



TESTING THE LUNA BREAST PUMP

MORE MILK IN LESS TIME

C + R Research

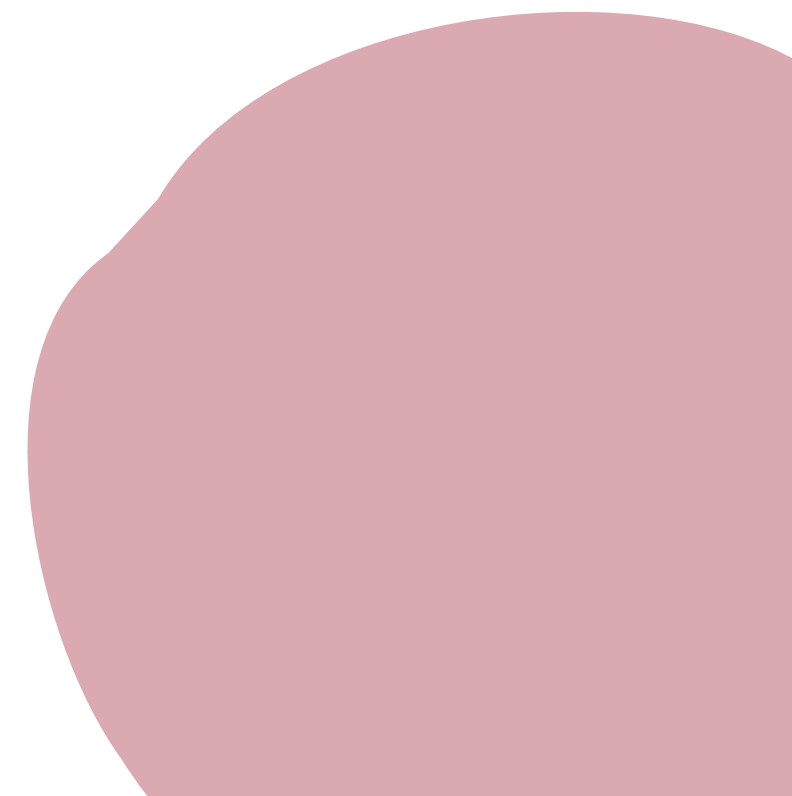
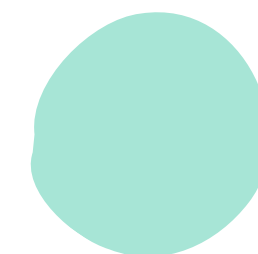
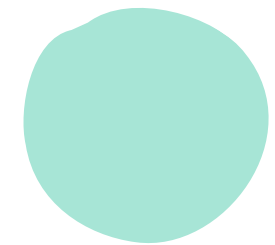
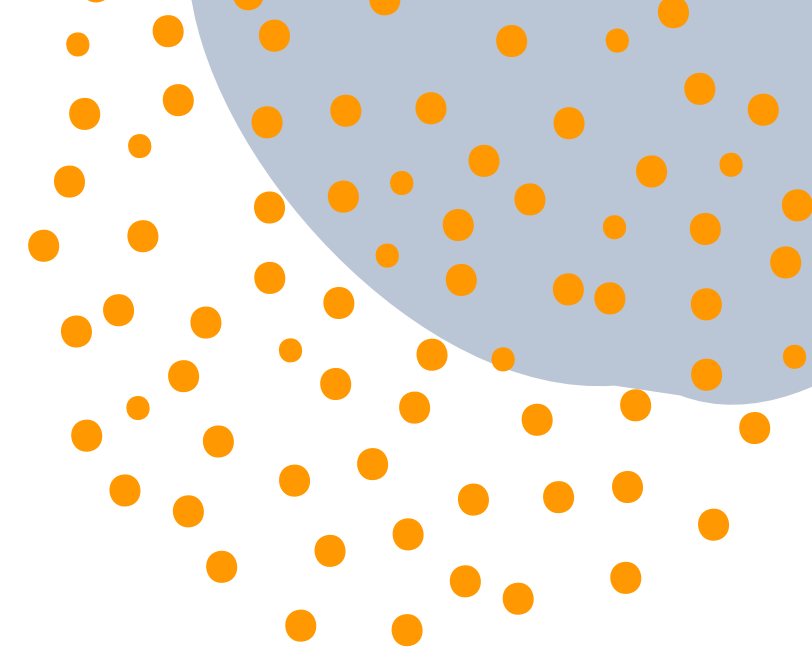
THE TEST

BACKGROUND

Motif Medical recently launched our newest breast pump, the Motif Luna. Based on design, suction power, and early feedback, we wanted to prove that our breast pump performed better than the two leading breast pump brands currently in the market. We worked with C+R Research to conduct a comparison test with moms who currently use one of the leading competitive brands and the Luna.

