



Count on Me **SURVEY FACT SHEET**

Results of a recent survey commissioned by Ortho Women's Health & Urology™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., maker of ORTHO TRI-CYCLEN® LO (norgestimate/ethinyl estradiol), found that women say that the traditional value of reliability is important when it comes to their most personal matters, including relationships and health. According to the 1,003 women surveyed online, ages 18-34 years old (currently taking the pill), reliability is also important when it comes to their birth control pill.

➤ ***Count on Me!*** THE IMPORTANCE OF BEING RELIABLE ...

- Nearly 9 in 10 women surveyed (89 percent) said it is very important that the people in their life can rely on them, and nearly as many (82 percent) said that their friends and family can always count on them to be reliable.
- More than 60 percent said that their friends and family count on them for general emotional support, care taking, relationship advice, running errands, and health information or advice.

Friends and family count on me for ...

General emotional support or advice – 93%
Taking care of someone when they are sick or in need – 77%
Relationship advice – 72%
Running errands – 71%
Health information or advice – 64%
Financial support or advice – 50%

➤ ...AND BEING ABLE TO RELY ON OTHERS

- Nine out of 10 women surveyed said it is very important for the people in their lives to be reliable. In general, they said the people they rely on the most are their spouses or partners (39 percent) and a parent (17 percent).
- More than half said that they rely on friends and family for general emotional support, relationship advice, care taking, and health advice.

I count on friends and family for ...

General emotional support or advice – 91%
Relationship advice – 59%
Taking care of someone when they are sick or in need – 57%
Health information or advice – 56%
Financial support or advice – 50%

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➤ RELIABILITY AND HEALTH ... WHERE'S A MODERN GIRL TO GO?

- More than 80 percent said they often seek advice from friends and family to help them make decisions regarding their health.
- For **general health information or advice**, most women surveyed said they rely on their mothers, or their healthcare professionals, followed by their spouses or partners, the Internet, or a friend.
- For more specific, **personal information about sexual health, birth control, and periods**, most women surveyed said they rely on their healthcare professionals, followed by the Internet, their mothers, a friend, or a spouse or partner.

General health sources	vs.	Sexual health sources
Mother – 68%		Healthcare professional – 76%
Healthcare professional – 67%		Internet – 28%
Spouse or partner – 50%		Mother – 26%
Internet – 46%		Friend – 25%
Friend – 37%		Spouse or partner – 19%

➤ RELIABILITY AND THE PILL ... BEYOND BIRTH CONTROL

- Nearly all women surveyed (99 percent) said that it is important to know their birth control pill is reliable. What makes their pill “reliable” goes beyond pregnancy prevention, and includes potential benefits, such as predictable monthly periods.

What makes a birth control pill “reliable”?
Track record of preventing pregnancy – 89%
Predictable monthly periods – 69%
Doesn't affect my weight – 55%
Doesn't affect my libido – 52%
Minimal breakthrough bleeding and spotting – 47%
Results in lighter, shorter periods – 46%
Results in fewer or no periods – 22%

- Half of women surveyed (50 percent) said they have experienced irregular or unexpected bleeding, or spotting, between periods while taking the pill. And, nearly one third (30 percent) added that they stopped taking the pill or switched to another pill because of this side effect.
- More than 85 percent agreed that having irregular bleeding or spotting would be stressful, and nearly as many (83 percent) said that not being able to predict when their period will occur would be stressful.

Irregular or unexpected bleeding between periods, also called breakthrough bleeding, is a common side effect of taking the pill, especially low-dose and extended regimen oral contraceptives. The incidence of breakthrough bleeding varies across different birth control pills and by individual women, so it is important for women to talk with their healthcare professional about this and any other questions they may have about the pill.

About The Survey

The ***Count on Me*** survey was conducted online from November 16 – 21, 2007, by KRC Research on behalf of Ortho Women's Health & Urology™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., and involved 1,003 women, ages 18 to 34 years old (currently taking the pill).

ORTHO TRI-CYCLEN LO is indicated for the prevention of pregnancy in women who elect to use oral contraceptives as their method of contraception. It is a low-dose, triphasic hormonal birth control pill that provides high efficacy in pregnancy prevention with a low incidence of common side effects.

Important Safety Information

Serious as well as minor side effects have been reported with the use of oral contraceptives. Serious risks, which can be life threatening, include blood clots, stroke and heart attacks, and are increased if you smoke cigarettes. Cigarette smoking increases the risk of serious cardiovascular side effects, especially if you are over 35. Women who use oral contraceptives are strongly advised not to smoke. Some women should not use the Pill, including women who have blood clots, certain cancers, a history of heart attack or stroke, as well as those who are or may be pregnant. **The Pill does not protect against HIV or sexually transmitted diseases.**

Visit www.thepill.com for full Product Information.

References

1. Ortho Women's Health & Urology™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., *Count on Me* Survey, November 2007.