



# Primal Queen and Its Impact on PMS Symptom Relief

*A randomized, controlled clinical trial demonstrating the benefits of Primal Queen*

## The Study at a Glance

Primal Queen underwent a rigorous clinical trial to validate its effectiveness for PMS symptom relief. Below is the study profile at a glance:

- **Study Type:** Randomized, triple-blind, placebo-controlled
- **Participants:** 100 women (ages 18 and above) enrolled in the study.
- **Duration:** 3 menstrual cycles (~12 weeks total) of daily product use and monitoring.
- **Primary Outcomes Measured:** Changes in menstrual symptoms (fatigue, mood, cramps, etc.) as tracked by a validated Menstrual Symptom Questionnaire (MSQ) and other surveys.
- **Data Collection:** Validated MSQ at Baseline and end of each cycle, additional questionnaires on symptom severity and satisfaction, plus participant feedback surveys each cycle.
- **Conducted By:** Citruslabs, an independent clinical research organization specializing in consumer-product trials.



## The Product: What Is Primal Queen?

Primal Queen is a premium dietary supplement specifically designed to support women throughout their menstrual cycle. Formulated with nutrient-dense ingredients inspired by ancestral nutrition, Primal Queen harnesses the power of grass-fed, pasture-raised beef organs, rich in bioavailable iron, B vitamins, and essential micronutrients that help support hormonal balance, energy, and overall vitality.

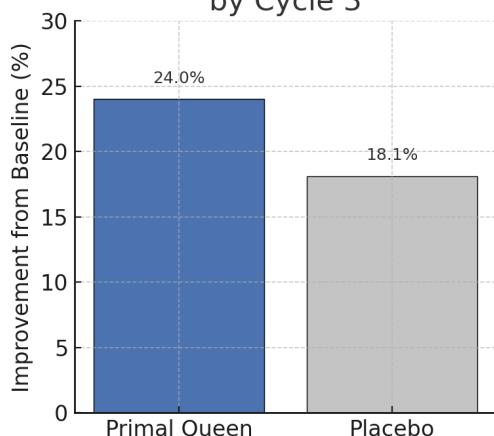
Each daily dose delivers a blend of nutrients traditionally used to nourish women's bodies and support resilience during hormonal fluctuations. Unlike many PMS supplements that rely solely on herbs or synthetic ingredients, Primal Queen is built on the philosophy that food-based nutrition, when sourced and appropriately formulated, can be one of the most effective tools for long-term wellness.

Primal Queen is free from fillers, artificial additives, and unnecessary binders. It is made in the USA, tested for purity, and crafted with intention to help women feel strong, supported, and balanced.

## Key Results

The clinical trial yielded several notable improvements for those taking **Primal Queen**, highlighting both objective symptom relief and positive user experiences:

Reduction in PMS Symptoms (MSQ Score) by Cycle 3



*Figure 1: Improvement in PMS symptom severity by the end of the study. Primal Queen users experienced a **24%** average reduction in their overall MSQ symptom score from baseline by Cycle 3. (For comparison, placebo users saw ~18% improvement) While between-group differences were not statistically significant, the Primal Queen group consistently showed a greater magnitude of improvement, indicating a meaningful real-world benefit.*

- **Symptom Score Improvement:** 24.02% reduction in overall menstrual symptom severity (MSQ score) from baseline by Cycle 3 in the Primal Queen. This indicates significantly less severe PMS symptoms over the course of use.

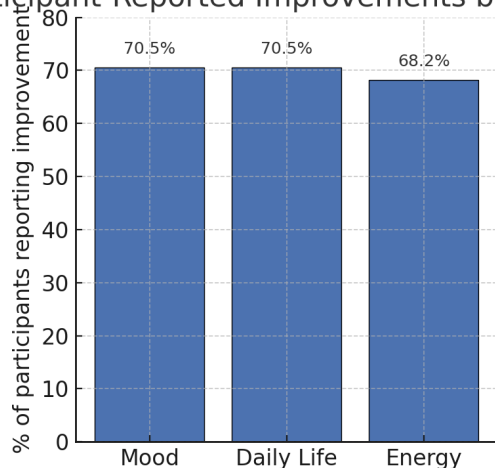


- **Increased Cycle Satisfaction:** 83.39% increase in participants' satisfaction with their menstrual cycle by Cycle 3 (vs. baseline) among Primal Queen. In other words, users felt markedly better about their monthly cycle after using Primal Queen.
- **High Recommendation Rate:** 70.5% of participants agreed they would recommend Primal Queen to friends or family after completing the study – a strong endorsement reflecting their positive experience.
- **Continued Use Intent:** 72.7% of participants expressed that they would like to continue using Primal Queen beyond the trial period, underscoring high satisfaction and perceived value.

