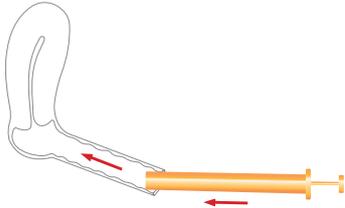


The Gynaecology behind the new Gentle Comfort™ Vaginal Cream Applicator

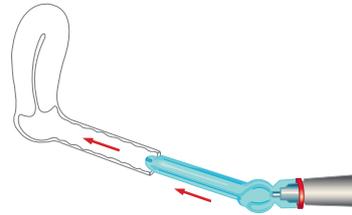


Old Applicator

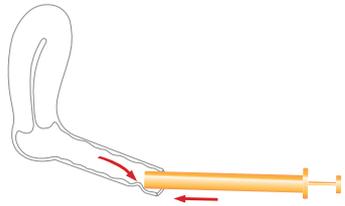
New Gentle Comfort™ Applicator



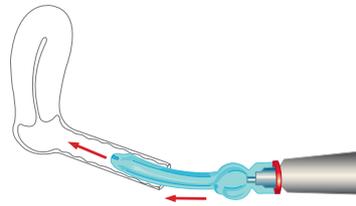
When the old applicator is introduced horizontally into the vaginal canal, its point collides with the posterior vaginal wall, because the vagina is inclined at an angle to the horizontal.



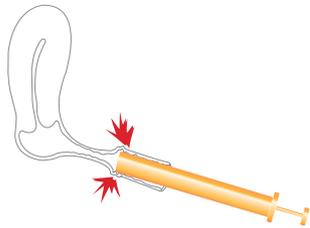
The shaft of the new applicator is set at the correct angle to avoid collision with the posterior vaginal wall. (The angle of vaginal inclination.)



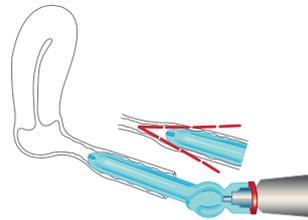
The old applicator is hard and rigid. Its point digs into the vaginal wall causing the lining to bulge into the cavity of the applicator, where it is painfully scraped, especially if screw threads are present.



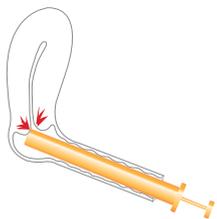
The wedge-shaped point of the new applicator cannot dig in. The soft, flexible shaft gently follows the natural vaginal contour and the point glides painlessly up the vagina.



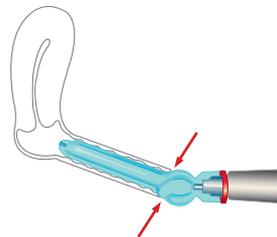
The hard, blunt point of the old applicator abrades the vaginal walls painfully, as it forces them apart against intra-abdominal and gravitational pressure.



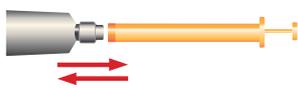
The soft, wedge shaped point of the new applicator does not abrade the vaginal walls - it separates them gently.



The old applicator is without depth control and may be inserted too deeply, causing hurt and damage to the mouth of the womb - especially dangerous in pregnancy.

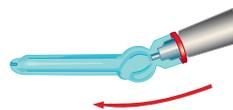


Depth of insertion of the new applicator is limited to the optimum for safety and efficacy of medication.



