

Next-generation milk expression for home

PersonalFit™ PLUS Double Pump Sets for Symphony®

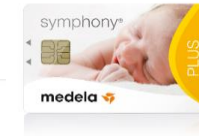
More milk. More comfort. More efficiency.



Introducing PersonalFit™ PLUS into your rental channel

The PersonalFit™ PLUS Double pump sets for rental enhance the status of our Symphony® pump solution.

- Medela sets a new standard in breast shield and pump set design.
- The new pump sets allows mums to express more milk in a more comfortable way and with more efficiency compared to the current pump sets.
- This has been proven by our clinical studies and usability tests.

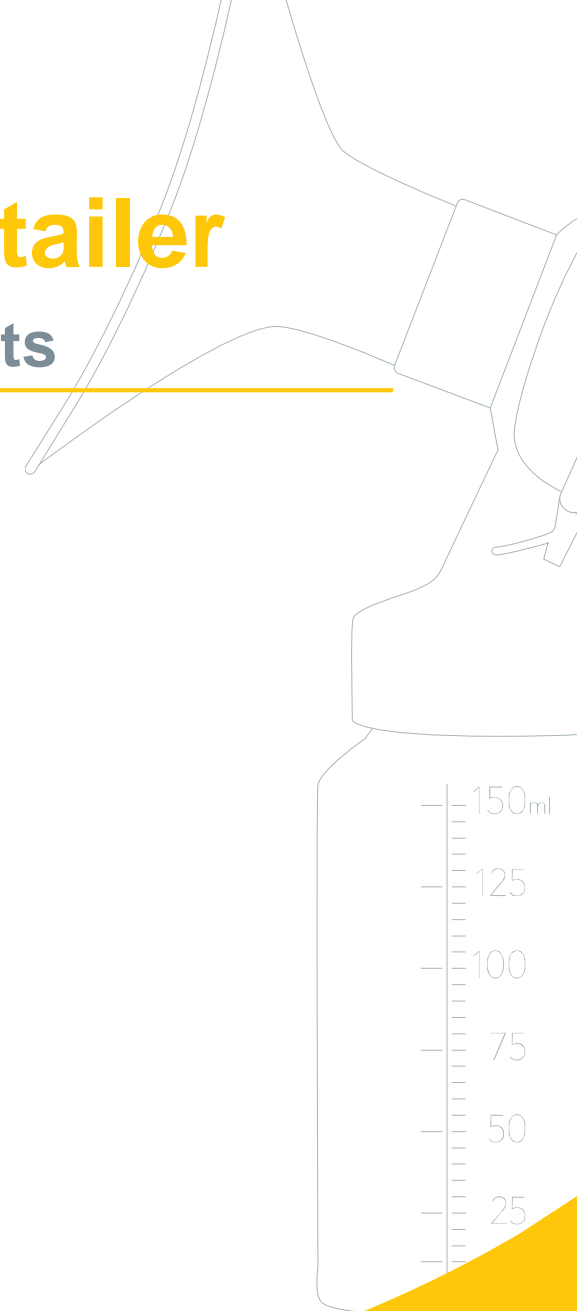




Benefits for every retailer

Rental stations and Pharmacists

- Improved user experience.
- Intuitive assembly and simple cleaning.
- Mothers need less ongoing support.
- Same pump set as used in hospitals.
- Full product training and support.





What's NEW?

