

## **New product helps Kiwi women with common discomfort**

One of the least talked about symptoms of menopause is about to become much easier to treat with the launch of a new product this June.

Premeno Duo are vaginal ovules for the treatment of vaginal dryness, a common and uncomfortable reality not just for many women during and after menopause, but also for those who may be breastfeeding, suffering from acute stress or undergoing chemotherapy.

Developed in Germany, Premeno Duo is a non-hormonal treatment that heals and protects at the same time.

Regular use ensures adequate vaginal moistness is maintained, easing women's discomfort and also improving sexual sensation.

Brad Rodger, managing director of Premeno Duo's distributor Phoenix MedCare, says the new product is the most effective on the New Zealand market for helping Kiwi women with the sensitive issue.

"Premeno is more effective than other non-drug alternatives and is almost as effective as hormone-based therapies," he says. "It also has a vastly superior safety profile compared to the alternatives."

As well as reducing the risk of bacterial infections, Premeno Duo is also a preventive treatment for recurring vaginal fungal infections.

Being a handy ovule it is easy to use, with no requirement for gels or applicators like other products on the market. Its long-lasting action also means it only needs to be used once every three days.

And Kiwi women seeking to ease their symptoms can purchase Premeno Duo knowing that doing so is helping those who are living with incurable cancer.

For every unit of Premeno Duo sold, Phoenix MedCare is donating \$1 to Sweet Louise, a local organisation that supports women diagnosed with incurable breast cancer.

Established in the memory of Louise Perkins, who passed away in 2004 after living with incurable cancer for a decade, Sweet Louise offers both emotional and practical support for members.

Fiona Hatton, CEO at Sweet Louise, is thrilled to be officially partnered with Phoenix MedCare and Premeno.

“We’re grateful to be associated with a product that is capable of helping so many women. And we know the generous donation through sales of Premeno Duo will go towards improving the quality of life for our hundreds of members.”

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