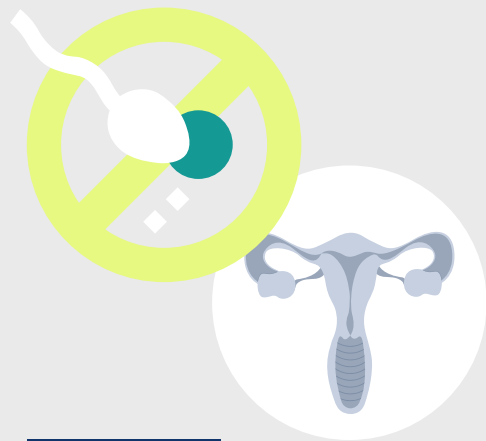


One Product, Two Functions

Function 1:

Contraception

The HIUD delivers highly effective, long-term contraceptive protection for up to 8 years*, with rapid return to fertility upon removal; this allows for both birth spacing and sustained use after a woman's family is complete



Function 2:

Heavy Menstrual Bleeding

HIUDs provide long-term relief from heavy menstrual bleeding, with significantly greater reduction of menstrual blood loss and higher user satisfaction than other medical treatments

* Provides protection for up to 8 years where approved. Approved duration of use may vary by country and product registration. Refer to national guidance and product labeling.





Function 1:

Contraception

Return to Fertility:

- **99.7%:** Users resuming normal menses after removal of the HIUD
- Former users found to have same **1-year** conception rate as general population

Strong Continuation:

- **85% - 1-year** global continuation rate of HIUDs
- **70% - 3-year** global continuation rate of HIUDs

Sustained Efficacy:

Effective **7 days** after insertion and are over **99%** effective for up to **8 years**

Convenience & Adherence:

- Requires only one procedure for efficacy up to 8 years
- No regular user involvement required for contraceptive protection
- Fewer side effects, discreet use and reduced bleeding in almost all users



Function 2:

Heavy Menstrual Bleeding

Defining the Challenge:

- **Approx. 30–50%** of women will experience HMB
- **15%** of girls and women report missing work, school, or social activities due to bleeding or pain
- Women with HMB score lower on measures of quality of life than women without HMB

Mechanism of Action:

HIUDs repress the hormonal changes that trigger uterine growth, which reduces the accumulation of blood and tissue in the uterus

Addressing Treatment Gaps:

- Treatment success in **80–95%** of patients compared to **25–65%** efficacy for oral treatments
- Costs health systems around **10 USD** per unit*, lower than costs of short-acting options over time
- Treat HMB for up to **5 years**, requiring no daily adherence

* Country Adaptation Note: Country teams should adapt cost examples and currency references to reflect the local context.

Treatment Efficacy:

- Reduce menstrual blood loss by **>90%** by the **6th month** of treatment
- Sustain reduction in blood loss for up to **5 years** with a single procedure