Importantly, both the Primal Queen and placebo groups showed improvements over the 12-week study (a common occurrence in supplement trials due to placebo effect and natural cycle variation). Because of this, differences between groups did not reach statistical significance. However, the Primal Queen group's consistent trend toward greater improvement and the high user satisfaction ratings demonstrate **real-world benefits** that resonate with users, even in the absence of large between-group differences.

## Participant Perception and Satisfaction

Participant-Reported Improvements by Cycle



*Figure 2: Participant-reported quality-of-life improvements by Cycle 3 (Primal Queen group). By the final cycle, over **70%** of users agreed their mood had improved and that they could better go about daily activities during their period. Approximately **68%** also felt an increase in their energy levels while using the product.*

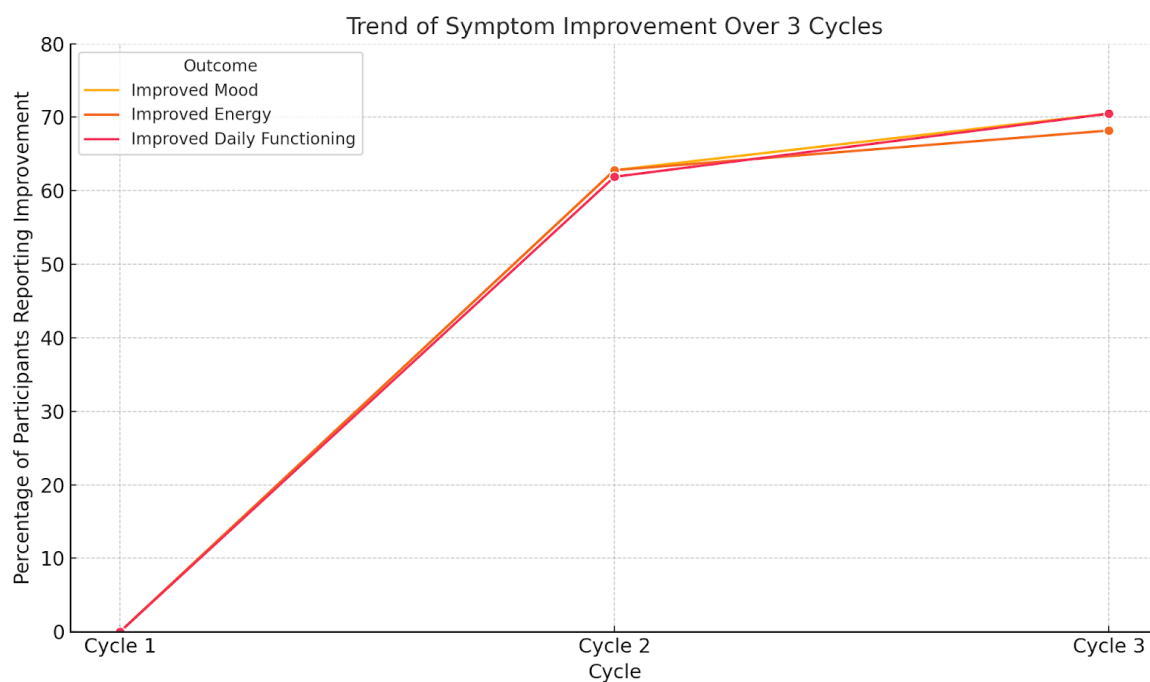
User experience feedback from the trial was overwhelmingly positive, and it grew stronger with each passing cycle of use. Participants reported that they felt progressively better as they continued taking Primal Queen:

- By **Cycle 3**, **70.5%** of participants reported that their **mood** had improved since using the product, and **70.5%** felt that their ability to carry out **daily activities** during their period had also improved. In addition, **68.2%** of users experienced improved **energy levels**, feeling less fatigue. These improvements reflect meaningful boosts in day-to-day



well-being during PMS.

- **Improvement Trends Over Time:** Notably, positive feedback increased each cycle. After Cycle 1, the test group had no survey items with a strong positive response ( $\geq 60\%$  agreement). By Cycle 2, several aspects showed notable improvement, and by **Cycle 3** the number of areas with  $\geq 60\%$  positive responses jumped to 7 out of 17 tracked. This suggests that benefits became more noticeable as women stayed on Primal Queen across multiple cycles.



Overall, participants' **perception of Primal Queen was very favorable** by the end of the study. Most women reported easier periods and improvements in multiple quality-of-life measures. This high satisfaction is reflected in the fact that a large majority were willing to recommend the product and continue using it (as noted in **Key Results**). The steady increase in positive responses from Cycle 1 to Cycle 3 indicates a cumulative benefit and growing trust in Primal Queen's effectiveness over time.



