



## **Hyalofemme<sup>®</sup> approved by NHS for prescription reimbursement to provide relief from vaginal dryness - potential to benefit millions of women in UK**

***Hyalofemme<sup>®</sup> is a hormone free vaginal moisturiser, which provides rapid and effective relief from the symptoms of itching, burning, inflammation and odour. Hyalofemme is pleasant to use and avoids the clumping and messy feeling seen with some other products***

From 1<sup>st</sup> July 2011, Hyalofemme<sup>®</sup> has been included in the Drug Tariff and can be prescribed on the NHS. In clinical trials, Hyalofemme<sup>®</sup> has been shown to reduce the burning, itching and inflammation associated with vaginal dryness. Hyalofemme<sup>®</sup> is a welcome addition to current treatments, providing quick and long lasting relief when applied just once every three days.

Leading Gynaecologist and founder of [www.menopausematters.co.uk](http://www.menopausematters.co.uk) Heather Currie commented:

*“There is a patient group for whom hormone therapy is not advised or preferred, and the availability of Hyalofemme<sup>®</sup> on prescription serves to increase patient choice in treating vaginal dryness. Vaginal dryness is a serious issue among millions of women during and after the menopause, and can have a huge impact on their day to day life as well as their relationships and self-esteem.”*

Hyalofemme<sup>®</sup> a clear, odourless gel is formulated with Hydeal-D™. Hydeal-D™ is a form of hyaluronic acid, a naturally occurring molecule in the human body, which is responsible for maintaining correct levels of hydration in the tissues, as well as playing a fundamental role in the repair process.

Hyalofemme<sup>®</sup> can also provide rapid, additional relief for women currently taking hormone replacement therapy, or are suffering side-effects from certain cancer treatments, or who experience discomfort during their menstrual cycle.

Hyalofemme<sup>®</sup> is available online from The Urology Company Limited: [www.hyalofemme.co.uk](http://www.hyalofemme.co.uk) / 0203 077 5411, OTC at your local chemist or by prescription.

### **Notes to editors:**

Hyalofemme<sup>®</sup> is a registered trademark of Fidia Farmaceutici S.p.A.

UK distributor: The Urology Company Limited, 233 High Holborn, London WC1V 7DN. **0203 077 5411**



The Urology Company Limited



Hyalofemme<sup>®</sup> is provided as a 30g tube and is packaged with a sterile reusable applicator. The product does not contain oils and is safe to use with condoms and other barrier contraceptives.

Hyalofemme<sup>®</sup> RRP: £8.99, NHS reimbursement price: £4.60. Hyalofemme<sup>®</sup> is available from [www.hyalofemme.co.uk](http://www.hyalofemme.co.uk) / [www.amazon.co.uk](http://www.amazon.co.uk)

Hyalofemme<sup>®</sup> PIP Code: 355-4003

Hyalofemme<sup>®</sup> information for healthcare professionals is available on Medisis.

Hyalofemme<sup>®</sup> is now available for immediate supply to all pharmacies in the UK from AAH under the product code HYA20K.

Packshots are available on request.

For further information please contact:

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