PersonalFit™ PLUS Double Pump Sets

OLD



Available in 1 size M

NEW



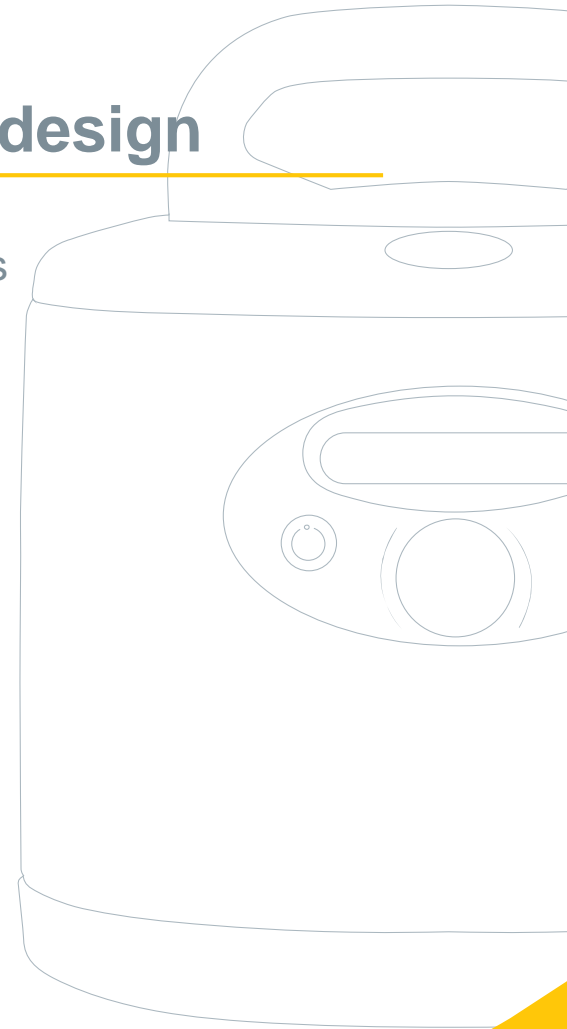
Available in 3 sizes
S, M, L



PersonalFit™ PLUS

The new standard in pump set design

- **New PersonalFit™ PLUS Double pump set** is the newest generation of pump sets for Medela Symphony® pumps.
- Replaces the current Symphony® PersonalFit™ pump set & is intended to express breastmilk with the Medela Symphony® breast pump.
- Based on Medela's ground breaking research, tested and proven in clinical studies.
- More comfortable, efficient expression for mothers.





Hospital Standard of Care

From Hospital to Home

- Renting a Medela Symphony® with our unique **initiation program** is a good solution for new mums to continue initiating and building milk production at home.
- Offering hospital standards of care is a powerful differentiator for rental stations creating strong customer loyalty and retention. It leverages the chance to support mothers with more products as their families reach new stages in life and drives customer traffic even further.
- By renting a Symphony® and buying the **new PersonalFit™ PLUS** pump set for home use, mothers can continue benefiting from the same comfortable and efficient system they used in hospital.



Innovation driven by research

Ground breaking breast shield design

Medela's unique studies revealed the crucial role **breast shield shape** has in **optimising milk removal**. World's largest database of 3D lactating breast scans used with cutting-edge modelling software to find the breast shield angle with **optimal fit**.

- **105° flange angle**

Minimises breast tissue compression¹

- **Oval opening**

Can be rotated, so easier to fit to different breast shapes

- **Choice of tunnel sizes**

Range of diameters helps ensure optimal nipple fit for optimal milk flow

¹ Schlienger A et al. Breastfeed Med. 2016; 11(2):A28-A29. Clinical study. (NCT02496429). 2015. Clinical study. (NCT02492139). 2016.



More comfortable and efficient

Clinically proven with mothers

Results from more than 1,000 pumping sessions



More milk

After 15 minutes,
11% more milk
was obtained²



More comfort

Mothers described
pumping as more
gentle and natural^{2,3}



More efficiency

Significant improvement
in cleaning, handling
and usability²

Why is PersonalFit™ PLUS the **new standard** of breast shield ?

- The PersonalFit™ PLUS breast shield with the 105° opening angle and the oval shape:
 - Allows mothers to express more gently.
 - Feels more natural.
 - Feels more comfortable.
 - Allows individual breast shield positioning in any direction (shown in clinical studies).
 - An oval shape offers more adaptability to breast shapes and sizes.



What makes PersonalFit™ PLUS pump sets so unique?

The new pump sets handling and cleaning is more efficient compared to the current pump sets, so less instruction is needed with intuitive assembly.

- Simpler design with fewer and larger parts.
- One click connector with a membrane separation at the connector.
- No valve and no membrane at the Symphony® cap; the membrane is now at the connector.
- A modern and compact design – easy to use and easy to clean.

