

CONSUMER PRESS RELEASE

## FIRST EVER EMERGENCY CONTRACEPTION TV ADVERT

**London, 23<sup>rd</sup> April 2009** - The first ever UK TV advertisement campaign for emergency contraceptive pill (ECP), Levonelle<sup>®</sup> One Step, launches today.

With this advertisement, which will only be broadcast after 9pm, Bayer Schering Pharma hopes to dispel the “morning after” myth, as Levonelle<sup>®</sup> One Step is effective for up to 72 hours after a contraception mishap. However women are encouraged to take it as soon as possible because Levonelle is more effective the sooner it is taken.<sup>1</sup>

The advertisement is animated in style and begins with a woman waking up next to her partner after experiencing a contraception mishap the night before. The woman then takes a journey to a pharmacy to request Levonelle<sup>®</sup> One Step from a Pharmacist, who is trained to offer the emergency contraceptive pill appropriately, discreetly and sensitively.

A spokesperson for Levonelle<sup>®</sup> One Step said: “Although most women try to avoid contraception mishaps accidents can happen; daily routines can be disrupted and condoms are not 100% effective.<sup>2</sup> If regular contraception fails, women need to know that emergency contraceptive options are available and where advice can be sought.

However, our research has shown not all women are aware of the facts about the emergency contraceptive pill and that some women cross their fingers and hope for the best instead of taking action when their regular contraception lets them down.<sup>3</sup> We believe TV advertising plays an important role in informing women about Levonelle<sup>®</sup> One Step and how and where it can be obtained.”

### **Levonelle<sup>®</sup> One Step – the facts**

Levonelle<sup>®</sup> One Step is emergency contraception that can be taken after unprotected sex or where a contraceptive method has failed. It is a single tablet containing a progestogen, levonorgestrel, which can be taken up to 72 hours after having unprotected sex – although it is most effective if taken

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within 24 hours.<sup>1</sup> If you're 16 or over, you can buy it at most pharmacies. Emergency contraception and advice is also available at your GP, family planning clinic and NHS walk in centres.

- Ends -

#### References

<sup>1</sup> Levonelle Summary of Product Characteristics, November 2007

<sup>2</sup> Family Planning Association website. Last accessed on 26.03.09 from

<http://www.fpa.org.uk/Information/Readourinformationbooklets/guide/Userfailure>

<sup>3</sup> Research carried out by ICM who identified a random sample of 1,156 females across the country between 5 – 9 June 2008

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#### Bayer Schering Pharma

Bayer Schering Pharma is the global market leader in the field of hormonal contraception. The women's healthcare portfolio includes a range of medicines to accompany women through important phases of their lives; including oral and non-oral contraceptives as well as specialist gynaecological management products.

Bayer Schering Pharma is a leading, worldwide specialty pharmaceutical company. Its research and business activities are focused on the fields of women's healthcare, oncology, haematology & cardiology, diagnostic imaging, primary care and specialised therapeutics. With innovative products Bayer Schering Pharma aims to make a contribution to medical progress and strives to improve the quality of patients' lives.

For more information, please visit [www.bayerscheringpharma.co.uk](http://www.bayerscheringpharma.co.uk)

#### Forward-Looking Statements

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