RESEARCH OBJECTIVES

- Understand moms' perception and experiences with their current breast pump in terms of output and pumping time.
- Understand how moms compare the performance of the Luna to their current brand in terms of output and pumping time.
Specifically, does the Luna produce the same output in less time?
Produce more output in the same time?



EXECUTIVE SUMMARY

**5 out of 6
Moms**

GOT MORE MILK IN
LESS TIME WITH
THE LUNA

**9 out of
10 Moms**

PREFERRED THE
LUNA OVER THEIR
CURRENT PUMP



It is motivating for women to learn that Luna pumps more milk in less time.

- Moms are pulled in multiple directions between pumping, family responsibilities, work and personal time. Saving time is valuable.
- After using the Luna several times, most women agree that the Luna efficiently produces equal or more milk in a shorter amount of time.

Moms are very satisfied with the customization and comfort of the Luna.

- For most, using the Luna made the pumping process more enjoyable, empowering, and less of a chore.
- Women that had experienced pain with their current pump were able to find more comfort using the Luna.

Many women in this test were compelled to keep using the Luna instead of their previous pump.

- The Luna does not cause discomfort or pinch nipples
- Features like the two modes of expression, soft night light and closed system are innovative and distinctive.

METHODOLOGY

20 MOMS

- Nationwide recruit
- All have a baby under the age of 12 months.
- Mix of first-time moms and "veteran" moms.
- Mix of working and stay-at-home moms; includes a few moms on maternity leave.
- All were moms who own and personally use a breast pump minimum 4-5x per week.
- All were using a Medela Pump in Style Advanced or a Spectra S2.
- All moms were committed to nursing/pumping with no interest in switching to formula.





