

GSK launches the low dose pill – contraception at its best

10 August 2005... GlaxoSmithKline India announced the launch of the low dose pill – Elogen in Bangalore, an efficient birth control pill with an improved side effect profile.

The usage of oral contraceptives in India is low (2%)¹ as compared to the rest of the world (UK - 27%, Europe – 30%², USA – 20%³). Most Indian women believe that oral contraceptives cause weight gain, excessive bleeding, infertility and cancer amongst other side effects. Speaking to journalists in Bangalore, Dr. Leela Bhagwan, eminent gynaecologist said “these side effects are seen more often and in stronger severity with higher dose conventional pills available earlier”.

Oral contraceptive development has tended to reduce the estrogen content from 150 micrograms to 20 micrograms over the last 50 years to minimize estrogen-related side effects while maintaining efficacy. Dr. Indira Reddy said “studies also show that the 20 microgram LDP has 50% fewer side effects (bloating, breast tenderness, nausea) than even the 35 microgram pill”⁴.



Dr. Sangeeta Madhok, Senior Medical Advisor, GSK then presented the safety and efficacy profiles of the LDP – Elogen. She said - “the woman of today plays various roles and faces many challenges; her contraceptive method must also live up to these expectations.”

Dr. Bhagwan also added “it is important that women are made aware of these new developments so that they are able to make the contraceptive choices that best suit their lifestyles”. She encouraged women to find out more about the LDP from their gynaecologists.

A survey⁵ conducted by GSK shows that people expect their contraceptive method to be safe, effective, and convenient with fewer side-effects. Low dose pills or the LDP – Elogen, have a very low dose of estrogen and this combined with an improved progestin molecule gives women a contraceptive that is 99.98% efficient in preventing pregnancy and has minimal side effects.

References:

1 – National Family Health Survey

2 - Contraceptive use in European women: a research survey on contemporary behaviours", Professor Sven O Skouby. 8th ESC Congress, Edinburgh, (Scotland UK) 23-26th June 2004

3 - <http://www.infoforhealth.org/pr/a9/a9suptab.shtml>

4 – Rosenberg MJ, Meyers A, Roy V. Efficacy, cycle control, and side effects of low- and lower dose oral contraceptives: a randomised trial of 20mcg and 35mcg estrogen preparations. Contraception 2000;60: 321-9

5 - TNS Mode Survey

Notes to Editors

The oral contraceptive market in India is Rs. 85 – 90 crores and is growing at 16 – 17%.

GSK has signed an agreement with Organon India Ltd, a subsidiary of US-based Akzo Nobel, to manufacture Elogen.

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