



NEW PIP
CODE FOR
PRESCRIPTION
404-7932

DISTRIBUTER: Purple Orchid Pharma Ltd 0844 415 2420 info@purpleorchidpharma.com	DRUG TARIFF REFERENCE: Appliances (England, Ireland and Wales) Vaginal moisturisers (Scotland)	PIP CODE: 404-7932	PRESCRIBING DETAILS: Part IXA (England & Wales) Part III (Ireland) Part 3 (Scotland)	REIMBURSEMENT PRICE: £4.60
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Dear GP

I recommend Hyalofemme as a hormone-free vaginal moisturiser for the below-named patient. It is available on FP10 (details above). Hyalofemme is hormone-free but has been clinically shown to be as effective as local oestrogen therapy for symptomatic relief of vaginal dryness. It is suitable for patients who have been treated for cancer, as well as women who are in the menopause, are breastfeeding or have sexual dysfunction.

Patient Name

Clinician Name

Signature

Hospital

REASONS TO PRESCRIBE HYALOFEMME

- It is an effective, easy-to-use gel which is an economical alternative to current products.
- Instead of just placing moisture in the vagina, Hyalofemme's patented Low Molecular Weight version of hyaluronic acid, Hydeal-D®, is small enough to cross the cell membrane, then it hydrolyses and attracts water inside the cells to plump them up and restore their turgor. It adheres to vaginal tissue for 30% longer than unmodified HA.
- Hydeal-D stimulates vaginal mucosa to release anti-bacterial peptides, helping to prevent infections (common in menopause) and enhance tissue regeneration which relieves pain from microlesions faster. Data suggests Hyalofemme can even reverse vaginal atrophy.
- Hyalofemme is paraben-free and fragrance-free as well as hormone-free. It is non-staining, does not create a messy discharge, and feels like natural vaginal secretions. Its applicator delivers the dose directly where it's needed.
- Because it provides a slowly released, constant supply of moisture over three days, it often restores a woman's ability to have spontaneous sex. It is compatible with latex and polyisoprene condoms.
- 96% of women surveyed said they would recommend Hyalofemme to a friend. For further information, survey results and clinical data see www.hyalofemme.co.uk

For samples, email samples@purpleorchidpharma.com and say where to post them



How to use: Attach the applicator to the tube and squeeze the tube to put Hyalofemme into the applicator. Insert the applicator into the vagina and press the plunger to push Hyalofemme out into the vagina.

Dear Patient

You've been prescribed Hyalofemme **non-hormonal** vaginal moisturiser, which is good news because 96% of women surveyed would recommend it to a friend. The reason for your prescription will depend on your circumstances.

Causes of vaginal dryness include:

- Menopause, whether it's natural or clinically induced (eg, after surgery or during fertility treatment).
- Radiotherapy or chemotherapy.
- Vascular disorder (problems with the flow of blood in the veins).
- Pregnancy and breastfeeding.
- Neurological factors.
- Gynaecological diseases, uterine fibroids or sexual activity.

Symptoms that you may be experiencing can include:

- Burning, itching, irritation or inflammation of the tissue in your vagina or on your vulva.
- Pain when walking or in sexual intercourse (dyspareunia) caused by friction that creates microscopic cuts.
- Frequent discomforts such as Bacterial Vaginosis (BV), Thrush, odour, discharge or urinary tract infections.

Advantages of Hyalofemme include:

- The gel is easy to apply with a reusable applicator which delivers the correct dose. It doesn't leave a "messy sensation" or stain underwear, and is **free of parabens and perfumes as well as hormones.**
- It is **hormone free** yet has been clinically proven to be as effective as oestrogen cream for vaginal dryness.
- Hyalofemme works fast and is long lasting – usually you usually only need to use it once every three days
- Its formula releases moisture slowly so it can restore your ability to have spontaneous sex. It is compatible with latex and polyisoprene condoms, but not polyurethane condoms.
- It feels like your own natural vaginal lubrication because it is made from hyaluronic acid, a substance that occurs naturally throughout the body.
- Hyalofemme is the only vaginal moisturiser that's been shown to be effective at reversing the signs of vaginal ageing. Instead of just putting moisture into the vagina, its special version of hyaluronic acid crosses the cell walls to bring moisture into the cells themselves, restoring their former plumpness and elastic qualities.

If you have questions or comments about Hyalofemme, whether it's positive feedback or criticism, we would like to hear from you. Please use the phone number or email address below to contact us.

Karen Gardiner

Dr Karen Gardiner

Managing Director of Purple Orchid, UK distributor of Hyalofemme.
See **www.hyalofemme.co.uk** for more information.

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