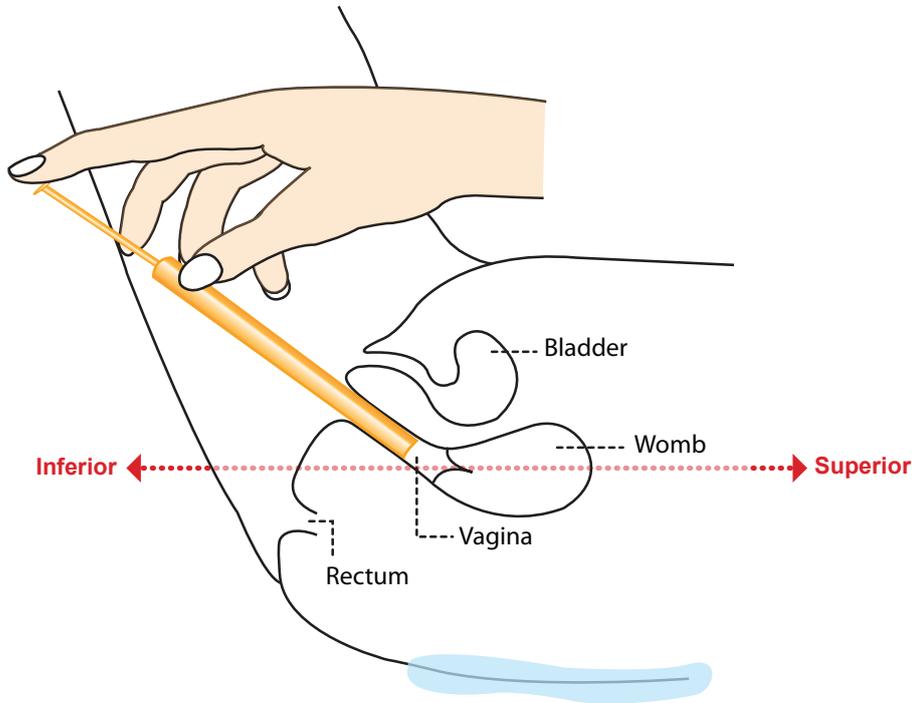
Cream flows back and forth over contaminated areas of the old applicator. The whole cavity is soon contaminated by vaginal detritus. The applicator is difficult to clean without special apparatus. = Bad hygiene.

Single dose applicators pollute the environment much more than multidose ones do.



One-directional flow keeps the cream sterile within the new applicator. The contact surface of the shaft is easily cleaned. = Very good hygiene.

Old Applicator Insertion



This illustration is taken from a typical package insert depicting the preferred method for inserting an old applicator.

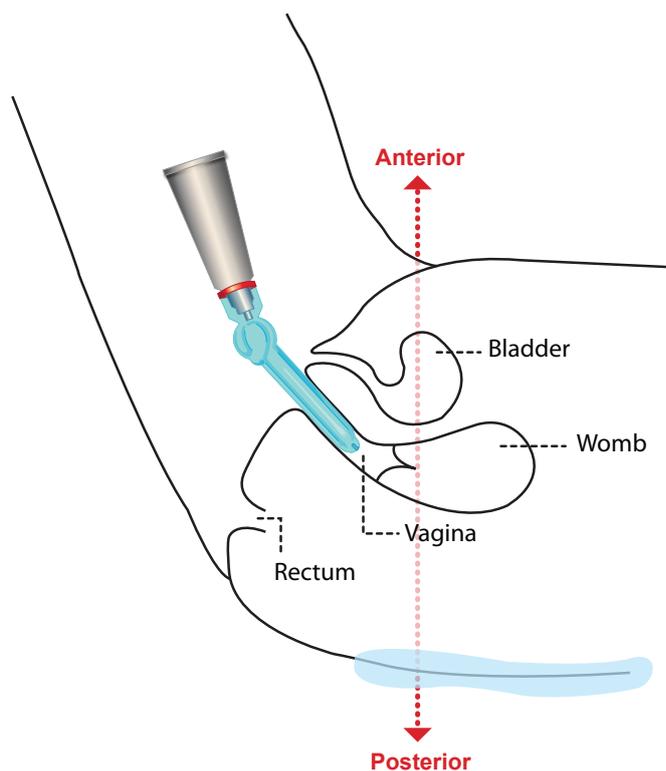
Note that the user's lumbar vertebrae are flat on the table, yet her finger easily and languidly reaches the plunger.

Experimentation will quickly confirm that what is shown here is impossible for any user to achieve.

The plunger of the loaded applicator, when positioned for insertion, is beyond the anatomical reach of the user's hand.

Difficult, undignified bodily contortions are necessary for her hand to reach the plunger.

New Gentle Comfort™ Applicator Insertion



The tube of cream serves as a comfortable handle to the new applicator. When the applicator is positioned for insertion, the handle lies in an approximately anterior - posterior axis, whereas the old applicator functions along an approximately superior - inferior axis.

The new applicator is easily within reach, even when supine, without bodily contortions.