

Vagisil Owner's Guide to the Vagina



- **Objective**: Launch the new Vagisil Wipes without necessarily focusing on the platform of vaginal odor, but rather the inner workings of the vagina and what could lead to odor, etc.
- **Strategy**: In order to make the subject of vaginal odor a comfortable topic to discuss, we needed to continue to demystify the word vagina and make women understand that this is an “organ” they need to understand:
 - *Partnered with top experts, including Elizabeth Stewart, M.D., author of the “The V Book: A Doctor’s Guide to Complete Vulvovaginal Health,” and assistant professor of ob/gyn at Harvard Medical School*
 - *Conducted media roundtable with noteworthy women’s media in attendance*
 - *Product mailings to targeted media*
 - *Radio Media Tour with Dr. Stewart*
 - *Strategic product sampling via editorial coverage, through the American College Health Association (college campus poster/sampling effort in campus medical offices) and Spirit of Women hospital partner program*
 - *Key professional tactics, including ACOG trade show book signing and survey*
 - *Web site subpages at www.vagisil.com to support PR messaging*

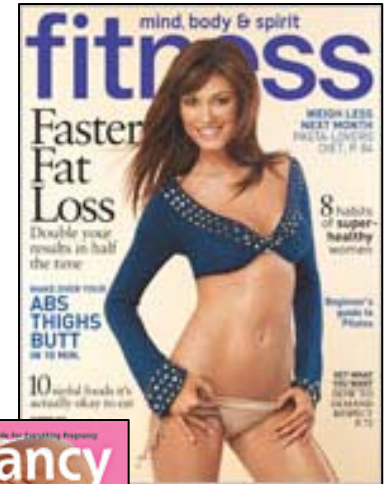
Results:

The media luncheon at Per Se drew upwards of 30 key women's media outlets, including Newsweek, Glamour, Good Housekeeping, Cosmopolitan, Fitness, Associated Press and more).

More than 60,000 samples were distributed to target audience via programs that also had educational/PR value (not just handing out a sample on a street corner).

Total Impressions topped **288 million**, with more than 1,750 broadcast placements (radio and TV, which is typically not bookable mediums for Vagisil) and more than 215 print clips (hard copy and online).

Sample Vagisil Owners Guide Campaign Re.



RL & A

mind, body & spirit

fitness

THE #1 FOOD TO FIGHT CRAVING P. 18

Supercharge Your Metabolism

PLUS: Burn mega fat in less than 4 weeks

JUMP-START YOUR WEIGHT LOSS!

- Cut calories without hunger
- Insider trick to burn fat

7 MIN TO A FIRMER

Play for your health

MODERATE PHYSICAL ACTIVITY MAY REDUCE YOUR RISK OF OVARIAN CANCER, according to a new study in the *International Journal of Cancer*. Women in the study who participated in activities equivalent to walking three to six days a week had a 33 percent lower risk of the disease. Researchers speculate that exercise may regulate hormones that affect tumor growth, boost immunity and/or simply reduce obesity, which has been shown to influence the disease.

THE BEST BENEFITS? Confused by HMOs, ERs and HSA? The expert endorsement earned an employee benefits leader starts this fall. Take advantage of the opportunity by visiting FloridaWorkforce.com. The free site of tools to help you understand your options, saving a penny and a seat that translates into greater life improvements on the way that's best for you.

PREVENT MEDICAL ISSUES? Avoid potentially life-threatening medical complications by visiting your health insurer online. Sign up for HealthChart.com for \$20 a year and enter details such as allergies, medications and pre-existing conditions. You'll then receive a health plan on your screen's license that provides doctors with a permission to review your general health page.

53% of women were not asked about sexual activity at their last doctor's visit.

dvanceweb.com

OTC Report

OTC Report

Nurse Practitioners

FOR PRACTICE RELEVANT, CLINICAL AND PROFESSIONAL INFORMATION

CE Offering P. 24

Handle With Care

An Overview of Burn Injury

Close-Up on Wound Care

Pelvic Floor Therapy

OTC Report

Wipes Tackle Itching and Odor — Discreetly

Maximum Strength Vaginal Anti-Ich Medicated Wipes by Gynex Inc. can provide relief for itching, burning and irritation of the internal genital area. Wrapped individually for portability and convenience, the medicated towelettes can be hidden discreetly in a pants pocket or make-up bag. And because wipes can be flushed after use, disposal is easy.