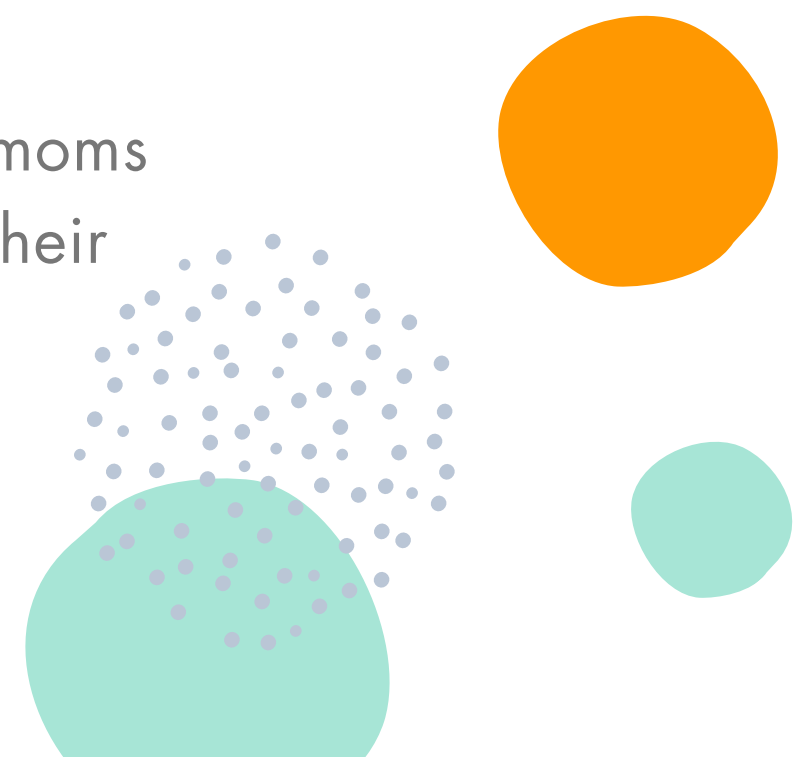
LENGTH

1.5 Weeks

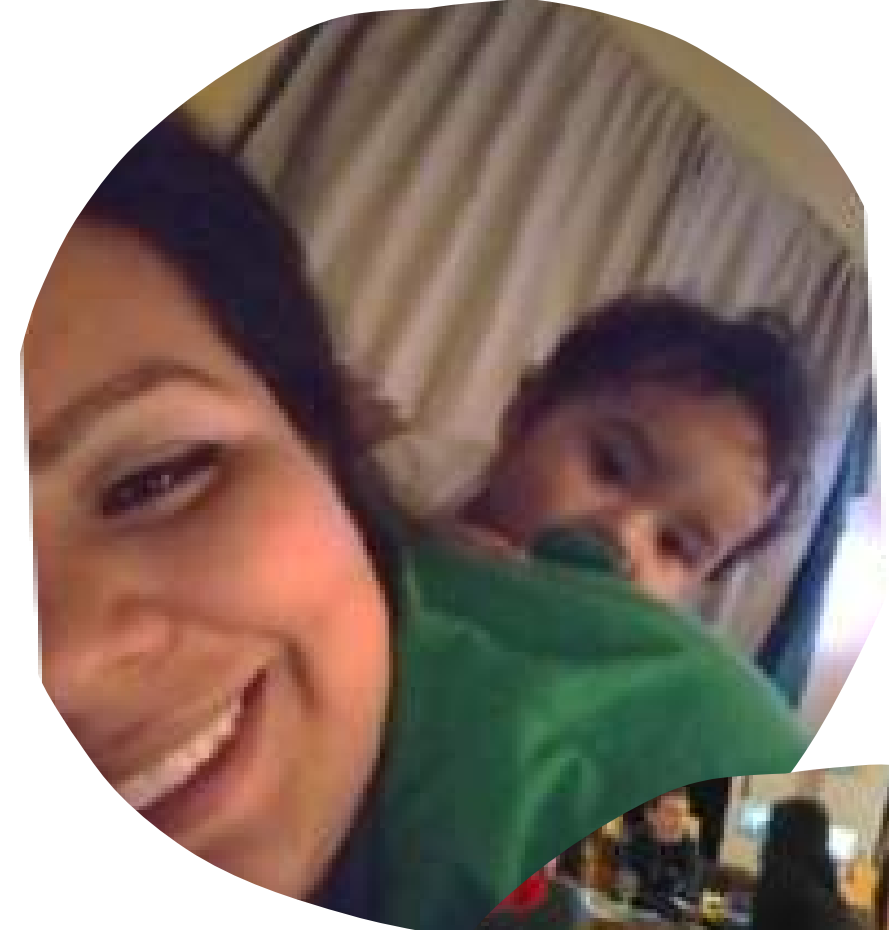
2 Discussion Days (pre + post journaling)
30 Minutes of Journaling for Each Product
(5 days each including post-pump video)

Moms used their current pump for 3+ sessions, and then they used the Luna pump for 3+ sessions. This allowed moms to compare the Luna's output to the quantity of milk produced by their current pump.

Participants typed details into journal entries from her mobile device. In addition, moms were asked to record one video response to summarize a pumping session with their current pump and with their Luna.



MEET THE MOMS





CURRENT BREAST PUMP DETAILS



MODEL

Each mom had a Medela Pump in Style or a Spectra S2.

LENGTH OF USE

4 months to a year+. Some experienced moms have used their pumps with multiple kids.

REASON FOR CHOOSING

Friend recommendations, online searches, one of the options via insurance.

HOW/WHERE

Baby shower gift, insurance, purchased themselves (Amazon, Target).

RESOURCES CONSULTED

Product reviews, Facebook groups, Reddit threads, friends/family, insurance/medical professionals.

TIME SATISFACTION

Somewhat satisfied with the amount of time it takes to pump, although they don't have much to compare it to as they've only ever used this pump.

OUTPUT

Many are very/somewhat satisfied with output.

CURRENT PUMP JOURNAL



OVERALL

SATISFACTION

50/50 split between very satisfied and indifferent/unsatisfied.



EASY/CHALLENGING

Feels challenging and frustrating when: they don't feel they are pumping enough, they don't have enough time, and it's uncomfortable and they are in pain. Feels easy and satisfying when: they are able to pump a good amount and they are in a relaxed environment/mood.



OUTPUT

Nearly half spent a typical amount of time pumping and felt "very satisfied" with their pump. 2-9 oz was typical. Those with -2 oz are frustrated.