All PersonalFit™ PLUS pump sets have the same time-saving features:

Fewer, larger parts



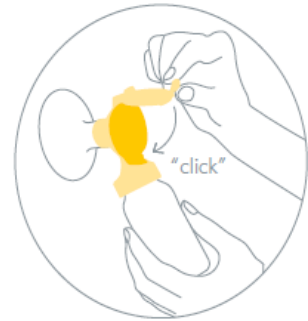
Simpler design than standard pump sets, which helps make handling easier.²

Intuitive assembly



- Slot in breast shield.
- Affix tubing.
- Screw on bottle.

One-click connector



The membrane that provides overflow protection fits simply into the connector.



Lean back

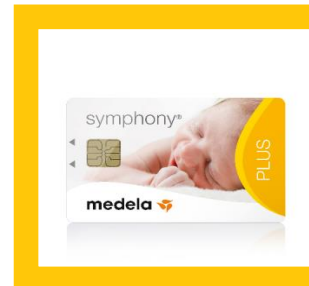
- ✓ Overflow protection (membrane in the connector) makes it possible, closed system

Size

21mm
24mm
27mm

Personalised pump sets

- ✓ Three breast shield sizes



Differentiation

- ✓ PersonalFit™ PLUS pump sets
- ✓ Initiation technology

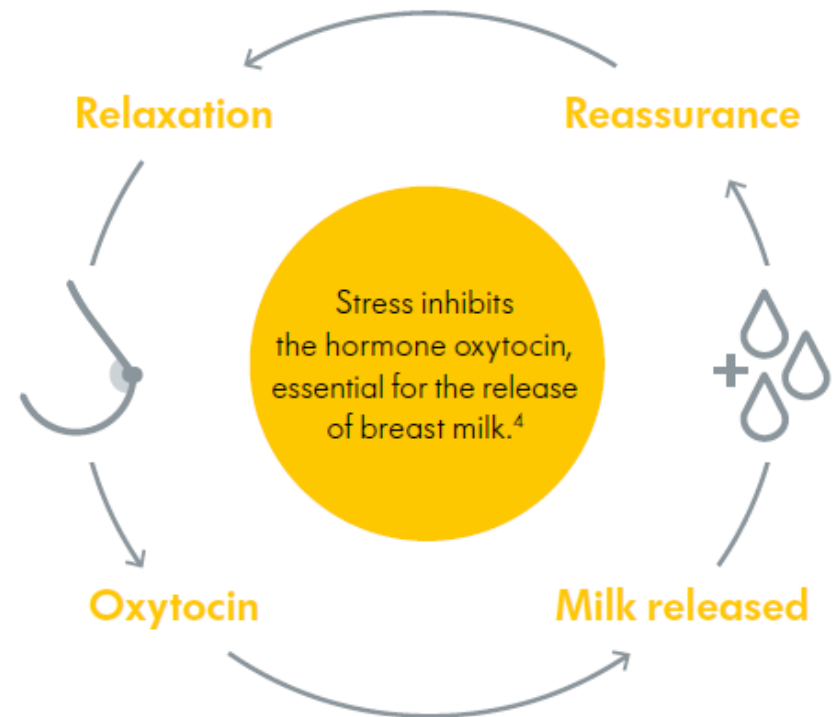
Express more gently in a **comfortable** position

- The enhanced, naturally fitting design allows to express more gently and in a comfortable position.



- Now contains a closed system which means the pumped milk cannot flow back into the breast pump in case of an overflow.

The PersonalFit™ PLUS pump set has overflow protection (also referred to as a closed system) to prevent milk entering the tubing, so mothers can use it while sitting in a relaxed position.



