

**FiercePharma**

Join 170,000+ biopharma leaders who rely on our **FREE daily e-newsletter**, covering the latest news, analysis, and trends in the biotech industry.

**SIGN UP NOW****FiercePharma**

Marketing

**Endoceutics close to marketing deal with U.S. pharma partner for new sex after menopause med**by *Beth Snyder Bulik* | Nov 29, 2016 8:18pm

*Endoceutics is close to cutting a deal with a pharma company partner in the U.S.*

Endoceutics should have a U.S. distribution partner for Intrarosa, a newly FDA-approved **treatment** for vulvovaginal atrophy in postmenopausal women, before the end of the year, says founder and CEO Fernand Labrie.

In an interview with FiercePharmaMarketing, Labrie said his company is in discussions with a “few” pharma companies to sell Intrarosa in the U.S. and expects a deal to close soon. He is hopeful that the treatment will get to market in the U.S. during the first part of 2017. Endoceutics, based in Quebec, Canada, is also in discussions with partners to distribute Intrarosa in Europe and in its home country.

Intrarosa is a nonestrogen solution, and the first FDA-approved product containing prasterone, also known as DHEA. It is a daily vaginal insert that the FDA approved two weeks ago to treat moderate to severe pain during sexual intercourse, caused by vulvovaginal atrophy. Painful sex is the one of the most frequent complaints of postmenopausal women suffering from VVA, which also can cause vaginal dryness and itching.

Estrogen replacement therapies had been the most common treatment, but those hormone therapy solutions have come under scrutiny with increased evidence of potential significant side effects for some women. That means that “long-term systemic hormone **therapy** for the prevention of postmenopausal conditions is no longer routinely recommended,” according to the Mayo Clinic.

"Today in the U.S. 32 million women have vaginal atrophy, but only about one million are treated—about 3%. Mostly because of the fear of (the side effects of) estrogen," Labrie said.

Local estrogen treatments like Pfizer's Estring have sprung up in the wake of the slowdown in systemic hormone therapy recommendations, while Shionigi's Osphepa works as an estrogen antagonist also meant to treat painful sex after menopause caused by VVA. Both drugs have launched marketing and advertising campaigns to talk about the sensitive subject.

While Endoceutics will likely leave the advertising to its new partner, Labrie said he wants to continue to be involved with Intrarosa.

"We want to remain involved as possible and provide as much support as possible," he said, adding, "It's a new paradigm of menopause."

Read more on [drug launch, U.S. FDA](#)

**Proud Kybella users bare their fat-free chins in Allergan's new DTC ad push | FiercePharma**

**Pharma rep pay scrapes the bottom of the medical sales barrel | FiercePharma**

**Prescription drug searches by state: Who's looking for what, and where? | FiercePharma**

**Catalent plant gets 14 observations from FDA | FiercePharma**

**From The Web**

by Taboola  
Sponsored Links by Taboola

**How To Fix Your Fatigue And Get More Energy**

Vital Reds Supplement

**Harrison Ford Has Pretty Much Given Up On His Son. Here's Why...**

Detonate

**7 Canadian Dating Sites That Actually Work**

Top 10 Canadian Dating Sites

**30 Facts About The F 22 Raptor No One Can Believe**

The Professional



**FiercePharma**

Join 170,000+ biopharma leaders who rely on our **FREE daily e-newsletter**, covering the latest news, analysis, and trends in the biotech industry.

**SIGN UP NOW**



FREE PHARMA NEWSLETTER

Join over 170,000 subscribers who benefit from FiercePharma's coverage on such topics as pharma news and deals, patents and litigation, FDA regulations and more.

Join for free



**FREE Report**

How cloud HPC can help keep up with **preclinical workloads**

**DOWNLOAD NOW**

brought to you by **amazon** web services

### Popular Content

**Sanofi highlights blood sugar 'balancing act' in newest U.K. diabetes campaign**  
Nov 30, 2016

**Merck's Keytruda snags second FDA 'priority' tag this week, this time in Hodgkin's**  
Dec 01, 2016

**Gilead comes around on Truvada PrEP marketing, opening up a new world of HIV sales**  
Nov 30, 2016

**Pfizer's Herceptin biosim posts 'encouraging' phase 3 data in blockbuster sales battle**  
Nov 30, 2016

**Purple pill on the move: Pfizer moves OTC Nexium to Grey**  
Nov 30, 2016

### About the Author

**Beth Snyder Bulik**



**FierceMarkets | Capsugel**

**Lipid-Based Formulations:  
From Early Development to  
Commercial Manufacturing**

Wednesday December 7, 2016  
10am ET / 7am PT // Duration: 1 hour

**Register Now!**



[Home](#) [Subscribe](#) [Manage Newsletter Subscriptions](#) [Advertise](#) [Privacy](#) [Our Team](#) [Contact](#)

© 2016 Questex LLC. All rights reserved.  
275 Grove Street, Suite 2-130 Newton, MA 02466  
Reproduction in whole or part is prohibited.