LUNA FIRST IMPRESSIONS

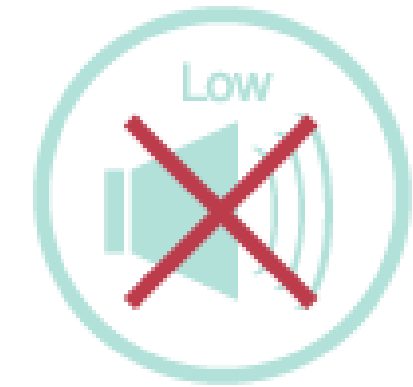
Moms were impressed with the modern style and compact size when they first opened the Luna.



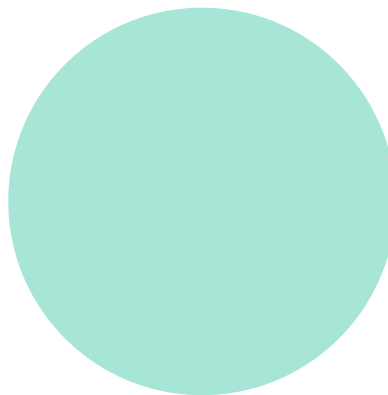
Love the size/how compact it is



Appears to have a lot of functions



Like that it has low noise/motor whine




Color scheme/design is sleek and modern



Easy to assemble



LED light is useful



FIRST IMPRESSION TESTIMONIALS

"I really liked the display of the pump on the box. Upon opening it I love it even more! It has such a modern look to it and I'm excited to try it out."
-Courtney T.

"Wow! The design is really cool. I love how compact and sleek it looks. It looks like a higher end and higher quality for sure."
-Chelsea M.

"It's cute. The LED light is cool and could come in handy depending on where you're pumping."
-Rachael T.

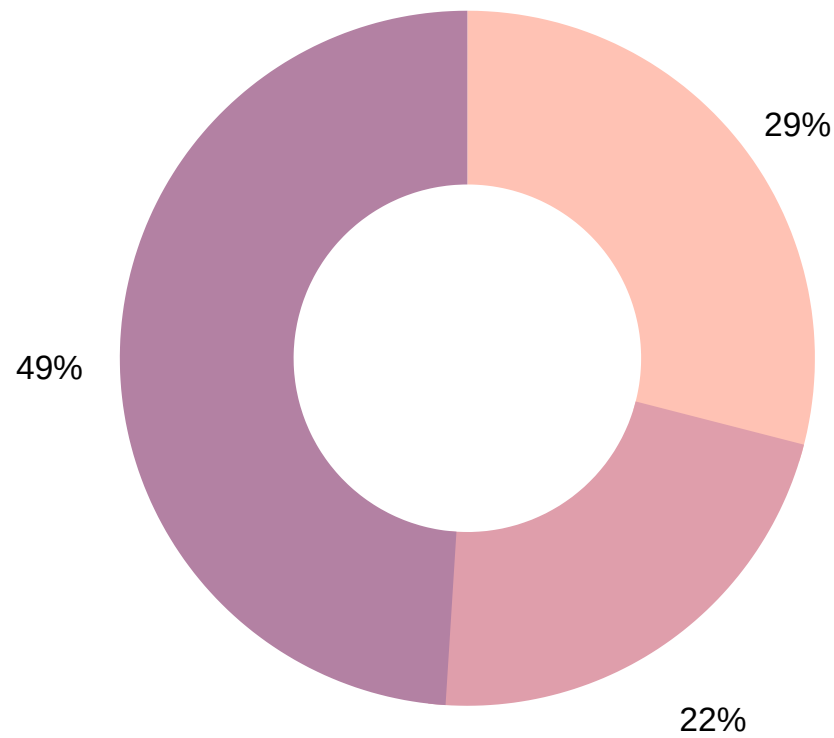
"It looks like it's very modern and once I get the hang of it like it will change my pumping experience for the better."
-Natalie S.

