

Norinyl advertisement.

[s.l.]: [s.n.], 1964

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the
postpartum
examination...

an ideal time to
take the initiative in
overcoming fear of
unwanted pregnancy
with Norinyl

The postpartum examination, in particular, is a time when the all-important question of future pregnancies would naturally arise. Thus it affords the physician an ideal opportunity to take the initiative in offering a truly dependable means of fertility timing—an oral contraceptive regimen with Norinyl Tablets.

The benefits can be many since the continuous possibility of additional pregnancies, if unwanted, may lead to a constant fear that rarely permits either husband or wife to achieve normal sexual satisfaction. Such a situation, in turn, can lead to rising tension and unhappiness in the family, even to marital breakup, and to serious consequences affecting physical and



Norinyl®

(norethindrone 2 mg. $\bar{c}$ mestranol 0.1 mg.)

2mg.
TABLETS

oral contraception...

with virtually 100% effectiveness

**with lowest incidence
of BTB and spotting,
nausea and amenorrhea* 1-10**

**with lowest effective dosage
and lowest cost**

*Based on a comparison of published data on frequency of side effects occurring with norethindrone 2 mg. with mestranol 0.1 mg. and other oral contraceptive agents.¹⁻¹⁰

Contraindications: Thrombophlebitis or pulmonary embolism (current or past); cardiac, renal or hepatic dysfunction; carcinoma of the breast or genital tract; severe depression.

Precautions: Existing uterine fibroids may increase in size. In lactating mothers delay Norinyl until nursing needs are established. Withhold Norinyl before liver or endocrine function testing. In metabolic or endocrine disorders careful clinical preevaluation of patients is indicated. Because progestational agents with estrogen in general may cause some degree of fluid retention, patients with a history of epilepsy, migraine or asthma require careful observation.

Side Effects: According to observations thus far, side effects consist mainly of changes in the menstrual cycle, symptoms resembling early pregnancy, weight gain, nausea, and a few minor, generally transient, subjective complaints (headache, dizziness, nervousness and irritability).

Dosage and Administration: One Norinyl Tablet orally for 20 days, commencing on day 5 through and including day 24 of the menstrual cycle. (Day 1 of the cycle is the first day of menstrual bleeding.)

Availability: Dispensers of 20 and 60 and bottles* of 100 tablets.

References: 1. Wearing, M. P.: *Canad. M.A.J.* 89:239 (Aug. 10) 1963. 2. Ringrose, C. A. D.: *Canad. M.A.J.* 89:246 (Aug. 10) 1963. 3. Hutcherson, W. P., Schwartz, H. A., and Smith, L.: *Southern M.J.* 56:1357 (Dec.) 1963. 4. Satterthwaite, A. P.: *Appl. Ther.* 6:410 (May) 1964. 5. Rice-Wray, E.: Paper presented at Seventh International Conference on Planned Parenthood, Singapore, Feb. 14, 1963. 6. Mears, E.: *Brit. M.J.* 2:1179 (Nov. 4) 1961. 7. Gold, J. J., Smith, L., Scommegna, A., and Borushek, S.: *Internat. J. Fertil.* 8:725 (Jul.-Sept.) 1963. 8. Gould, J.: *Ibid.* 8:737 (Jul.-Sept.) 1963. 9. Hass, T.: *Ibid.* 8:743 (Jul.-Sept.) 1963. 10. Livingston, N. B., Jr.: *Ibid.* 8:699 (Jul.-Sept.) 1963.

mental health. In the words of one prominent psychiatrist, "I believe that contraceptive counseling should be offered routinely to patients ...at the postpartum examination and at any other times when the doctor feels this guidance would help."[†]

Even more important, when pregnancy should be delayed, avoided or contraindicated because of physical or mental disease, use of an oral contraceptive—such as Norinyl with its record of 100 per cent effectiveness—is virtually a necessity.

[†]Laidlaw, R. W.: Chief of Psychiatric Service, Roosevelt Hospital, in *Factor, A Newspaper For Physicians*, July, 1960.

norethindrone*—an original steroid from

SYNTEX 
LABORATORIES INC., PALO ALTO, CALIF.

*First synthesized by Syntex Laboratories (Djerassi et al.: Paper presented before the Division of Medicinal Chemistry, American Chemical Society meeting, Milwaukee, Wisconsin, April 3, 1952).