

New Oral Pill Changing the Way Women Treat Vaginal Yeast Infections
~ Women Now Have the Power to Conveniently Treat their VYIs Anytime, Anywhere
and Get on With their Day ~

Toronto, Ontario (March 18, 2010) – If you're a woman and you haven't experienced a vaginal yeast infection (VYI), consider yourself lucky. VYI symptoms can be unpleasant – women just want to treat it and be done with it. While traditional over-the-counter treatments are effective, they all need to be applied vaginally.

Self-treating VYIs, Transformed

Now, women no longer need to go to their doctor to get an oral treatment for a VYI. The makers of Canesten® have introduced a transformation in the non-prescription treatment of VYIs. CanesOral® – fluconazole 150 mg, a new convenient **oral pill** is **now available over-the-counter** in pharmacies and other retailers where pharmacists are on staff. In Quebec, CanesOral® is available, without a prescription, behind-the-counter and in British Columbia, fluconazole 150 mg is available by prescription until further notice.

With just one oral pill, CanesOral® offers an effective and clean treatment for women on-the-go. Most women can expect to see symptom relief within 24 hours! Now women don't have to worry about where they are or what they're doing when they get a yeast infection. With CanesOral®, they have the power to treat it right away and get on with their day.

"I have counseled many women on the over-the-counter options available to treat VYIs. Before now, all VYI treatments had to be inserted vaginally," said Geneviève Duperron, a Canadian Pharmacist. "The approval and availability of CanesOral® and CanesOral® Combi-Pak offers women a full course of therapy in a single oral dose, helping them to get symptom relief quickly and conveniently."

Geneviève Duperron, Pharmacist, offers the FYIs on VYIs for Canadian women.

Are VYIs common among Canadian women?

Vaginal yeast infections are common among Canadian women. Approximately 75 per cent of women will experience at least one VYI during their lifetime!¹

Why do women get VYIs?

Yeast infections are caused by an overgrowth of a type of fungus called *Candida*, also known as yeast. Every woman has small amounts of yeast and other organisms in her vagina. Yeast infections may occur when the balance of organisms in the vagina is upset and the amount of yeast overgrows, causing an infection.²

When is it most common for a woman to get a VYI?

Many women experience a yeast infection around the time of their menstrual period; however, other triggers may include:

- Wearing tight underwear made of material like nylon or lycra that traps moisture and heat, especially in the summer (so, wear cotton underwear because it absorbs moisture better)
- Keeping on a wet bathing suit or other wet piece of clothing – *Candida* grows in humid places
- Antibiotics – they can kill the normal bacteria in the vagina and let the yeast grow
- Pregnancy

What should I do if I get a VYI?

Like any other vaginal infection, a VYI should be treated immediately. Visit your local pharmacist and ask about what over-the-counter VYI treatment is best for you. If you keep getting yeast infections, are a first-time sufferer, or if you are pregnant, be sure to see your doctor.

What's new in the treatment of VYIs?

Most women are familiar with the traditional over-the-counter vaginal treatments found in pharmacies to help treat VYIs. Some women may also be familiar with fluconazole 150 mg – a former prescription pill for the treatment of VYIs. Now, women can have the effectiveness and convenience of the oral fluconazole 150 mg pill without a prescription. Just look for CanesOral® on the shelf next to other over-the-counter treatments – from the makers of Canesten®.

In Quebec, CanesOral® is available, without a prescription, behind-the-counter – just ask the pharmacist for it! In British Columbia, fluconazole 150 mg is available by prescription until further notice.

What is CanesOral®?

CanesOral® is a clinically proven, over-the-counter fluconazole pill for oral use at a single dose of 150 mg. This means women can access it without a prescription! CanesOral® can be taken anytime, anywhere without a prescription offering women an effective, clean and convenient way to treat a VYI. CanesOral® is easy to use because one capsule provides a full course of therapy and most women can expect to see symptom relief within 24 hours. CanesOral® is also available in a unique Combi-Pak, offering women one oral pill to treat internally and Canesten® cream to soothe externally.

Although it is a single dose, CanesOral® therapy does not cure the infection in just one day – the medication remains active in the body for several days. Most patients can expect to see symptom relief within 24 hours. As CanesOral® works to cure the infection, symptoms will eventually disappear.

To be sure this product is suitable for you, always read and follow the label.

Where can I go for more information?

You can visit www.canesorol.ca to learn more about this transformation in the treatment of VYIs.

About Bayer Inc.

Bayer Inc. (Bayer) is a Canadian subsidiary of Bayer AG, an international research-based group with core businesses in health care, crop science and innovative materials. Headquartered in Toronto, Ontario, Bayer Inc. operates the Bayer Group's HealthCare and MaterialScience businesses in Canada. Bayer CropScience Inc., headquartered in Calgary, Alberta operates as a separate legal entity in Canada. Together, the companies play a vital role in improving the quality of life for Canadians – producing products that fight diseases, protecting crops and animals, and developing high-performance materials for applications in numerous areas of daily life. Canadian Bayer facilities include the Toronto headquarters and offices in Montréal and Calgary.

Bayer Inc. has approximately 800 employees across Canada and had sales of \$853 million CDN in 2009. Globally, the Bayer Group had sales of over 31 billion Euro in 2009. Bayer Inc. invested approximately \$50 million CDN in research and development in 2009. Worldwide, the Bayer Group spent the equivalent of over 2.7 billion Euro in 2009 in R&D. For more information, go to www.bayer.ca.

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References

¹ Canadian Guidelines on Sexually Transmitted Infections, *Vaginal Discharge (Bacterial Vaginosis, Vulvovaginal Candidiasis, Trichomoniasis)* January 2008, pg.2 Available at: <http://www.phac-aspc.gc.ca/std-mts/sti-its/pdf/408vagdis-eng.pdf>

² Children's Hospital Boston, Centre for Young Women's Health website: Vaginal Yeast Infections. Available at: <http://www.youngwomenshealth.org/can.html>