



**PR and Media Assessment of
Intrarosa™ Phase III Publication
in MENOPAUSE, Journal of
NAMS**

Jan 20,2016

Windows User

PR and Media Assessment of Intrarosa™ Phase III Clinical Publication in MENOPAUSE, Journal of NAMS

Publication: “Efficacy of intravaginal dehydroepiandrosterone (DHEA) on moderate to severe dyspareunia and vaginal dryness, symptoms of vulvovaginal atrophy, and of the genitourinary syndrome of menopause.” Labrie, Fernand, MD et al. *Menopause online*. January 6, 2016

1. Press Release: “DHEA Improves Vaginal Discomfort after Menopause”, issued by the North American Menopause Society, embargoed until January 5, 2016 <http://www.menopause.org/docs/default-source/2016-docs/intravaginal-dhea.pdf>







2. Press Release: “Now More Hope for Menopausal Women Experiencing the Physical and Emotional Impact of Painful Sex and Vaginal Dryness, issued by Endoceutics January 6, 2016: <http://www.pr.com/press-release/652714>













Coverage:

| Title | Publisher | Key Messages | Attachment |
|--|---|---|------------|
| DHEA vaginal suppositories good alternative to estrogen creams | Reuters Health, Jan 5, 2016 www.reuters.com/article/us-health-menopause-dhea-idusKBN0uJOB72016 | <ul style="list-style-type: none"> o Women taking the daily DHEA suppository improved more than the placebo group on measures of dryness and thinning of the vaginal lining o Women using DHEA also reported significantly larger decrease in pain during sex compared to women using placebo o Strategically aligned MOA message in layman’s terms – “the nearby tissue convert it into estrogen... without raising levels of the hormone in the rest of the body” o Rochester, NY-based physician, Dr. James Woods, chair of the Dept of Obstetrics and | |






| | | | |
|--|--|---|--|
| | | Gynecology at the University of Rochester School of Medicine, quoted, <i>"This has been such a positive contribution for the breast cancer patients"</i> | |
| Suppository Eases Vaginal Dryness in Small Study | Nwtimes.com, <i>Get Healthy</i> Jan 5, 2016 http://www.nwtimes.com/niche/get-healthy/suppository-eases-vaginal-dryness-in-small-study/article_21e20aa9-f5bb-5e8f-956c-28b555252b18.html | <ul style="list-style-type: none"> ○ For postmenopausal women, suppositories containing the hormone DHEA may reduce vaginal dryness, discomfort and pain during sex without raising overall estrogen levels ○ DHEA is an anti-aging hormone produced by both women and men...[.]; also a hormonal precursor of estrogen and testosterone ○ JoAnn Pinkerton, Executive Director NAMS quoted <i>"Although this medication is considered "hormonal", the mechanism appears to be primarily local with minimal side effects beyond vaginal discharge from the suppository"</i> ○ Elizabeth Kavalier, MD, Urologist Specialist at Lenox Hill Hospital in NYC, quoted, <i>"intravaginal DHEA is a good alternative to estrogen creams in postmenopausal women with vaginal atrophy that manifests itself as vaginal dryness and pain with intercourse.. does not increase a woman's exposure to the effects of estrogen that concern many women.. "</i> |  Nwtime.com |
| Suppository with DHEA Hormone Reduces Vaginal Dryness, Pain During Sex | Techtimes, Jan 8, 2016 www.techtimes.com/articles/122088/20160108/suppository-with-dhea-hormone-reduces-vaginal-dryness-pain-during-sex.htmPR , Jan 6, 2016 | <ul style="list-style-type: none"> ○ Pain during sex and vaginal dryness improved more in postmenopausal women taking daily suppositories than in women in the controlled group...[.]. the overall vaginal health of the women in the treatment group improved too ○ The suppositories are as good as creams containing estrogen and it can be an alternative for women who cannot use |  Techtimes |