*"I felt more energized and less moody during my period when taking Primal Queen."*

– Trial participant



*"My cramps were more manageable, and I could get on with my day with much less discomfort."*

– Trial participant

## The Science Behind the Study

**Study Design:** The clinical trial was a randomized, **triple-blind, placebo-controlled** study conducted virtually. 100 participants meeting the inclusion criteria (women 18+ with self-reported PMS issues such as low energy, low mood, cramps, etc.) were recruited and randomly assigned to either the Primal Queen supplement or a placebo group. Triple-blinding meant that **participants, research staff, and data analysts** did not know who received Primal Queen versus placebo throughout the trial. This rigorous design minimizes bias and ensures confidence that any observed effects are due to the product itself.

**Procedure:** Participants took either Primal Queen or placebo daily over the course of **3 menstrual cycles (~12 weeks)**. They completed a **Baseline** assessment (before starting the product) and then follow-up questionnaires at the end of **Cycle 1, Cycle 2, and Cycle 3**. The primary evaluation tool was the **Menstrual Symptom Questionnaire (MSQ)**, a validated survey capturing the severity of a range of menstrual symptoms. Additional questionnaires assessed specific negative symptoms (like cramps, mood swings, fatigue) and satisfaction with aspects of their menstrual experience. A final exit survey collected overall product feedback and satisfaction (including whether participants would recommend or continue using the product).

**Statistical Analysis:** The data were analyzed using robust statistical methods to evaluate both within-group changes over time and between-group differences. For **between-group** comparisons, each participant's post-baseline results were normalized to her Baseline, and the changes between the Primal Queen and placebo groups were compared using multiple t-tests (or Mann-Whitney tests for non-normal data) with corrections for multiple comparisons. For **within-group** analysis (improvements from baseline in each group), a mixed-effects model with Dunnett's multiple comparisons was used. All analyses were conducted using GraphPad Prism software, with a significance threshold of  $p < 0.05$  for determining statistical significance. This approach ensured a rigorous assessment of Primal Queen's impact on PMS symptoms.

**Safety and Tolerability:** No adverse events were reported during the trial – participants tolerated the Primal Queen supplement well, with no negative side effects noted. This favorable safety profile means the product can be promoted not only as effective but also safe for daily use.



## Why This Study Matters

At Primal Queen, we believe women deserve better. That's why we made the decision to clinically test our PMS support supplement in a randomized, placebo-controlled study conducted by Citruslabs, a leading independent research organization.

The goal? To ensure that the benefits you feel are more than just anecdotal, and to raise the bar in an industry that too often settles for less.

Over the course of three menstrual cycles, participants taking Primal Queen reported steady and meaningful improvements in their overall well-being. From less discomfort and fatigue to better mood and energy, the women in our study experienced noticeable changes that helped them move through their cycles with more ease and confidence. By the end of the study, over 70% said they would recommend the product to a friend or loved one, and nearly three out of four wanted to keep taking it. That's powerful.

Even though the study was placebo-controlled (meaning no one knew what they were taking), the group using Primal Queen showed greater improvements across most tracked symptoms. While these differences didn't meet strict scientific thresholds for statistical significance, a common occurrence in nutrition and lifestyle research, the overall trend, combined with overwhelmingly positive feedback, confirms what our customers have been sharing from the beginning: Primal Queen works.

This study isn't just about numbers, it's about our promise to you. A promise to deliver products that are grounded in nature, built on tradition, and supported by real science. We're proud to be one of the few women's wellness brands investing in clinical validation, and we're excited to continue leading with transparency, integrity, and purpose.

Because you deserve to feel strong, balanced, and empowered, every day of the month.



**About Primal Queen:** Primal Queen is a women's wellness brand on a mission to empower women through high-quality, nutrient-dense supplements rooted in ancestral nutrition. Founded by Shelby after her own journey to overcome fatigue and hormonal imbalance, Primal Queen was born out of a belief that modern diets often fall short of meeting women's unique nutritional needs. By harnessing the power of grass-fed, pasture-raised beef organs, Primal Queen offers clean, natural solutions specifically formulated to support hormonal balance, energy, and overall vitality. With an unwavering commitment to transparency, ingredient quality, and science-backed results, Primal Queen is redefining what it means for women to thrive naturally.

**Contact Us:**

For partnership opportunities, distribution inquiries, or to learn more about our products and clinical results, please get in touch:

**Website:** [www.primalqueen.com](http://www.primalqueen.com)

**Email:** [support@primalqueen.com](mailto:support@primalqueen.com)