

From the makers of  
FIRST RESPONSE™

# Empower women to take control of their feminine health.



Vaginal health & hygiene | Reproductive health | Menopause

**WOMEN'S**  
HEALTHCARE SOLUTIONS

FOR DIETARY SUPPLEMENTS ONLY

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## Your partner in women's healthcare

Our women's healthcare solutions can help further vital discussions between you and your patients. We share your mission of improving women's healthcare, and providing a variety of brands and products you can feel confident recommending to your patients, from RepHresh™ to Pre-Seed™ Lubricant and FIRST RESPONSE™ Ovulation and Pregnancy Tests and Supplements to Replens™ Vaginal Moisturizers.

Often, your patients do not ask about specific products, but rather about specific symptoms. They look to you for answers. You can look to us for solutions. Start the conversation today.



*A comprehensive line of feminine healthcare solutions, now in one place.*

**WomensHealthcareSolutions.com**

We're pleased to announce our new professional website, dedicated to furthering your understanding of vaginal health & hygiene, reproductive health and menopause products. The website portal is complete with clinical studies, industry articles and more, so you can recommend the right care with ease and assurance.

Visit our site to discover our complete line of feminine healthcare products, request samples, and view clinical studies.

# Vaginal Health & Hygiene

Optimal patient hygiene and healthy vaginal pH are key to a healthy vagina. RepHresh™ Gel and RepHresh™ Clean Balance™ Feminine Freshness Kit can help advance that goal. RepHresh™ Pro-B™ Supplements balance vaginal yeast and bacteria to maintain feminine health.\*

- • • Patients frequently mention vague symptoms such as “vaginal odor” or “vaginal itching.” In addition to ruling out any serious medical issue, you may want to recommend an over-the-counter product.

## RepHresh™ Vaginal Gel

- Clinically shown to maintain healthy physiological vaginal pH
- Eliminates vaginal odor
- Pre-filled vaginal applicator for proper application
- Clear gel that clings to the vaginal wall and stays in place for up to 3 days
- Creates a buffer that maintains a healthy 3.5–4.5 vaginal pH—even when higher pH fluids come in contact with the vagina, such as menstrual fluids, semen and some feminine hygiene products



- • • Your patients may not realize there's a daily supplement they can take to balance yeast and bacteria in the vagina to maintain optimal feminine health.\*

## RepHresh™ Pro-B™ Probiotic Feminine Supplement

- Contains patented and clinically tested strains of probiotic lactobacillus that have been shown to balance yeast and bacteria\*
- Allows your patients to maintain their vaginal health every day by helping to maintain vaginal flora in a normal range\*
- 1 capsule per day, taken orally



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- • • Many of your patients may use douches on a regular basis to promote cleanliness and freshness. It is important for you to explain that all douches are not the same. Certain products can promote and maintain your patients' healthy vaginal pH and reduce vaginal odor if they choose to douche.

## RepHresh™ Clean Balance™ Feminine Freshness Kit

- Gentle, effective method of douching
- Freshness lasts for up to 3 days
- RepHresh™ Clean Balance relieves feminine discomfort as well as maintains healthy vaginal pH balance – for up to 3 days of freshness.
  - Step 1: Purified cleansing with the RepHresh™ Pure-10™ solution. The Pure-10™ ten step water purification process removes chemicals, particles, bacteria, irritants and other pollutants so the Clean Balance Purified Cleansing Solution is gentle enough for the most sensitive parts of your body.
  - Step 2: Conditioning Gel provides healthy conditioning that maintains vaginal pH and eliminates odors for up to 3 days



- • • For patients with vaginal odor and vaginal itching, you can suggest an over-the-counter feminine wash to promote healthy vaginal pH.

## NEW! RepHresh™ Feminine Washes

- pH balanced for daily care of intimate areas
- Made from naturally-sourced ingredients
  - Probiotic cranberry complex
  - Freshening botanical complex
- Available in two variants: RepHresh™ Soothing Feminine Wash and RepHresh™ Active Fresh Feminine Wash
- RepHresh™ Active Fresh Wash provides odor relief and RepHresh™ Soothing Wash relieves and comforts for up to 24 hours



# Reproductive Health

As you see in your practice, trying to conceive, being pregnant, experiencing childbirth and early motherhood are exciting but stressful times for your patients. Pre-Seed™ & FIRST RESPONSE™ products help support women at every stage of this process.

When your patients are trying to conceive, the use of a specially formulated lubricant may be beneficial.

## Pre-Seed™ Fertility-Friendly Personal Lubricant

- For use by your patients who are trying to conceive
- Clinically shown to be fertility-friendly, unique sperm-safe formulation
- Mimics the body's natural fertile fluids and unlike many other lubricants, won't limit sperm motility
- pH balanced to match fertile cervical mucous
- Developed by doctors, used in fertility clinics
- Each box of Pre-Seed™ Fertility-Friendly Personal Lubricant contains a 1.4 ounce tube and includes 9 applicators to assist patients in placing Pre-Seed™ near the cervix



**FERTILITY-FRIENDLY**  
formulation

Patients may inquire about over-the-counter products to aid in their fertility efforts and possibly increase their chances of conception.