| | | | |
|--|---|---|---|
| | | <p>prolonged medicines (breast cancer, liver disease, stroke or heart attacks mentioned)</p> <ul style="list-style-type: none"> ○ DHEA, when delivered directly to the vagina, is transformed by the tissues to estrogen without having increased levels in other parts of the body ○ James Woods, MD, past chairman of the Dept of OB/GYN at U Rochester School of Medicine, quoted <i>"This has been such a positive contribution for the breast cancer patients"</i> | |
| DHEA Suppository May Ease Menopausal Vaginal Symptoms | <p>Physicians Briefing, Jan 6, 2016 www.physiciansbriefing.com/Article.asp?AID=706747</p> | <ul style="list-style-type: none"> ○ For postmenopausal women, suppositories containing the hormone DHEA may reduce vaginal dryness, discomfort and pain during sex without raising overall estrogen levels ○ JoAnn Pinkerton, MD, Exec Director NAMS, quoted, <i>"Although this medication is considered "hormonal", the mechanism appears to be primarily local with minimal side effects beyond vaginal discharge from the suppository"... Its action seems to be entirely within [vaginal] cells, and no significant amount of sex hormone gets released into the circulation. This means that intravaginal DHEA avoids the raised hormone levels that might stimulate breast tissue or the lining of the uterus, which are concerns for women at risk of estrogen-sensitive cancers, or cancer recurrence, of those organs"</i>. |  Physician Briefing |
| DHEA vaginal suppository good alternative to estrogen creams | <p>Fox News.com, Jan 5, 2016 http://www.foxnews.com/health/2016/01/05/dhea-vaginal-suppository-good-alternative-to-estrogen-creams.html</p> | <ul style="list-style-type: none"> ○ A vaginal suppository containing the hormone known as DHEA is a good alternative to estrogen for treating vaginal issues relating to menopause ○ Dr. Labrie quoted, <i>"the new ovule-shaped suppositories are as good as estrogen creams applied inside the vagina"</i> |  Fox news |

| | | | |
|---|---|---|--|
| | | <ul style="list-style-type: none"> James Woods, MD, past chairman of the Dept of OB/GYN at U Rochester School of Medicine, quoted, <i>“estrogen has been prescribed but it may not be an option or choice for some women... For people who can’t take estrogen into their system, this is a huge advantage, because it brings them back to more of a normal life”</i>. | |
| Intravaginal DHEA Eases Postmenopausal Vaginal Dryness, Pain | <p>Medscape Jan 6, 2016 http://www.medscape.com/viewarticle/856796</p> | <ul style="list-style-type: none"> Detailed efficacy findings outlined JoAnn Pinkerton, MD, Executive Director NAMS, quoted <i>“These findings should spark conversations among patients and providers.. Many women are fearful of talking about painful intercourse, and therefore don’t know that there are therapies out there, OTC and vaginal estrogen products that are safe for most women and have minimal risks. Women are not talking about having painful sex. Providers aren’t asking about it. .. the vaginal suppositories have not been tested in women who have had or are at risk of breast cancer. We think there is minimal risk, but until you test something in the population, you don’t know that there is no risk”</i>. |  Medscape |
| DHEA vaginal suppository good alternative to estrogen creams | <p>Business Insider Jan 5, 2016</p> | <ul style="list-style-type: none"> Straight pick up of the Reuters review |  Business Insider |
| TITLE: DHEA vaginal suppository good alternative to estrogen creams | <p>Channel News Asia Posted 05 Jan 2016 13:35 URL: http://www.channelnewsasia.com/news/health/dhea-vaginal-suppository/2399904.htm</p> | <ul style="list-style-type: none"> Straight pick up of the Reuters review |  Channel News Asia |




| | | | |
|--|---|---|--|
| Suppository Eases Vaginal Dryness in Small Study | Doctors Lounge Last Updated: January 05, 2016. | <ul style="list-style-type: none"> • Anti-aging hormone DHEA reduced discomfort without raising estrogen levels in rest of body, researchers say. • Pick up from NAMS Press release |  Doctor Lounge |
| DHEA Suppository Eases Vaginal Dryness in Small Study | EllenDolgen.com January 05, 2016. | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  EllenDolgen |
| DHEA Suppository May Improve Vaginal Symptoms of Menopause | Endocrinologyadvisor.com January 05, 2016. www.endocrinologyadvisor.com/dhea-suppository-may-improve-vaginal-symptoms | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  Endocrinology advisor |
| DHEA improves vaginal discomfort after menopause | EurekaAlert! Science News 5-JAN-2016 www.eurekaalert.org/pub-releases/2016-01/tnam-div123015.php | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  Eureka Alert |
| DHEA vaginal suppository good alternative to estrogen creams | Fox News www.foxnews.com/health/2016/01/05/dhea-vaginal-suppository-good-alternative- Published January 05, 20'16 | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  Fox News |
| DHEA vaginal suppository good alternative to estrogen creams | Globalpost www.globalpost.com/article/611ff1m1681/Hdtrævaginal-suppæitoty-gooúalternativ+eshogieri-crëam Published January 05, 20'16 | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  Globalpost |
| DHEA effective for managing vulvovaginal atrophy | Healio January 6, 2016 www.healio.com/family-medicine/womens- | <ul style="list-style-type: none"> • "Intravaginal DHEA improved vaginal pH, superficial and basal epithelial cell counts, and relieved dyspareunia, the most bothersome symptom] found in the majority of postmenopausal women. ... Overall, DHEA acting by strictly local mechanism in the |  Healio |

| | | | |
|--|---|--|--|
| | health/news/onlinelo/o7B08b8f42a-f469-... | vagina shows clinical and highly statistically significant improvements of all recognized subjective and objective elements of VVA and dyspareunia compared with placebo." | |
|--|---|--|--|

