

**VAGISIL BRANDED WEBSITE CONTENT THREE**  
**Fearless about Vaginal Health - A Guide to Intimate Itch**

If you've experienced intimate itch, you're not alone.

Vagisil polled over 1000 UK women and found that the average woman over 18 experiences an intimate itch twice a month<sup>i</sup>, and nearly a quarter (23%) will automatically diagnose an intimate itch as thrush<sup>ii</sup>.

The truth is there are lots of different causes of intimate itch with many different symptoms to look out for. Pregnancy, sexual intercourse, antibiotics, and a weakened immune system can all make women more likely to get an infection, which can result in itch<sup>iii</sup>.

As vaginal itching can be caused by a number of different things, it's important to seek medical advice if you're worried or if your symptoms last more than a few days. Contact your pharmacist or healthcare professional who will be able to advise you on the best course of action.

**Causes of intimate itch and some recommended treatments**

- Bacterial vaginosis – may require antibiotics
- Sexually transmitted infections (STIs). Chlamydia, genital herpes, genital warts, trichomoniasis and gonorrhoea – seek antibiotics
- Vaginal thrush is a yeast infection also known as vaginal candidiasis. Pregnancy, sexual intercourse, antibiotics, and a weakened immune system can make women more likely to get vaginal thrush – seek anti-fungal medication/ **Vagisil Medicated Cream**, can be bought OTC
- Menopause/ vaginal dryness – seek oestrogen creams/HRT (prescription only), **Vagisil ProHydrate Gels**
- Chemical irritants e.g. some creams, condoms, washing powders, soaps, scented toilet paper/wipes and fabric softeners – avoid, or seek **Vagisil Medicated Cream / Vagisil Itch Wipes**
- Vaginal douching (washing) – avoid.

**What can I do to reduce my chances of intimate itch?**

In order to empower you to be fearless about your vaginal health and help reduce symptoms of intimate itch, Dr Vanessa Mackay\*, Consultant Gynaecologist at the Queen Elizabeth University Hospital, Glasgow, recommends you take the following steps for a healthy vagina:

- Drink lots of water.
- Do not rinse or clean inside the vagina.
- Avoid vaginal deodorants, bubble baths, or perfumed soaps and shower gels. If you do notice sensitivity to certain products, you should avoid using them and look for products free of perfumes and additives. Definitely avoid shaving in this area if you're particularly sensitive.
- Genital itching can cause skin damage so try not to over-scratch or irritate the skin.
- Try not to wear nylon underwear, tights, or tight-fitting trousers.
- Change to a non-biological washing powder.

- Take care with genital hygiene and wipe from front to back.
- Avoid intercourse until all symptoms have disappeared as this will encourage the lining of the vagina to heal.

Vagisil is fearless about vaginal health and has a range of products that have been specifically formulated to help women to deal with itch.

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<sup>i</sup> The research was conducted by Censuswide, with 1,047 UK women aged 18+ in GB between 1<sup>st</sup> February and 3<sup>rd</sup> February 2017. The survey was conducted from a random sample of UK adults. Q10.

<sup>ii</sup> The research was conducted by Censuswide, with 1,047 UK women aged 18+ in GB between 1<sup>st</sup> February and 3<sup>rd</sup> February 2017. The survey was conducted from a random sample of UK adults. Q11.

<sup>iii</sup> <http://www.webmd.com/women/vaginal-itching-burning-irritation#1>