

MONISTAT®

## Survey Reveals Roughly 3 in 5 Women May be Mistreating Their Yeast Infections

*The MONISTAT® Brand aims to Cure Confusion by educating women about effective treatment options*

SKILLMAN, NJ (September 8, 2010) – Few women go through life having never suffered from the uncomfortable symptoms of a yeast infection. In fact, nearly 3 in 4 (72 percent) women will experience their first yeast infection before age 25.<sup>1</sup> Furthermore, the incidence of yeast infections is highest among young women ages 18-24<sup>2</sup>, who are new to the category and uncertain about symptoms and available treatment options. According to a recent survey of women ages 18-24 commissioned by the MONISTAT® Brand, **sixty-one percent (61 percent) of young women are unsure about which, if any, over-the-counter products can cure a yeast infection.**

“Many women don’t realize that once they’ve identified they have a yeast infection they can easily treat it on their own terms,” said Dr. Suzanne Gilberg-Lenz, a board-certified OB/GYN who practices in Beverly Hills, California. Dr. Lenz, a partner in the MONISTAT® survey, reviewed the full results and offers the following advice to help *cure the confusion* around yeast infections:

### ***Cure vs. Care***

- **More than 1/3 (37 percent) of women incorrectly believe that treating the symptoms of a yeast infection is the same as curing the infection.**

“I see many women who have unsuccessfully tried to treat their yeast infections,” said Dr. Lenz. “One of the biggest mistakes I see my patients make is using external symptom relief creams, such as Vagisil®<sup>3</sup>, to treat a yeast infection. Vagisil®<sup>4</sup> does *not* cure the infection; it only temporarily masks or relieves symptoms.”

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<sup>1</sup> Ipsos Tracking Study, Q4 2009 [p. 94]

<sup>2</sup> The 2003 Gallup Study of Women’s Yeast Infection Treatment Products [p.96]

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***Over-the-Counter Cure***

- **Thirty-eight percent (38 percent) of women mistakenly believe a yeast infection can only be cured by a doctor's prescription.**

“While there are prescription treatments available, they can sometimes take 24 – 48 hours to start working,” said Dr. Lenz. “If you know you have a yeast infection and you are in good health, try an over-the-counter remedy like MONISTAT® right away to cure the infection *and* treat the symptoms. The brand has a portfolio of products, including 1-, 3- and 7-Day treatments, to suit individual women’s needs, which are scientifically proven to be safe and effective.”

***Know Before You Go***

- **The majority of women (60 percent) have been unsure whether or not their symptoms were those of a yeast infection.**

“The symptoms of a yeast infection vary greatly among individuals,” said Dr. Lenz. “The classic symptoms – thick, white and lumpy discharge, itching and burning – do not appear for all women. The important sign is always vaginal discomfort that develops out of the blue. If you are unsure, especially if you’ve never had a yeast infection, check with your doctor to make sure your symptoms aren’t actually the result of a sexually transmitted disease, bacterial infection or a combination of yeast and bacteria.”

“If your yeast infection does not clear up, contact your doctor,” adds Dr. Lenz. “Once you’ve treated the infection, long-term, preventative measures, including changes to your diet and lifestyle, can help prevent future infections.”

With 35 years of proven efficacy, MONISTAT® is the #1 Doctor Recommended over-the-counter cure that begins the cure on contact. For more information about the signs, symptoms of and treatment options for yeast infections, and to hear more from Dr. Lenz, visit [www.Monistat.com](http://www.Monistat.com).

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**About MONISTAT<sup>®</sup>**

MONISTAT<sup>®</sup>, which means “stops yeast infections,” is an over-the-counter, antifungal yeast infection treatment that relieves symptoms and cures the infection. The Brand offers a portfolio of products, including 1-, 3- and 7-Day treatments, which are available in three forms – OVULE<sup>®</sup>, cream and suppository – and are designed to help women confidently address their vaginal health needs on their terms. The active ingredient in MONISTAT<sup>®</sup> is Miconazole Nitrate. For a complete list of MONISTAT<sup>®</sup> products, visit [www.monistat.com](http://www.monistat.com). MONISTAT<sup>®</sup> is a brand of McNEIL-PPC, Inc.

**About the Survey**

This MONISTAT<sup>®</sup> Survey was conducted by [Wakefield Research](#) among 711 nationally representative American women aged 18 to 24, using an email invitation and an online survey between June 4th and June 9th, 2010. Quotas were set to ensure reliable and accurate representation of the total U.S. population of women 18-24 year olds.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the 711 interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.68 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

This press release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialize, actual results could vary materially from McNeil Consumer Healthcare and/or Johnson & Johnson's expectations and projections. Risks and uncertainties include general industry conditions and competition; economic conditions, such as interest rate and currency exchange rate fluctuations; technological advances and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approvals; domestic and foreign health care reforms and governmental laws and regulations; and trends toward health care cost containment. A further list and description of these risks, uncertainties and other factors can be found in Exhibit 99 of Johnson & Johnson's Annual Report on Form 10-K for the fiscal year ended January 3, 2010. Copies of this Form 10-K, as well as subsequent filings, are available online at [www.sec.gov](http://www.sec.gov), [www.jnj.com](http://www.jnj.com) or on request from Johnson & Johnson. Neither McNeil Consumer Healthcare nor Johnson & Johnson undertake to update any forward-looking statements as a result of new information or future events or developments.

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