| | | | |
|---|---|--|---|
| Cure for painful sex due to vaginal dryness found | Healthaim.com January 6, 2016 | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  HealthAim |
| Suppository Eases Vaginal Dryness in Small Study | Healthday.com January 6, 2016 www.consumer.healthday.com/women-s-health-information-34/menopause-and-postmenop . | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  Healthday |
| DHEA vaginal suppository good alternative to estrogen creams | KDAL NewsTalk 610.com Monday, January 04, 2016,3 p.m, CST | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  KDAL |
| DHEA vaginal suppository good alternative to estrogen creams | KFGO News.com January 6, 2016 http://kfgo.com/news/afüclesl2\l6ljan/05ldhea-vaginal-suppository-good-alternative-to-es... | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  KFGO |
| Suppository may help ease vaginal dryness during sex in older women | Latinos Health.com January 6,2016 | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  Latinos Health |

| | | | |
|---|---|--|--|
| Topical DHEA eases postmenopausal complaint | Life Extension.com January 6, 2016 | <ul style="list-style-type: none"> Pick up from NAMS Press release |  Life Extension |
| Intravaginal DHEA Reduces Vaginal Discomfort After Menopause | Med India.com January 6, 2016 www.medindia.net/news/view-main-print-new.asp | <ul style="list-style-type: none"> Pick up from NAMS Press release |  Med India |
| DHEA Benefits Include Helping To Relieve Vaginal Pain Caused By Menopausal Dryness, Atrophy | Medical Daily.com Jan 5, 2016 12:01 AM | <ul style="list-style-type: none"> Straight pick up of the Reuters review |  Medical Daily |
| DHEA improves vaginal discomfort after menopause | Medicine & Health / Health January 5,2016 | <ul style="list-style-type: none"> Straight pick up of the Reuters review |  Medicine and Health |
| DHEA Suppository May Ease Menopausal Vaginal Symptoms | MPR.com January 6, 2016 www.empr.com/dhea-suppository-may-ease-menopausal-vaginal-symptoms/printarti... | <ul style="list-style-type: none"> Pick up from NAMS Press release |  MPR |
| New Treatment offers relief from painful sex | My Menopause Mag January 6, 2016 | <ul style="list-style-type: none"> Pick up from NAMS Press release |  My menopause Mag. |
| DHEA vaginal suppository good alternative to estrogen cNeams | Naiija 24/7 News January 6, 2016 www.llnaiija}4Jnews.coml2}l6l0ldhea-vaginal-suppository-good-alternative-to-estrogen-c.. | <ul style="list-style-type: none"> Straight pick up of the Reuters review |  Naiija 24/7 News |

| | | | |
|--|---|--|--|
| <p>Vaginal suppository containing DHEA is good alternative to estrogen</p> | <p>Newhour.com January 6, 2016 www.newshour.com/bd120161011051vaginal-suppository-containing-dhea-is-good-alt..</p> | <ul style="list-style-type: none"> • Straight pick up of the Reuters review |  NewHour |
| <p>New phase III trial takes intravaginal DHEA a step closer to approval</p> | <p>News Medical January 6, 2016 http://www.news-medical.net/news/20160105Afew-phase-III-trialtakes-intravaginal-DHE...</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  News Medical |
| <p>DHEA Vaginal Suppository Good Alternative to Estrogen Creams</p> | <p>Newsmax January 6, 2016 .newsmax.com/PrintTemplate/?nodeid:708182</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  Newsmax |
| <p>Suppository Bases Vaginal Dryness In small study</p> | <p>Philly.com January 6, 2016 http://www.philly.com/philly/health/womenshealth/HealthDay706700_20160105_Supposi...</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  philly.com |
| <p>DHEA improves vaginal discomfort after menopause</p> | <p>Science Codex January 6, 2016 www.sciencecodex.com/dhea-improves-vaginal-discomfort-after-menopause/</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  Science Codex |

| | | | |
|---|--|---|--|
| <p>Suppository Eases Vaginal Dryness in Small Study</p> | <p>US News January 6, 2016 www.health.usnews.com/health-news/articles/2016-01-05/suppository-eases-vaginal-dryne ..</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  US News |
| <p>DHEA vaginal suppository good alternative to estrogen creams</p> | <p>WHLB January 6, 2016 www.whbl.com/news/articles/2016/jan/05/dhea-vaginal-suppository-good-alternative-to-es...</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  WHLB |
| <p>DHEA vaginal suppository good alternative to estrogen creams</p> | <p>WHTC January 6, 2016 www.whtc.com/news/articles/2016jan/05/dhea-vaginal-suppository-good-alternative-to-es.. . .</p> | <ul style="list-style-type: none"> • Pick up from NAMS Press release |  WHTC |