

I know your time is valuable, so I will get right to the point: Men are increasingly the ones buying women's health products—but many are unprepared and haven't been given the right information, so they don't fully understand what to buy or how to use it correctly.

This often leads to confusion at the shelf, hesitation, lost sales, incorrect usage, and weaker outcomes for the women they're trying to support.

This gap becomes even more important with age and affects the women in their lives—mothers, sisters, and wives.

As women enter menopause, the risk of UTIs increases significantly. For many families, this means men are supporting not only partners, but also aging mothers—often without the knowledge needed to recognize early symptoms or respond effectively. When left unaddressed, UTIs in older women can escalate quickly, contributing to serious complications, including confusion and cognitive decline that can be mistaken for or worsen conditions like dementia.

To help address this, I wrote a short, highly practical guide for men: **The Man's Guide to Preventing UTIs: Protecting Women's Health Through Knowledge & Hygiene.**

It's written specifically for men—in clear, direct language—and grounded in real caregiving experience.

You can review the entire publication here: www.michaelross.net/uti-book/

This guide is designed to sit alongside your product as a decision-support tool, helping men to:

- Take early, informed action to reduce UTI risk
- Choose the right product(s) the first time
- Understand why staying on top of this matters for their loved ones' health
- Use the products they purchase correctly and confidently to get the best results

This publication, supported by a strong delivery system, helps close a gap that traditional health education often misses: educating and training men in the fight against UTIs in women.

We are currently preparing the next edition of this guide and are actively seeking a small group of founding sponsors to support content development and distribution. Deployment is simple and designed to integrate directly alongside your product at the point of decision.

This places practical, actionable information directly in the hands of men at the moment it matters most.

And the impact is immediate and measurable:

- Increased purchase confidence and correct product usage
- Reduced confusion at the point of purchase
- Stronger brand trust through education

We also believe the guide will resonate strongly with women, who will want to read it and share it with the men in their lives.

We are currently inviting a small group of sponsors to support content development and distribution. A brief overview of sponsorship opportunities is included for your review. Details on sponsorship structure and participation are included in the attached overview.

This isn't content—it's a practical tool that improves outcomes for consumers and performance for your product.

Thank you for your time. I look forward to connecting with you.

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P.S. The book is also available on Amazon if you prefer to review it there.