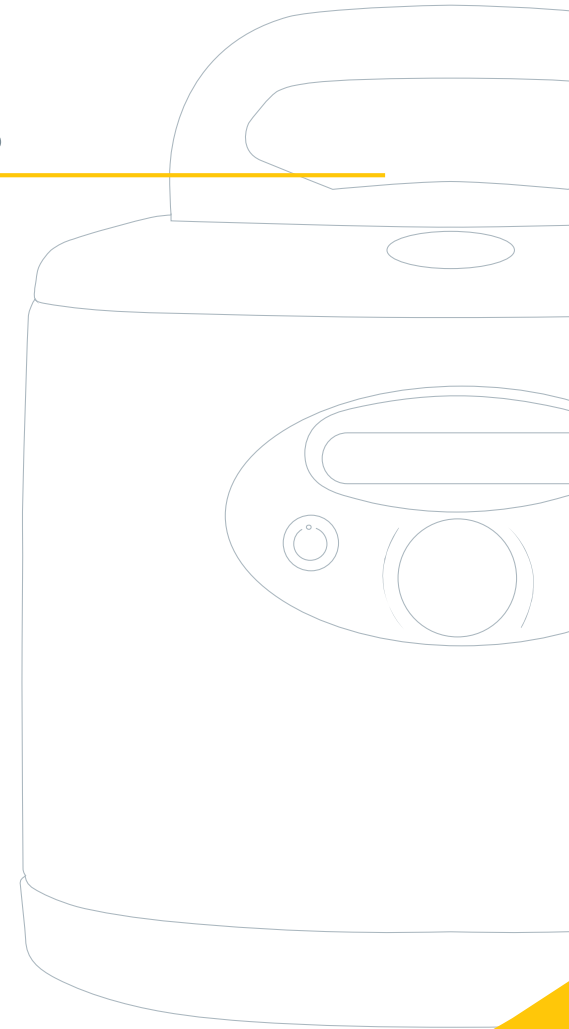
⁴ Newton M, Newton N. J Pediatr. 1948; 33(6):698–704.



Hygiene

Next-generation improvements

- Membrane in pump set connector prevents milk overflow for increased level of hygiene.
- Fewer parts, which require less handling, reduce risk of inadequate cleaning.



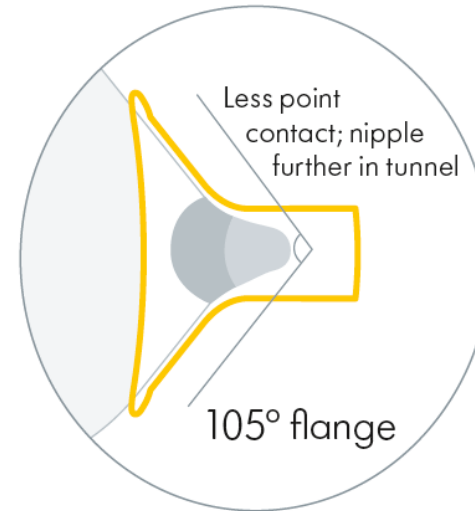
What makes PersonalFit™ PLUS breast shields more efficient?



Research has shown that a well-fitting breast shield is essential for comfortable and effective pumping as these are the connecting piece between the mother and the pump.

Our clinical studies revealed: After 15 minutes of pumping, **11% more milk** was obtained vs previous standard breast shield.

Mothers described pumping as more gentle and natural.



Flange changed

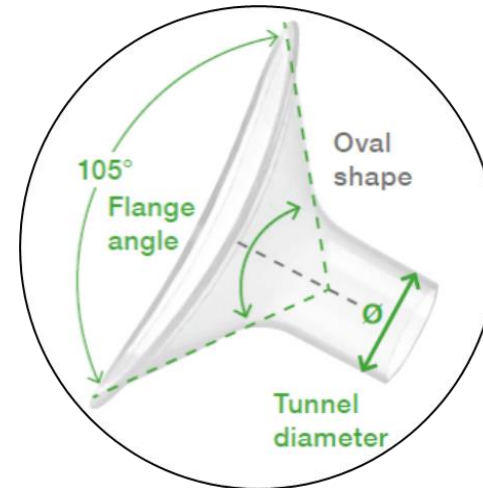
- from 90° to 105°
- from round to oval

11%

more milk after 15 min

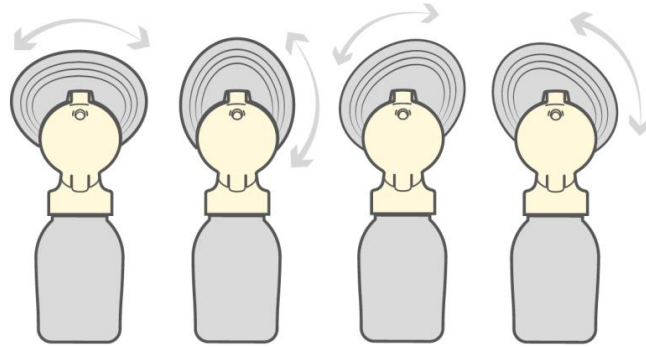
4%

more breast drainage



PersonalFit™ PLUS is proven to obtain more milk than standard pump sets.⁵ This helps reassure mothers: ultimately supporting increased satisfaction levels.

