



GSK launches LDP A significant step forward in the evolution of birth control

June 16th 2005: Population has always been a key concern with respect to India. Various government initiatives propagate birth control measures through various channels but still the non-user population looms large at > 50% (Source :NHFS). Various birth control measures are available today – including condoms, IUCDs, oral pills, etc. Taking a significant step forward in the evolution of Birth control, GSK has launched the low dose pill (LDP) – Elogen.

Speaking to journalists in Hyderabad today, the city's eminent gynaecologist, Dr. Pushpalatha, discussed the authentic attributes of the LDP. Dr. Pushpalatha highlighted the fact that the LDP decreases serious side effects associated with conventional oral contraceptives without compromising the efficacy of contraception.

Dr. Pushpalatha also stated, "The LDP is the most reliable contraceptive for birth control today. It has the **lowest dose of estrogen - 20 mcg** in comparison to regular birth control pills that contain 50 or 30 mcg. When you seek contraceptive advice from your doctor, do discuss the "LDP".

Dr. Pushpalatha continued, "In addition to ensuring reliable contraception, LDP also offers excellent cycle control and **protection from ovarian and endometrial cancer**". She pointed out that the LDP does not lead to weight gain. It also has minimal side-effects such as nausea and vomiting, which are normally associated with the conventional pills. This was followed by a brief presentation by Dr. Sangeeta Madhok – Sr. Medical advisor – GSK, on the safety and efficacy of the LDP launched by GSK – Elogen.

Regardless of this evolution there has been a surprising amount of unfamiliarity attached to the newer birth control pills. In fact, the pill worldwide is recognized as the most reliable and reversible contraceptive available today. It is used by around 100 million women worldwide (SOURCE: Population Reports). However, as many myths are associated with the usage of hormonal contraception ranging from long-

term effects like Infertility, miscarriage to health related side effects including obesity, its usage in India is low. Statistics confirm that only **2 %** of the total population use pills as a contraceptive measure (SOURCE: NFHS).However with the availability of LDP, a product based on extensive research and medical findings, the user now has a better option than before.

LDP - is a significant step forward in the evolution of birth control and emphasizes the fact that the pills have changed... what needs to be changed now is the mind –set of the population. They need to believe that LDP is different and brands like Elogen can bring “lives under control.”

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