

MIND THE



INTIMATE HEALTH

KNOWLEDGE GAP

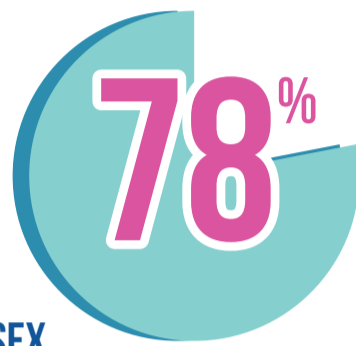
WE SPOKE TO 1,000 BRITISH WOMEN TO FIND OUT HOW EQUIPPED THEY FEEL TO DEAL WITH VAGINAL CHANGES

DID YOU KNOW?

NEARLY

THREE IN FIVE

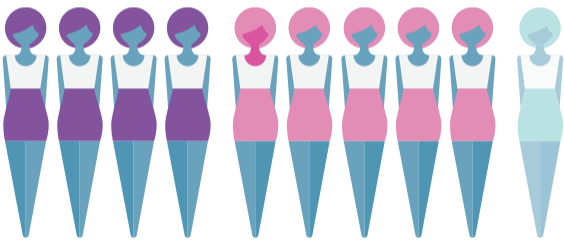
WOMEN HAVE EXPERIENCED VAGINAL CHANGES, SUCH AS DRYNESS, **INTIMATE ITCH** AND PAINFUL SEX



OF THOSE FEEL UNPREPARED FOR THE SYMPTOMS

SUFFERING IN SILENCE

66% OF WOMEN WISH SOMEONE HAD TOLD THEM MORE ABOUT WHAT CHANGES TO EXPECT



MORE THAN 4 IN 10 WOMEN IN A RELATIONSHIP WHO EXPERIENCE VAGINAL DRYNESS DON'T SPEAK OUT...



...WITH 1 IN 5 WOMEN, NOT DOING SO BECAUSE THEY FEEL EMBARRASSED

HEALTH FALLING DOWN THE TO-DO LIST

NEARLY HALF OF WOMEN DON'T HAVE TIME TO LOOK AFTER THEMSELVES PROPERLY AS THEY HAVE TOO MUCH TO DO



38% OF WOMEN WILL SEEK TREATMENT FOR A HEADACHE WITHIN A DAY OF SUFFERING...

10% WHILST ONLY (10%) WILL DO THE SAME FOR **INTIMATE ITCH**, OR VAGINAL DRYNESS (9%).

OVER A THIRD SPEND MORE TIME CONCERNED WITH THEIR JOB THAN THEIR HEALTH

45% SAID IF THEY HAVE A PROBLEM WITH THEIR HEALTH THEY TEND TO AVOID DEALING WITH IT.

IMPACT ON RELATIONSHIPS

OVER A THIRD OF WOMEN THINK THAT VAGINAL DRYNESS IMPACTED THEIR SEX LIFE



THIS BREAKDOWN IN COMMUNICATION COULD BE WHY OVER A THIRD OF WOMEN THINK THAT VAGINAL DRYNESS IMPACTED THEIR SEX LIFE...



OF WOMEN IN A RELATIONSHIP, WHO HAVE SUFFERED FROM VAGINAL DRYNESS, DON'T FEEL COMFORTABLE TALKING TO ANYONE, NOT EVEN THEIR PARTNER.



...WHILE NEARLY 1 IN 20 CONFESS VAGINAL DRYNESS HAD EVEN ENDED THEIR RELATIONSHIP

LET'S DO SOMETHING
WWW.VAGISIL.COM/EN-UK

RESEARCH CARRIED OUT AMONG 1,047 UK WOMEN AGED 18+ (FEBRUARY 2017)



MIND THE

INTIMATE HEALTH

KNOWLEDGE GAP



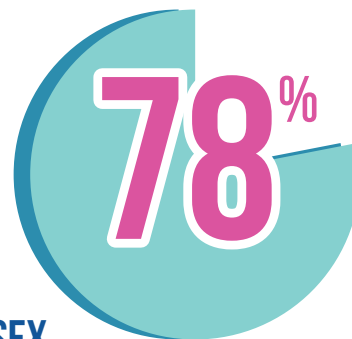
WE SPOKE TO 1,000 BRITISH WOMEN TO FIND OUT HOW EQUIPPED THEY FEEL TO DEAL WITH VAGINAL CHANGES

DID YOU KNOW?