SATISFACTION

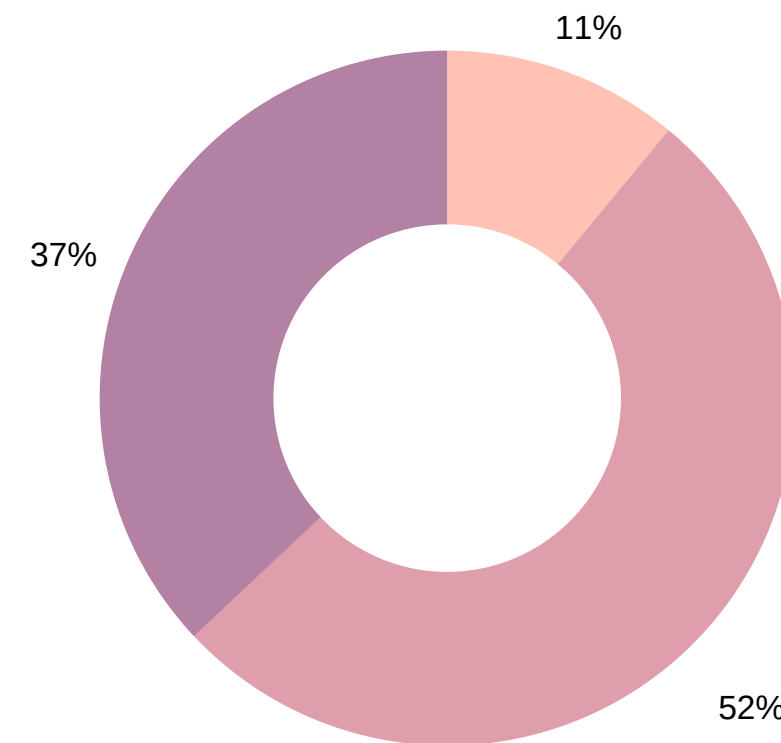
Satisfaction with the Luna was higher in moms' journal entries

