

Instead Softcup

12-hour period protection

Pharmacy Information

Local Pharmacies: Offering the Personal Service Women Seek

Women often consult their local pharmacists about the common problem of heavy and irregular bleeding. Now there's a simple, comfortable alternative to alleviate their discomfort and inconvenience: Instead Softcup.



What is Softcup?

Instead Softcup is a disposable menstrual cup worn around the cervix. It can be worn for up to 12 hours. It collects, rather than absorbs menstrual fluid. When a woman is wearing Softcup, she

can't feel it. Softcup offers women complete comfort and the freedom of 12-hour protection.

A Simple Solution for Women Who Suffer from Heavy and Irregular Periods

Heavy and irregular bleeding are common issues affecting at least 30% of women. Heavy and irregular bleeding can be caused by many factors, including endometriosis, uterine fibroids, PCOS, stress, peri-menopause and even hormonal contraceptive. The discomfort of heavy bleeding is often made worse by tampons and sanitary pads: frequent changing causes vaginal dryness and irritation, not to mention the inconvenience of changing tampons or pads as much as every 30 minutes.

Softcup is a unique, innovative solution. Softcup is made of a soft, pliable material that does not absorb the body's moisture. It can be worn for up to 12 hours—a life-saver for any busy or active woman.

Softcup Facts

☉ Can be worn during any activity—sports, swimming, sleeping, even sex

☉ Cleared by the FDA; 100+ million sold since 1996

☉ Not associated with Toxic Shock Syndrome (TSS)*

☉ Extensive clinical testing shows Softcup does not alter a woman's pH balance or bacterial levels like tampons can

☉ 72% of Softcup customers would rather change stores than brands if they can't find Softcups on the shelf



*Population studies suggest the risk of TSS is related to tampon absorbency. The higher the tampon absorbency, the higher the risk of contracting TSS. Unlike tampons, Softcup is non-absorbent, and does not change the bacteria levels naturally present in the body.

Did you know . . .



50% of women are dissatisfied with their current method of protection



70% of women are interested in trying a new product



80% of women are interested in continuing use after trying Instead Softcup

How do Softcups compare to tampons and pads?	Tampons	Pads	Softcup
Undetectable to User	🎯		🎯
Does Not Inhibit Physical Activity	🎯		🎯
Can be worn during intercourse for mess-free sex			🎯
Can Be Worn Up to 12 Hours			🎯
Can Be Worn Overnight		🎯	🎯
Eliminates Menstrual Odor (flow not exposed to air)	maybe		🎯
Not associated with Toxic Shock Syndrome (TSS)*		🎯	🎯

Customer Questions?

Call 1-800-INSTEAD

www.softcup.com

www.facebook.com/insteadsoftcup

Pharmacy Questions?

Contact Tracey Croughwell, VP Sales & Marketing, Evofem, Inc.

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