NEARLY

THREE IN FIVE

WOMEN HAVE EXPERIENCED VAGINAL CHANGES, SUCH AS DRYNESS, **INTIMATE ITCH** AND PAINFUL SEX



OF THOSE
FEEL UNPREPARED
FOR THE SYMPTOMS

LET'S DO SOMETHING
WWW.VAGISIL.COM/EN-UK

RESEARCH CARRIED OUT AMONG 1,047 UK WOMEN AGED 18+ (FEBRUARY 2017)



MIND THE

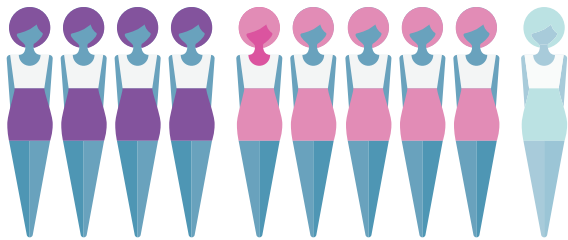
INTIMATE HEALTH

KNOWLEDGE GAP



WE SPOKE TO 1,000 BRITISH WOMEN TO FIND OUT HOW EQUIPPED THEY FEEL TO DEAL WITH VAGINAL CHANGES

SUFFERING IN SILENCE



MORE THAN
4 IN 10

66% OF WOMEN WISH SOMEONE HAD TOLD THEM MORE ABOUT WHAT CHANGES TO EXPECT



...WITH 1 IN 5 WOMEN, NOT DOING SO BECAUSE THEY FEEL EMBARRASSED

LET'S DO SOMETHING
WWW.VAGISIL.COM/EN-UK

RESEARCH CARRIED OUT AMONG 1,047 UK WOMEN AGED 18+ (FEBRUARY 2017)



MIND THE



INTIMATE HEALTH

KNOWLEDGE GAP

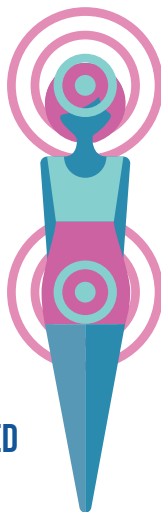
WE SPOKE TO 1,000 BRITISH WOMEN TO FIND OUT HOW EQUIPPED THEY FEEL TO DEAL WITH VAGINAL CHANGES

HEALTH FALLING DOWN THE TO-DO LIST

NEARLY HALF OF WOMEN DON'T HAVE TIME TO LOOK AFTER THEMSELVES PROPERLY AS THEY HAVE TOO MUCH TO DO



OVER A THIRD SPEND MORE TIME CONCERNED WITH THEIR JOB THAN THEIR HEALTH



38% OF WOMEN WILL SEEK TREATMENT FOR A HEADACHE WITHIN A DAY OF SUFFERING...

10% WHILST ONLY (10%) WILL DO THE SAME FOR INTIMATE ITCH, OR VAGINAL DRYNESS (9%).

45% SAID IF THEY HAVE A PROBLEM WITH THEIR HEALTH THEY TEND TO AVOID DEALING WITH IT.

LET'S DO SOMETHING
WWW.VAGISIL.COM/EN-UK

RESEARCH CARRIED OUT AMONG 1,047 UK WOMEN AGED 18+ (FEBRUARY 2017)



MIND THE

INTIMATE HEALTH

KNOWLEDGE GAP



WE SPOKE TO 1,000 BRITISH WOMEN TO FIND OUT HOW EQUIPPED THEY FEEL TO DEAL WITH VAGINAL CHANGES

IMPACT ON RELATIONSHIPS

OVER A THIRD OF WOMEN THINK THAT VAGINAL DRYNESS IMPACTED THEIR SEX LIFE



OF WOMEN IN A RELATIONSHIP, WHO HAVE SUFFERED FROM VAGINAL DRYNESS, DON'T FEEL COMFORTABLE TALKING TO ANYONE, NOT EVEN THEIR PARTNER.



THIS BREAKDOWN IN COMMUNICATION COULD BE WHY OVER A THIRD OF WOMEN THINK THAT VAGINAL DRYNESS IMPACTED THEIR SEX LIFE...



...WHILE NEARLY 1 IN 20 CONFESS VAGINAL DRYNESS HAD EVEN ENDED THEIR RELATIONSHIP

LET'S DO SOMETHING
WWW.VAGISIL.COM/EN-UK

RESEARCH CARRIED OUT AMONG 1,047 UK WOMEN AGED 18+ (FEBRUARY 2017)