LENGTH OF PUMPING

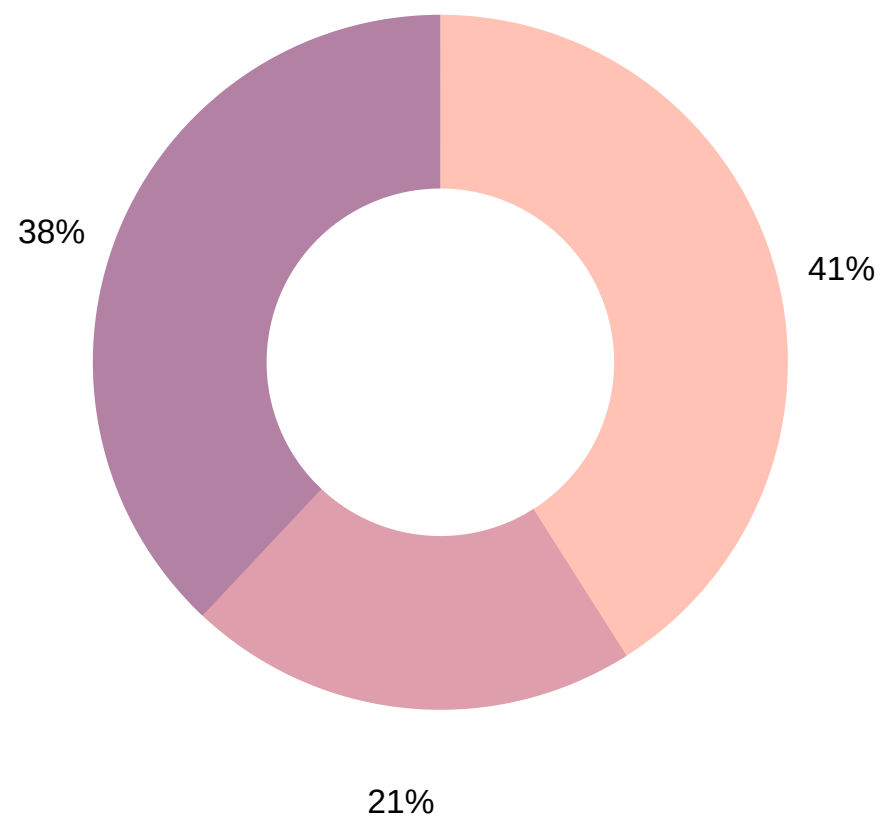
CURRENT PUMP



SATISFACTION



LUNA PUMP



LONGER TIME PUMPING

SAME TIME PUMPING

SHORTER TIME PUMPING

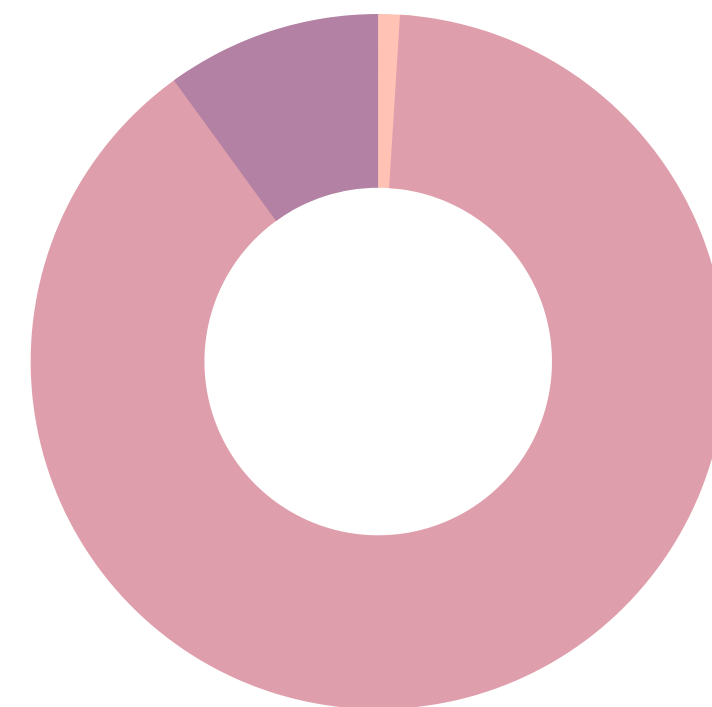
VERY SATISFIED

INDIFFERENT

VERY UNSATISFIED

10%

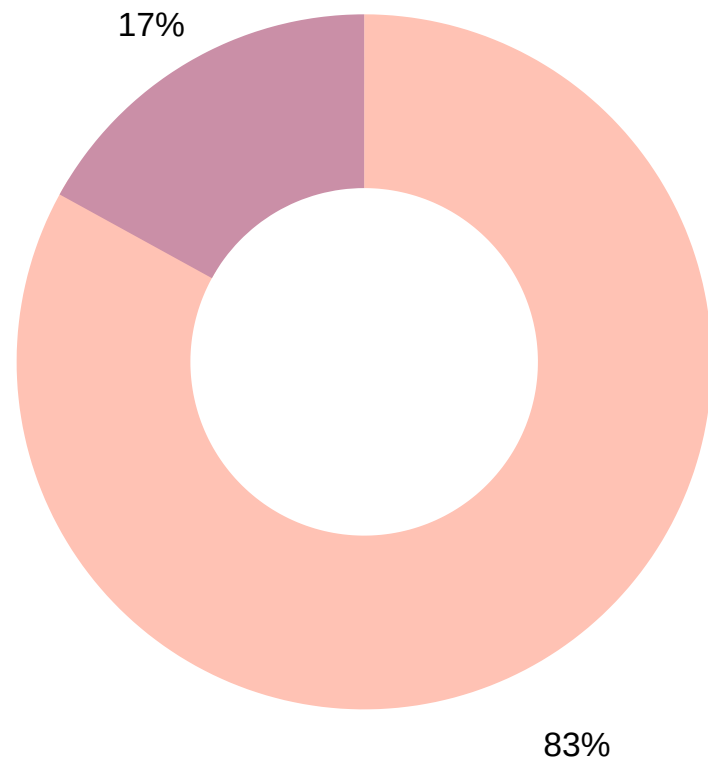
1%



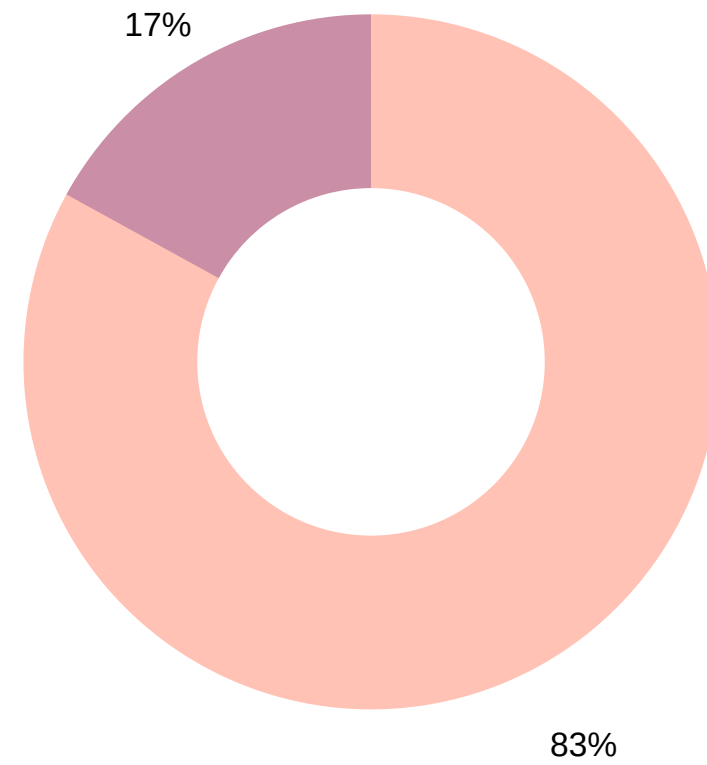
89%

After several pumping sessions with the Luna, most moms determined the Luna performs better than their current pump.

