

About Natural Cycles

Natural Cycles is the first app to be certified as a contraceptive in the EU. It also acts as a tool for fertility tracking and planning pregnancies. Clinical studies have shown that the app is effective for contraception and comparable to the contraceptive pill. With over 500,000 users in 161 countries, it is evident that women are in need of a product that supports them in preventing pregnancies. Natural Cycles was founded by husband and wife team Dr Raoul Scherwitzl and Dr Elina Berglund, the top physicist at CERN who was part of the Higgs boson discovery, which led to the Nobel Prize in Physics in 2013.

Clinical studies

Studies on natural family planning have been scarce, particularly when supported by mobile applications, which is why Natural Cycles conducts scientific research with experts in the field of fertility and contraception. Three clinical studies have been published about the Natural Cycles application. The first showed that the algorithm behind Natural Cycles is as accurate at identifying ovulation as clinical methods (e.g. ultrasound). The second showed that Natural Cycles, when used for contraception, improves the use of natural family planning and is similarly effective as the pill. The third clinical study, the largest prospective observational study ever performed on the effectiveness of Fertility Awareness Based (FAB) methods, concluded that Natural Cycles is 93% effective under typical use, and provides an effective alternative for women who are looking for non-hormonal options.

[http://www.contraceptionjournal.org/article/S0010-7824\(17\)30429-8/pdf](http://www.contraceptionjournal.org/article/S0010-7824(17)30429-8/pdf)
www.tandfonline.com/doi/full/10.3109/13625187.2016.1154143

Regulations

TÜV SÜD, the European inspection and certification organisation, certified Natural Cycles as a class IIb medical device intended to be used for contraception. This puts the app in the same category as the condoms. The regulatory approval adds a new, clinically tested contraception for women to choose from other than the pill, IUDs, condoms, etc. Many women worldwide are interested in a non-hormonal, non-invasive method of contraception, and now they have a new clinically verified and regulatory certified option to choose from.

Product features

Natural Cycles works by detecting a woman's ovulation and calculating her fertile days by taking many factors, such as her temperature, period, cycle irregularities and sperm survival, into account. Women are required to take their temperature in the morning and enter it into the app. The app tells a woman whether it is a "green" day or a "red" day – the former meaning she can have unprotected sex without the risk of a pregnancy, the latter indicating that she cannot and her partner has to use a condom. The more data is entered, the more days turn "green" as the app becomes better able to predict days of low fertility, with the algorithm taking into account a host of factors including irregularities in a woman's cycle. The app also learns and adjusts to women who forget to enter their daily temperature by offering more "red" days.

The app does not protect against STDs and is recommended for women over 18 in stable relationships. The app is available to download on Android, iOS or can be accessed on the webapp. Price plans can be found on the Natural Cycles website.

Tech & Investors

As of October 2017, Natural Cycles has its headquarter in Stockholm, Sweden, with 40 employees. The company has raised over \$36m in venture capital from EQT Ventures as well as existing investors Sunstone Capital, Bonnier Growth Media and e-ventures. This capital has helped the team to expand with new recruits from the worlds of medicine and science, aid international growth, and fuel further investment in product development and clinical studies. Funding has allowed Natural Cycles to combine the best of both worlds - science and tech - to build an empowered brand backed by thorough research. Natural Cycles has over 500,000 users in 161 countries.

www.eqtventures.com

www.sunstone.eu

www.bonniergrowthmedia.com

www.eventures.vc

The founders

Natural Cycles was founded by husband and wife Dr Raoul Scherwitzl and Dr Elina Berglund, the top physicist at CERN who was part of the Higgs boson discovery, which led to the Nobel Prize in Physics in 2013. With PhDs in physics, they applied their mathematical techniques to create a unique algorithm that allows Natural Cycles to adapt to each woman's cycle individually. Raoul and Elina are regular users of Natural Cycles and initially developed the app for their own purposes.

Media queries and interviews

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