What makes PersonalFit™ PLUS breast shields so comfortable ?



360° rotatable shield

The breast shield's oval shape means mothers can position it on the breast in the orientation that is most comfortable for them.



PersonalFit™ PLUS offers even more advantages, the oval breast shield allows **personalised fitting**.

This means the mother can hold the shield in **different positions** at the breast just as it feels most comfortable.

PersonalFit™ PLUS & Flex™ breast shield options

PersonalFit™ Flex



Retail packs of shields only in sizes S,M,L,XL

PersonalFit™ PLUS



Rental packs of pump sets only in sizes S,M,L,

Medela provides two PersonalFit™ breast shield options: the PLUS (via rental channel) and the Flex breast shield (retail channel).

1. PersonalFit™ PLUS

- Available in **Rental** double pump set pack only.
- PLUS double pump set comes in 3 breast shield sizes (21, 24 or 27 mm).
- Oval shape and 105 tunnel opening with a **rigid rim**.

2. PersonalFit™ Flex

- Available in **Retail** breast shield pack only.
- Flex breast shield packs of 2 come in 4 sizes (21, 24, 27, 30 mm) available for purchase separately.
- Oval shape and 105 tunnel opening with a **flexible soft rim**.
- E.g. if a rental mum needs an XL size, she will need to purchase the PersonalFit™ PLUS double pump set plus XL Flex shields separately.

Although the soft rim might be perceived as more gentle, it's the **wider opening angle** that provides more comfort and more effective pumping.

Clinical studies and usability tests for the breast shields are valid for both breast shields. **More milk – more comfort** is true for both breast shields.

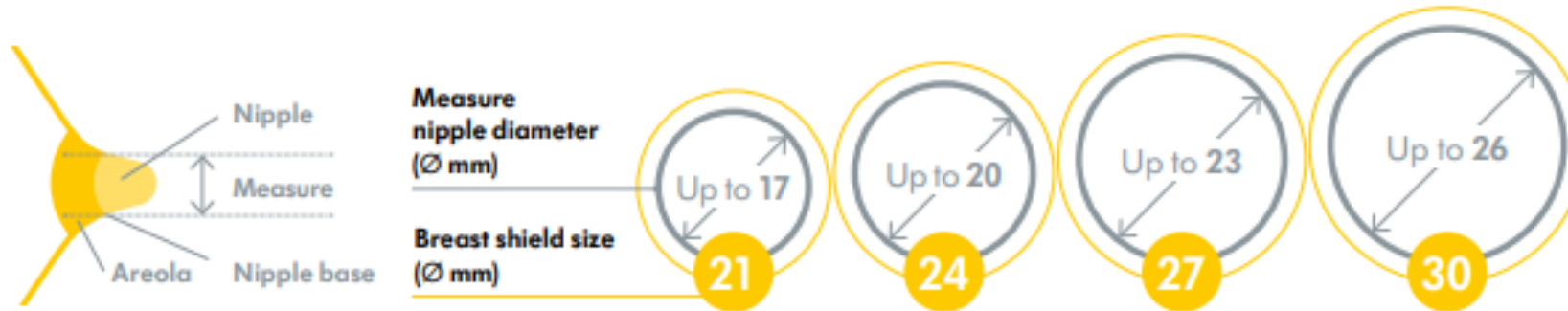
PersonalFit™ PLUS & Flex breast shield fitting

How do mums know what size breast shield they need?

Refer mums to our fitting animation at www.medela.com.au/fittingguide

Understanding Medela's breast shield sizing

Pumping should not hurt. For maximum comfort and pumping efficiency, Medela offers five breast shield sizes. This guide is a starting point to help determine your optimal size based on your nipple diameter.



Step 1

Using a ruler or measuring tape measure the diameter of your nipple at base (across middle) in millimeters (mm). **Do not include areola.**

Step 2

Based on your measurement, determine your Medela breast shield size. Example: If your nipple size measures 16 mm in diameter, the recommended Medela breast shield size is 21 mm.