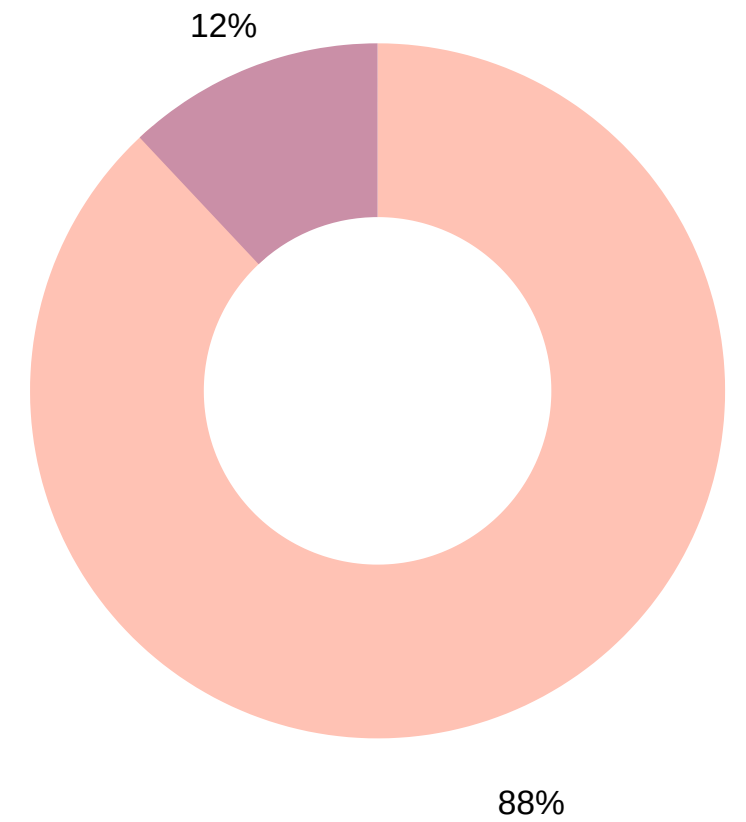
PUMPS FASTER




PUMPS MORE



PREFERRED PUMP




CURRENT PUMP


LUNA PUMP

"IN HER OWN WORDS"

Most moms in this test were very satisfied with the Luna; some veteran moms wish they would have found out about it sooner.

FEELING

"I felt cool and relaxed during this pumping session. I already feel like a pro using this pump." - Courtney T.

"Pumping went smoothly today and I got towards the higher end of the milk range of what I typically get when I pump." - Laura B.

"This breast pump is absolutely superior to the other ones. I just can't believe that I didn't hear about this one from other mothers!" - Rosalind R.

TIME

"I think it was more efficient. I never pumped over 10 minutes which was nice. I pump over my lunch break so it's nice to get done quick so I can enjoy some of my lunch break." - Rachel T.

"My average pumping time with my current pump was always 30 minutes minimum. However, my average time using the Luna was 15 minutes."
- Courtney T.

"I pump for 20 minutes. It was actually a shorter time than usual, which is great." - Erika X.

OUTPUT

"My old pump made me feel terrible as a mom because of the daily struggle I faced pumping for a long period of time and not being able to pump enough milk. It's all starting to change now."
- Natalie S.



LUNA OUTPUT

"I felt today's amount of time was shorter. It took me 20 minutes to produce 8 ounces. It was a great feeling because I felt that I could get ready sooner and go to work." - Paula A.

"I was able to pump 7oz great in just 15 minutes. I was pleased and amazed. I feel happy, thrilled, proud, and like a good mom, because I know my baby girl has access to enough good milk." - Natalie S.

"I got the most milk I have ever gotten in a pumping session, 5 ounces! I couldn't believe it. I felt so excited. That's enough that I can even save some by freezing it and going out of the house without worrying." - Samantha R.

"I pumped about 8 solid ounces. I felt good with pumping this much with this pump, it was my first time with the pump, changing settings and getting comfortable with it." - Amanda E.



