

News

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New customer survey – ColdZyme prevents colds and reduces severity and duration among cold sufferers

In a recent consumer survey conducted by GfK, over 40% of customers state that they use ColdZyme preventively and if they nevertheless do catch a cold, almost 80 percent state that symptoms are milder and of shorter duration.

In November GfK conducted a consumer survey on behalf of Enzymatica to study how ColdZyme customers perceive ColdZyme's advantages and to assess the market in general. The survey included 100 customers in the common-cold category and 100 ColdZyme users in Sweden. The findings confirmed that most ColdZyme users either take ColdZyme preventively, or for early symptoms such as sore throat or malaise. The most common reasons that consumers chose to use ColdZyme was either the beneficial effect of the product, or based on the recommendation of a pharmacist, colleague or friend. 42% of ColdZyme users state that they use ColdZyme preventively and if they catch a cold nevertheless, 79 percent state that the cold symptoms were milder or of shorter duration.

“ColdZyme users' perceptions as reported in GfK's survey are well in line with what we have seen in previous clinical studies, such as COLDPREV, and our observation studies among athletes and among personnel at preschools and senior housing facilities,” says Fredrik Lindberg, CEO of Enzymatica.

In general, ColdZyme users thought that the product was well tolerated and effective. The Swedish pharmacy market has about 170 products in its cold category and both ColdZyme products (7 and 20 ml) are on the top ten list. As a brand, ColdZyme is established on the top five list of best-sellers in value.

For more information, please contact:

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About Enzymatica AB

Enzymatica AB is a Swedish life science company that develops and sells medical devices for infection-related diseases. The products are based on a barrier technology that includes marine enzymes. The company's first product is ColdZyme® Mouth Spray, which can prevent colds and reduce the duration of disease. The product has been launched in about ten markets. The strategy is to continue to grow by strengthening the Company's position in existing markets and expanding into new geographic markets through established partners. The company has its headquarters in Lund and is listed on Nasdaq First North. For more information, visit: www.enzymatica.se.

Enzymatica's certified advisor is Erik Penser Bank.