



**TESTING LAB**

T E S T   Y O U R   P R O D U C T

## Kultahera drink - Impartial consumer testing

- User testing content
- Tested products
- Test group
- Results
- Tested-Trade mark

## User testing content

- Testing period 2 weeks
  - Actual using circumstance and environment
  - Objective user experience
- Participants consume 2 tablespoons of Kultahera drink unadulterated or mixed with water in the mornings. In addition, participants were instructed that if necessary, they can still consume 0.5-1 teaspoon of Kultahera half an hour before going to bed to facilitate to fall asleep.















## Kultahera drink - Summary

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- - 58% of participants falling asleep was facilitated
  - falling asleep in the evening was easier and faster, and didn't have to wait for falling asleep as before
- - 57% of participants felt they had healthier sleep
  - Participants stated that that sleep was calmer, more relaxed and deeper
  - Nocturnal awakenings in the middle of the sleep decreased and fall asleep again was faster than normal
  - Kultahera reduced nocturnal insomnia and restless nights
- **Prostate gland problems**
  - 60% of the participants got help with the product. Bladder functioning improved and Kultahera drink helped different types of flow and prostate gland problems
  - Participants had felt before that the bladder had not been emptied properly. With Kultahera, urination pressure and stream improved, bladder emptied and the need for urination decreased. An emptier bladder resulted decrease in urinary frequency, as well as decrease or elimination wholly of nocturnal toilet visits

## Recommending Kultahera to a friend

- 58% of the participants (26/45) were satisfied with the product and they would also recommend the product to a friend
- There was no difference in product satisfaction between sleep and prostate test groups

## Tested-tunnus

- Testattu Testing Labissa on merkki laadusta!
- Liikuntaan- ja hyvinvointiin liittyvät tuotteet on testattu puolueettomilla tuotteen kohderyhmää olevilla käyttäjillä
- Käyttäjien laadukkaiksi ja helppokäyttöisiksi toteamat tuotteet saavat käyttöönsä "Tested Testing Lab" -tunnuksen
- Kultahera-juoma saa käyttöönsä "Tested Testing Lab" –tunnuksen käyttöoikeuden



## Lisätietoja

Matti Taini

Palvelupäällikkö

gsm 040 182 4474

matti.taini@testinglab.fi

[www.testinglab.fi](http://www.testinglab.fi)



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