FASTER LETDOWN

"The Luna pump helped me produce/pump more milk in less time. The "letdown" happened relatively quickly under the low suction mode...I feel like it was specifically designed for me." - Liela S.

"With the Luna, I was able to pump double the amount of milk in half the amount of time." - Courtney T.

"Luna is a true gem. No doubt about it! I can't believe that it takes less time and I'm able to get more milk! It met my expectations, above and beyond!" - Rosalind R.

"Everything has surprised me! Since using the Luna pump my pumping time has been cut significantly and so has my frustrations. My breasts are not sore or dry. I almost fill the entire bottle. It's a whole new world for me...I did not know there was a better pump out there, but now I know that the problem was not me or not being able to produce enough milk. I am a new person now who feels good about pumping." - Natalie S.



COMFORTABLE LATCH

"It didn't hurt my breasts or make them sore while pumping because sometimes my Medela does that because it's so powerful. I have extremely large and sensitive breasts and that was a major complaint with my Medela but I didn't experience that with the Luna." - Faith D.

"My impression of this pump from this pumping session is that it is remarkably gentle on my nipples and 20 minutes go by quickly so I can go about the rest of my day...the latch is awesome. It doesn't hurt...the latch was nicely firm on my nipple without any discomfort and the expression cycle was successful and gentle." - Paula A.





NATURAL FIT & BETTER SUCTION

"The shields fit comfortably with a better more natural shape to them...the suction of the Luna also felt more natural like I was actually breastfeeding my baby." - Courtney T.

"So I found out this pump was very gentle and it didn't pinch me and it was very easy to use and it yielded a lot of milk." - Laura W.

"I like how the pump has a great suction power but it is also incredibly gentle!" - Onyeka A.

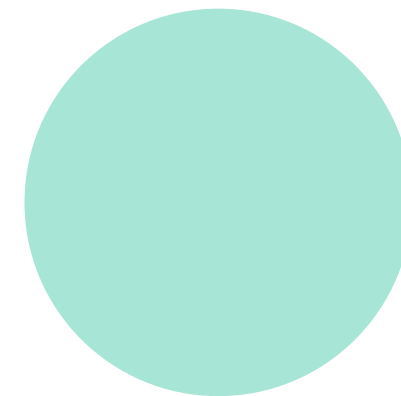
WHAT'S WORKING WITH THE LUNA



Less Guilt, Pain & Anxiety



Customize Pumping Session



Sleek Appearance



Very Quiet



Convenient Light &
Digital Screen



Closed System



Compact Size



Better Bottles

WHAT'S WORKING WITH THE LUNA "IN HER OWN WORDS"

"The design looks sleek and modern so I imagined it would work as good as it looks. My experience was similar to my expectations. Actually, it definitely exceeded my expectations by far.

The Luna pump is GREAT for anytime of day with the LED feature. Has an awesome counter for how many pumps and timer (or timing).

I especially love the quiet motor. While I was pumping, my child had been sleeping. I was pleased to know that the pump would not wake up my child."

-Adora N.

"The massage feature is awesome before the pumping begins.

I like how quiet it is. It's not really loud and it doesn't make a lot of noise, which is good because I don't like to wake up my son from his naps when I try to sneak away for bed and get a little pump session in.

I don't like loud pieces of equipment (and pumping should be an enjoyable experience, quiet, 'find your zen' type of thing."

-Amanda E.

CONTINUED

"I like a lot of things about it like the LED light and how the color changed. I definitely use it at night when its pitch black. The light on the pump made it easy for me to see the parts to plug them into the tubing." - Kristin F.

"I also like the light. Not crazy bright, but enough that I could see. The digital screen and time was also helpful. I pump so much I usually don't pay a ton of attention to the clock, so it helped me track better." - Vanessa K.

"I especially love the quiet motor. While I was pumping, my child had been sleeping. I was pleased to know that the pump would not wake up my child." - Adora N.

"What also went well during this pumping session was as I've said, easy assembly and clean up. The fact that I can set up quickly and clean up quickly allows me more time to just sit with my pump and get milk. Normally I have to plan a good 15 minutes to set up and clean up my other pump, this one goes much faster." - Vanessa K.

"My Medela pump has an open system, so there is no barrier and the breast milk can leak into the tubing, which can be annoying. I am also allergic to mold, so if I do not clean this properly, there can be mold growth, which is also annoying." - Syl