## FIRST RESPONSE™ Daily Digital Ovulation Test

- Identifies your patient's most important fertile days
- Detection based on a patient's unique luteinizing hormone (LH) levels, not a preset baseline<sup>1</sup>
- Over 99% accurate<sup>2</sup>
- Tracks daily LH levels—comes with 20 test sticks and Digital Reader
- Digital Reader will remember your patient's LH hormone level to detect the 24–36 hours when she is most likely to conceive
- Unmistakable YES+/NO– results in words: YES+ means try to conceive in the next 24–36 hours, NO– means continue to test daily
- #1 pharmacist-recommended brand for ovulation<sup>3</sup>

An ovulation test kit can increase a patient's understanding of their ovulation cycle each month and the pregnancy test can detect pregnancy as soon as 6 days before their missed period.

## FIRST RESPONSE™ Ovulation Plus Pregnancy Test

- Over 99% accurate in laboratory studies in detecting patient's LH surge in urine
- Each test kit contains enough sticks for a week of testing
- Also comes with one FIRST RESPONSE™ Pregnancy Test that your patients can use to detect the pregnancy hormone 6 days before their missed period<sup>4</sup>

<sup>1</sup> Data on file.

<sup>2</sup> Over 99% accurate in detecting LH surge in laboratory studies.

<sup>3</sup> Pharmacy Times, June 2013–June 2015.

<sup>4</sup> FIRST RESPONSE detects the pregnancy hormone 6 days sooner than the day of your missed period (5 days before day of expected period).



# Introducing the FIRST & ONLY pregnancy test with Bluetooth® technology.

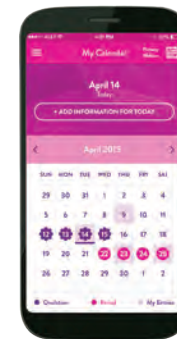
FIRST RESPONSE™ Pregnancy PRO Test provides the information your patient needs in one place. The test gives an accurate result and the app provides resources and support specially designed for her stage of the pregnancy journey.

When your patients have more information . . . you can have a more informed conversation.

## FIRST RESPONSE™ Pregnancy PRO Test

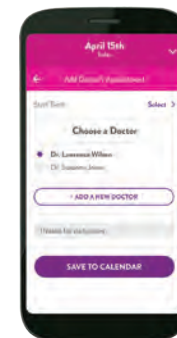
- Pregnancy stick connects to the app via Bluetooth® to display the result securely. The app provides a personalized user experience throughout her pregnancy journey
- App provides step-by-step test assurance through the testing process including wait time support to help reduce stress while waiting for result
- App estimates the due date (estimated due date requires user data input\*), provides pregnancy milestones and information on baby's expected growth (based on normal gestational development)
- The only brand that can tell her 6 DAYS sooner than a missed period<sup>1</sup>
- Over 99% accurate from the day of an expected period<sup>2</sup>

Powered by **QUALCOMM LIFE**  
a Qualcomm company



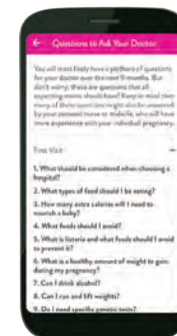
### Cycle Tracker

Helps patients track most fertile days and provides tips to help increase the likelihood of becoming pregnant.



### Appointment Reminders

Makes setting up office visit reminders and regimens of prenatal care simple.



### Office Visit Preparation

Common questions to ask a healthcare professional that lead to more informed conversations during office visits.



\*Estimated due date based on user data input. Only your doctor can determine your due date based on your complete medical condition.

<sup>1</sup> FIRST RESPONSE™ detects the pregnancy hormone 6 days sooner than the day of your missed period (5 days before the day of expected period).  
<sup>2</sup> >99% accurate at detecting typical pregnancy hormone levels. Note that hormone levels vary.

App screens are for demonstration purposes only, copy and imagery may vary.

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## Reproductive Health (cont.)

- • • For many of your patients, earlier detection can accelerate the initiation of good prenatal care.

### FIRST RESPONSE™ Early Result Pregnancy Test

- The only pregnancy test with patented “First to Detect”™ technology that provides results 6 days before her missed period<sup>1</sup> with 99% accuracy<sup>2</sup> from the day of expected period
- Long, curved stick to fit your patient’s hand
- 50% wider tip vs. our current tip
- One large, easy-to-read window

- • • In addition to early detection, some of your patients may prefer their pregnancy test results be as easy to interpret as possible.

