 7 ½" high

- 3 pc Counter Display
- Cost: \$360/master case, \$90/per display, \$30 each
- SRP: \$49.99 - \$59.99; 66% - 100% profit margin to physician

Counter Unit Stock #4DS

Product UPC#8-13918-00710-4
(4/3 pc Counter Units per Master Case)

Open Stock

Stock # HLNHLP710 (No Inner Pack)

Product UPC# 8-13918-00710-4
(12 pc./No Inner Pack)

OR

Stock #HLP-710 (With Inner Pack)

Product UPC# 8-13918-00710-4
12 pc. Master Case w/3 pc Inner Packs



Ask for special code to receive **Physician Discount Offer.**



Light Years Ahead PR Broadcast & News Media Outreach

National TV, Print, National & Regional Newspapers, Bloggers



Digital Media Outreach

❑ Mommy/Parenting Blogs

- ★ Babble, The Stir, The Better Mom, New Age Mama, Mommies POV, Mommies with Cents, Mom Buzz, Dooce, The Mommy Files, Mom Finds, CaféMom, Pretty City, A Mom In Red High Heels

❑ Women's Interests

- ★ SheKnows, Style Blazer, Fabulous Won, Self.com, Glamour.com, MarieClaire.com, RealSimple.com, GoodHousekeeping.com, Daily Glow, PopSugar, Refinery29

❑ Health/Personal Health

- ★ AOL Health, WebMD, Yahoo! Health, everydayHealth, WellSphere, Health Monitor, Health.com, Health & Fitness, Natural Health, Health Access Weblog, Yoga Journal, My Health Living, MindBodyGreen

❑ Lifestyle websites

- ★ AOL Living, About.com, iVillage, Livestrong, Shine, The Stir, Monsters & Critics, Huffington Post...

About.com

cafe**mom**
the meeting place for moms

the from the knot
bump

SHEKNOWS

POPSUGAR

29 REFINERY29

HILIN
LIFE PRODUCTS

Every Woman Should Know When She Is Fertile



"We are transforming the lives of women worldwide who want to manage their fertility. We are finally giving hope to so many women who thought they couldn't have a family."

- Helen Denise, Founder and CEO

KNOWHEN[®]
...THE TIME IS RIGHT

Customer Testimonials



Carrie on January 22, 2019

- *The KNOWHEN saliva test has been a fantastic addition in our quest for pregnancy. It is so empowering to have a visual component to see your own hormone changes and predict fertility. It is so much cleaner to use and less wasteful than the plastic monitors and plastic urine sticks. Having a well-made reusable product is awesome. I also love the size because it can easily fit in my purse if I have to head right out in the morning, I can even do an easy reading at work. I love having just one reusable product that empowers the knowledge of myself and my fertility. Thank you.*

Carol on January 13, 2019

- *Fabulous pregnancy tool! Very accurate, worth money spent! I am now pregnant, personally, for me it worked like a charm. It is pretty accurate and thanks to the KNOWHEN saliva test I am now pregnant. I used it every day when I woke up before I had any food or my morning coffee. When I started using the monitor my cycle looked unpredictable. In a few months I knew when I was most likely to ovulate. Remarkably and sure enough I got pregnant and the KNOWHEN device helped out a lot.*

Vlada on September 16, 2018

- *It is really amazing to watch the change in my saliva and predict my ovulation. I really enjoy the KNOWHEN monitor, because not only is it the easiest to use ovulation test on the market, but also I have been learning a lot about my own body after listening to the CD and following the KNOWHEN website blogs. The free mobile app is so cool and convenient to use as well. Love it.*