Why is the Symphony[®] pump set with PersonalFit[™] PLUS a completely new system?

	OLD PersonalFit [™] Symphony [®] pump set	NEW PersonalFit [™] PLUS pump set
Breast shield	Round shape, 90° angle (A), one size only M	Oval shape can be rotated, 105° angle (B) more milk, more comfort – 3 sizes S,M,L
Connector	Transparent, 1-piece	Flat (discrete), yellow, connector+lid (hinge)
Membrane	Media separation consists of 2 parts : little white membrane at connector (C) and yellow membrane at the cap (D)	Yellow membrane (not the same as for current set) Media separation with one yellow membrane (E) at connector
Tubing	→ Cannot be used with PersonalFit [™] PLUS	Different design with overflow protection leads to no milk in tubing
Symphony [®] cap	Membrane at cap (D)	The membrane at the cap is not needed
Bottle lid	Lid with opening, disc, protective cap	Multi lid
Assembly	More parts, smaller parts	New easier assembly, less parts, larger parts, easier to use, easier to clean

All Medela bottles are compatible with the new PersonalFit[™] PLUS pump sets



PersonalFit™ PLUS – available **pack** configuration

PersonalFit™ PLUS Double pump set



PersonalFit PLUS pump sets - Rental

- For single user, reusable
- For Symphony Hospital Grade Pump
- Available in S, M, L,

Double pump set comes with 3 breast shield sizes 21/24/27 mm (2x of each)

- PersonalFit™ PLUS breast shield
- PersonalFit™ PLUS connector with lid
- PersonalFit™ PLUS membrane
- PersonalFit™ PLUS tubing
- PersonalFit™ PLUS cap
- Bottle 150ml with print
- Multi lid
- 1 Instruction for home use
- 1 Quick Card for home use
- 1 Breast shield fitting brochure

PersonalFit™ FLEX Breast shields



PersonalFit Flex breast shield


- For single user, reusable
- Compatible with all Medela pumps
- The shield comes with an outer soft rim
- Available in S, M, L, XL

Individual Flex breast shield packs available in sizes 21/24/27/30 mm (2pcs)

- 2x PersonalFit™ Flex breast shield 21/24/27/30 mm
- 1 Instruction for home use

PersonalFit™ PLUS – double pump set **logistic** details

Item Description	New Item Code	Old Code	GMD number	UOM	Breast shield size	Single Pack Unit Measurements				Product Barcode	Outer Box Carton Measurements					Outer Barcode	Pallet
Country of Origin: Switzerland Customs Tariff number: 90180	Article number					Width mm	Height mm	Depth mm	Weight Grams	Product EAN (single)	Width mm	Height mm	Depth mm	Weight Grams	Carton Qty	Outer EAN (5 units)	Number of outer boxes per pallet
PersonalFit™ PLUS Rental double pump set - S 21mm	008.0430	NA	101010456	1	21 mm	270	175	80	860	7612367051767	409	197	285	4300	5	7612367051774	80
PersonalFit™ PLUS Rental double pump set - M 24mm	008.0431	800.0560	101010457	1	24 mm	270	175	80	860	7612367051781	409	197	285	4300	5	7612367051798	80
PersonalFit™ PLUS Rental double pump set - L 27mm	008.0436	NA	101010462	1	27 mm	270	175	80	860	7612367051903	409	197	285	4300	5	7612367051910	80

A newborn baby is lying in a hospital bed, wrapped in a white blanket. A stethoscope is placed on the baby's chest, and a hand is visible holding it. In the background, there is a blue incubator and medical equipment. A large yellow circle with a thin black border is centered over the baby's chest, containing white text.

Together,
PersonalFit™PLUS
and the Symphony®
breast pump create a
complete system for
optimising expression,
making more milk
available when it is
needed most

References

- 1 Schlienger A et al. Breastfeed Med. 2016; 11(2):A28-A29.
- 2 Prime DK et al. 6th ABM Europe Conference, Rotterdam, NL; 2018.
- 3 Clinical study. (NCT02492139). 2016.
- 4 Clinical study. (NCT02496429). 2015.