### FIRST RESPONSE™ Gold™ Digital Pregnancy Test

- Easy-to-read “YES+ / NO-” results
- Unique “test is working” indicator that lets patients know the test is ready for use
- Sensitive enough to provide results 6 days before her missed period<sup>1</sup>
- Over 99% accurate at detecting typical pregnancy hormone levels from the day of the patient’s expected period<sup>2</sup>
- #1 pharmacist-recommended brand for pregnancy testing<sup>3</sup>



<sup>1</sup> FIRST RESPONSE detects the pregnancy hormone 6 days sooner than the day of your missed period (5 days before day of expected period).

<sup>2</sup> 99% accurate at detecting typical pregnancy hormone levels. Note that hormone levels vary.

<sup>3</sup> Pharmacy Times, June 2014–June 2015.

## FIRST RESPONSE™ Multivitamin Gummy Vitamins

Patients who are preparing for pregnancy may not realize the importance of prenatal care even before conception. Pregnant patients and new mothers can also be so overwhelmed that it is difficult for them to prioritize their own ongoing health. You can reinforce the importance of positive nutritional support and recommend over-the-counter supplements.

### Reproductive Health

- Complete multivitamin formula with essential nutrients needed to prepare for pregnancy
- As a dietary supplement, patients take two (2) gummy vitamins per day and chew thoroughly before swallowing
- Per Serving: 100% daily value of folic acid, 50 mg omega-3 DHA, excellent source of iodine
- Great-tasting, natural fruit flavors aid in patient compliance as gummies are easy on the stomach and more enjoyable to take than ‘hard to swallow’ pills

### PreNatal & PostNatal

- Complete multivitamin formula with essential nutrients for prenatal and postnatal support\*
- B vitamins for energy metabolism support\*
- Per Serving: 100% daily value of folic acid, good source of calcium for nursing mothers
- Great-tasting, natural fruit flavors aid in patient compliance as gummies are easy on the stomach and more enjoyable to take than ‘hard to swallow’ pills

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# Menopause

As your patients age and progress through menopause, they may experience painful intimacy and increased vaginal discomfort in general. Replens™ vaginal moisturizer and personal lubricant provide a safe, effective option to treat these conditions.

- • • A hormone-free treatment is an alternative way to help your patients address vaginal dryness.

## Replens™ Long-Lasting Vaginal Moisturizer

- The estrogen-free way to relieve vaginal dryness and replenish vaginal moisture
- Helps rejuvenate dry vaginal cells
- Provides moisture at the source of discomfort
- Patients apply every 3 days or as needed to help alleviate the feminine discomfort associated with vaginal dryness
- Contains a patented bio-adhesive ingredient that allows it to attach to dry, compacted cells and deliver continuous moisture until those cells are naturally regenerated
- Fragrance-free and compatible with natural rubber latex, polyisoprene and polyurethane condoms



- • • For patients who report symptoms of discomfort during intimacy, you can suggest an over-the-counter lubricant created for use prior to or during sexual activity.

## Replens™ Silky Smooth Personal Lubricant

- Premium silicone lubricant that moisturizes and lubricates to enhance the ease and comfort of intimate sexual activity
- Estrogen-free
- Supplements the body's natural lubrication and leaves skin feeling soft and smooth
- Lasts longer than water-based lubricants
- Preservative-free, and compatible with natural rubber latex, polyisoprene and polyurethane condoms





• • • **Vaginal Health & Hygiene**



**RepHresh™ Vaginal Gel** is clinically shown to maintain a healthy vaginal pH



**RepHresh™ Clean Balance™ Feminine Freshness Kit** cleans and conditions for up to 3 days of freshness



**RepHresh™ Pro-B™ Probiotic Feminine Supplement** balances yeast and bacteria within a normal range\*



**NEW!** **RepHresh™ Washes** are specially formulated to soothe up to 24 hours and support feminine health

• • • **Reproductive Health**



**FIRST RESPONSE™ Multivitamin Gummies** support women's nutritional needs throughout their pregnancy journey



**FIRST RESPONSE™ Ovulation Tests** are the #1 pharmacist-recommended brand\*\* and over 99% accurate†



**Pre-Seed™ Personal Lubricant** is clinically shown to be fertility-friendly for couples trying to conceive



**FIRST RESPONSE™ Pregnancy Tests** provide enhanced technology, detecting pregnancy 6 days sooner†† than their missed period

**NEW!** **FIRST RESPONSE™ Pregnancy PRO Test with Bluetooth® Technology**

• • • **Menopause**



**Replens™ Long-Lasting Vaginal Moisturizer** is clinically shown to be effective in addressing vaginal dryness, helping replenish moisture for up to 3 days



**Replens™ Silky Smooth Personal Lubricant** lasts longer than water-based lubricants to enhance the ease and comfort of sexual activity

**WomensHealthcareSolutions.com**

Request your **FREE** patient sample kit(s)

See our complete portfolio of products

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\*\*Data on file. †Over 99% accurate in detecting the LH surge in laboratory studies. ††Detects the pregnancy hormone 6 days sooner than the day of your missed period (5 days before the day of expected period). The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Church & Dwight Co., Inc. is under license. Other trademarks and trade names are those of their respective owners.