

## Do you have Vaginal Dryness?

### Do you suffer from:<sup>1</sup>

- Vaginal dryness
- Painful intercourse
- Itching or burning
- Vaginal discomfort
- Frequent urination

### You are not alone!

About **50 %** of all women experience symptoms of dry vagina after menopause<sup>2</sup>

Yet, despite the availability of effective treatment options, only **1 in 4** women seek medical help<sup>2</sup>



**START THE CONVERSATION**

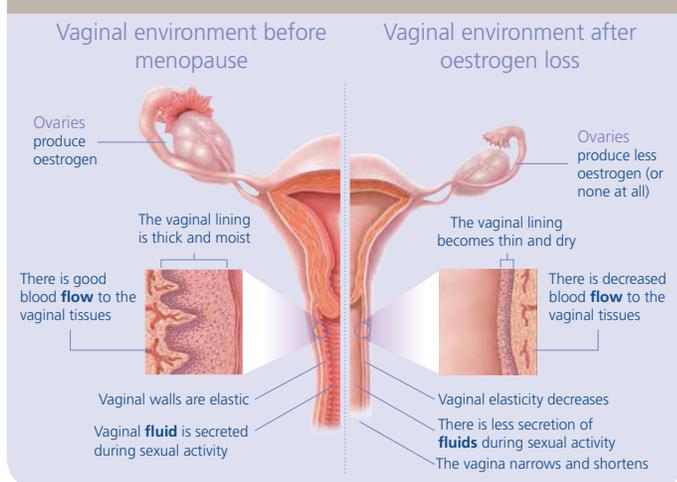
## Why does vaginal dryness affect women after menopause?

Vaginal dryness, also known as 'vaginal atrophy', is a common condition, affecting as many as half of all women after their menopause.<sup>2</sup>

The hormone oestrogen, which is produced by the ovaries, helps to keep the vagina moist and maintain the thickness of the vaginal lining.<sup>3</sup>

After menopause, vaginal dryness and other symptoms that affect the vagina and the urinary tract may occur, because the ovaries produce less oestrogen.<sup>2</sup>

### Changes in the vagina after menopause



Adapted from Johnston S, 2006<sup>4</sup>

## Vaginal dryness treatment

While the hot flushes and night sweats of menopause resolve over time, symptoms associated with vaginal atrophy are progressive and frequently require treatment.<sup>2</sup>

Vaginal dryness can be helped by simple lubricants, but the best and most logical treatment for vaginal atrophy is to use local oestrogen.<sup>2</sup>

According to the International Menopause Society, local vaginal oestrogen therapy is preferred when symptoms are limited to the vagina.<sup>2</sup> This is because only small doses of oestrogen are needed to treat vaginal symptoms of menopause, plus the vaginal response to local oestrogen therapy is quick and long-lasting.<sup>2</sup>

Oestrogen therapy effectively restores the vaginal wall and treats the symptoms associated with vaginal dryness.<sup>5</sup> The International Menopause Society recommends that vaginal oestrogen be used for as long as bothersome symptoms persist, and that the dose of oestrogen should be low, however there is currently limited data regarding use beyond 1 year. It is not necessary to take any progesterone with local vaginal oestrogen, but it is important to tell your doctor if you experience any unexpected or abnormal vaginal bleeding.<sup>2</sup>

Local oestrogen therapy can be given as vaginal tablets or a vaginal cream.<sup>2</sup>

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**Vaginal oestrogen tablets contain estradiol, which is the same as the female oestrogen hormone found in the body<sup>6</sup>**

**Vaginal oestrogen tablets compared to vaginal cream**

	Vaginal tablet <sup>#</sup>	Vaginal cream <sup>**</sup>
Exact dose delivered <sup>7,8</sup>	✓	Concern about using too much/ too little cream
Easy to use <sup>9,10</sup>	Prefer disposable applicators with small tablets	x
Clean and virtually leak free <sup>8,10</sup>	✓	x
Improved compliance with treatment <sup>7</sup>	✓	x
Greater persistence with treatment <sup>7,11</sup>	✓	x

**\*\*Dosage forms available in SA**

**5 different studies including almost > 30 000 women have shown conclusively that women prefer vaginal tablets to vaginal cream<sup>7-11</sup>**



**Ask your doctor or pharmacy about the cleaner alternative to cream for vaginal dryness<sup>#</sup>**

**Vaginal dryness**

**NO SCRIPT REQUIRED<sup>6</sup>**

[www.dryvagina.co.za](http://www.dryvagina.co.za)

<sup>#</sup>Based on patient perception regarding leaking & messiness<sup>8</sup>

**References:** 1. Portman DJ, Gass MLS, on behalf of the Vulvovaginal Atrophy Terminology Consensus Conference Panel. Genitourinary syndrome of menopause: new terminology for vulvovaginal atrophy from the International Society for the Study of Women's Sexual Health and The North American Menopause Society. *Menopause* 2014;21(10):DOI: 10.1097/gme.0000000000000329. 2. Sturdee DW, Panay N, on behalf of the International Menopause Society Writing Group. Recommendations for the management of postmenopausal vaginal atrophy. *Climacteric* 2010;13:509-522. 3. Bachmann G, Santen RJ. Patient information: Vaginal dryness (Beyond the Basics) [online] Jan 2018 [cited 28 Sept 2020]; Available from URL: <http://www.uptodate.com/contents/vaginal-dryness-beyond-the-basics>. 4. Johnston S. Urogenital Concerns. *JOGC* 2006;533-542. 5. Simon J, Nachtigall L, Gut R, et al. Effective treatment of vaginal atrophy with an ultra-low-dose estradiol vaginal tablet. *Obs Gynecol* 2008;112(5):1053-1060. 6. Product approved package insert. 7. Weissmann-Brenner A, Bayevsky T, Yoles I. Compliance to vaginal treatment—tablets versus cream: a retrospective 9 years study. *Menopause* 2017;24(1):73-76. 8. Minkin MJ, Maamari R, Reiter S. Postmenopausal vaginal atrophy: evaluation of treatment with local estrogen therapy. *Int J Women's Health* 2014;6:281-288. 9. Mattsson LA, Ericsson A, Bogelund M, et al. Women's preferences toward attributes of local estrogen therapy for the treatment of vaginal atrophy. *Maturitas* 2013;74:259-263. 10. Dugal R, Hesla K, Sordal T, et al. Comparison of usefulness of estradiol vaginal tablets and estriol vagitories for the treatment of vaginal atrophy. *Acta Obstet Gynecol Scand* 2000;79(4):293-297. 11. Portman D, Shulman L, Yeaw J, et al. One-year treatment persistence with local estrogen therapy in postmenopausal women diagnosed as having vaginal atrophy. *Menopause* 2015;22(11):1-7.

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