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## Dalkon Shield IUD advertisement.

[s.l.]: [s.n.], 1972

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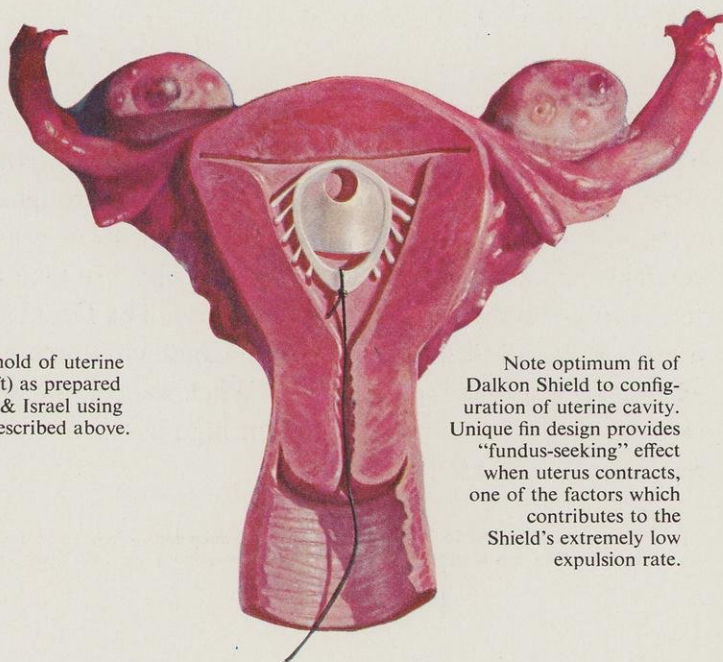
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# What is the secret of the Dalkon Shield's high degree of contraceptive effectiveness? The answer lies in its ingenious design.

Prior to 1964 nobody had scientifically measured the size of the uterine cavity. Davis and Israel\* accomplished this by injecting silicone rubber compound into excised parous premenopausal uteri. From the molds which they obtained, they prepared permanent impressions in plaster of paris. Using these impressions, they measured the transverse dimensions of each uterine cavity at two points: 1 cm. from the fundus (transfundal superior), and 2 cm. from the fundus (transfundal inferior). They plotted these measurements on a graph to determine distributions of uterine cavity sizes. The Shield was designed to conform to the average of these dimensions, making it the *only* IUD which is truly "anatomically engineered" for optimum uterine placement, fit, tolerance, and retention.



Silicone mold of uterine cavity (left) as prepared by Davis & Israel using method described above.



Note optimum fit of Dalkon Shield to configuration of uterine cavity. Unique fin design provides "fundus-seeking" effect when uterus contracts, one of the factors which contributes to the Shield's extremely low expulsion rate.