Maximum Strength Vaginal Anti-Ich Medicated Wipes are recommended for women of all ages. The soft, medicated towelettes combine the active ingredient azoicloroxydine hydrochloride (UTI) with skin-soothing vitamins E, A and D for fast, long-lasting relief of itch, rash, burning, redness or dryness. A special odor-fighting ingredient freshens and prevents odor from developing.

Users should wipe the affected area three or four times a day to relieve irritation from a variety of causes, including perspiration, discharge, tight clothing or clothing that doesn't breathe, allergic reactions to dyes or fragrances in soaps or laundry detergents, hormonal fluctuations, antibiotic use or douching.

Only \$9 on FREE Information Card

ePregnancy

EXPERT Q & A

Do you have questions about pregnancy, birth, your baby, maternity fashion or something else important to you? You've come to the right place! Ask the ePregnancy experts, and we will print a selection of questions in the magazine. Email: experts@mjlc.net

Q: How can a woman be sure she gets what she needs from those with her during her labor and delivery?

If a woman is concerned that her childbirth partner may not be able to assist her throughout a possibly long or intense labor, she may want to have a doula present, as well. Doulas are childbirth "specialists" who help to provide emotional support and hands-on comfort during labor and delivery. The doula does not take the place of the spouse or partner (if there is one), but the doula can certainly help both the mom and her partner, especially if it is a prolonged or difficult labor. If a mom-to-be doesn't have a doula, the labor and delivery nurses are also a tremendous source of knowledge, comfort and helpful techniques for laboring moms.

Q: What is the role of the coach in the labor room?

A labor coach is someone who helps the pregnant mom throughout the entire pregnancy. This person should be close and connected to the woman and her baby. Most commonly, the spouse or partner is the coach. Helping one another to "prepare" for childbirth ahead of time will lighten their load, as well as empower them for the real moment. — MDL

Q: What is a smart way to choose who attends the birth?

Women should be selective in deciding whom they allow to witness their labor and delivery. This privilege should be reserved for individuals with whom the mom feels a special connection. She must feel uninhibited in their presence, and these individuals should be a source of comfort, calm and support. Individuals who tend to be anxious, excitable, stressed or squeamish when it comes to blood and bodily fluids are not good candidates.

Q: What are the characteristics of a good labor coach?

A labor coach should be able to listen, "coach" the laboring woman. He or she should be educated regarding gestation and the birthing process. The coach should attend prenatal childbirth education classes. A coach should help the mom and practice breathing and relaxation techniques. He or she should be able to manage and comfort women.



Best Fall Fashion & Beauty

OUR BIGGEST ISSUE EVER (AND YES, SIZE DOES MATTER)

Scarlett Johansson Her Young Hollywood Life

GUYS UNCENSORED

What He's Really Thinking After Sex

Surprising

50 Ways to Be a Better Girlfriend

NEEDS: A Few Simple Props and a Very Naughty Attitude

SEX TRICKS

PHOTOGRAPHS FROM REFINED CARBS ARE MORE LIKELY TO SETTLE AT THE HAIRSLINE THAN THOSE FROM WHOLE GRAINS.

HIS & MINE'S

"Is it easier to get a UTI via sex in the missionary position?"

No. "A UTI happens when bacteria that may be present near your vaginal opening migrate up the urethra to the bladder," explains Adelaide Nardone, an ob-gyn in Providence and medical adviser for the Vagisil Women's Health Center. "Any type of intercourse can propel these bugs into your urethra—triggering the abdominal pain, burning sensation while urinating, and constant urge to go that are typical UTI symptoms." Before you do the deed, reduce your UTI odds by gently washing your V zone with mild soap and water, which will reduce the amount of bacteria outside your vaginal opening. And after sex, pee ASAP.

330 COSMOPOLITAN SEPTEMBER 2010