

Perrigo®



Perrigo & Women's Health

A Mission for Women's Sexual Health

Dear reader,

What an exciting moment. Welcome to our promise to you – a mission for a new world of sexual healthcare for women and people, as imagined by Perrigo's new Women's Health organization.

This strategic organization builds on our heritage of transforming access to contraception – first with emergency contraception, and now with groundbreaking advancements in over the counter (OTC) daily oral contraception.

These aren't just dreams for the future, but our promise to serve the needs of women and people, of all bodies and experiences. We sat down with them and truly listened to what they need – you'll hear their voice throughout; they are our guiding light towards advancing a more equitable future for women's health.

This is a pivotal moment in the women's sexual health movement, and while we've been working towards sexual health equity, we are not doing this alone. We are enabling a community to be built around them, to ensure that their life is in their own hands. We are seeking collaborators ready to champion women and people because it is long overdue that their safety and control over their sexual health are made priorities, and they are spoken to authentically. The world needs it. We all deserve it.

So we invite you to spend a few minutes with us, to hear what we've learned and what we've planned for the future. We truly believe that there can be a new future for women's health and believe our new organization can champion that transformational change.



Frédérique Welgryn

Perrigo Global Vice President, Women's Health

“Just having it when you want it, when you need it, without going through lots of hoops - finally birth control is for me, in my hands, I don’t need to worry about it, they’re making it easy for me.”

- 35, Barcelona



In this mission, we refer to those we serve as “women and people”, alternating between the pronouns “she” and “they”. We recognise that our products can serve anyone with a female-assigned reproductive system – whether or not they identify as a woman. We also do this to recognise that we are speaking to allies – partners and families of those making these decisions.

To inform our mission, we conducted workshops and interviews with internal stakeholders, as well as women and people across the UK, US, and Spain, some of our key markets, between the ages of 18 to 39. We intentionally created and facilitated space for honest, in depth conversations. We spoke about life, their sexual health challenges and triumphs, and really listened in finding solutions to support them. With 100 hours of conversation, we know this provides us with just a snapshot of the full range of people who might seek out our products, and we will continue to listen to them as their needs change. We thank them for their time and vulnerability.

You are hers and theirs. For women and for people.

Women and people have been using the pill to manage their sexual health for over half a century... Although the last 50 years have seen some challenges in access, Perrigo has been a part of the movement towards expanding access to contraception...

1960

The first pill is approved by the FDA.

1967

France lifts the ban on birth control methods, including oral contraception.

2006

FDA approves the first OTC emergency contraception option for women 18 and older.

2010

Spain begins subsidizing hormonal contraceptives to expand access to birth control.

2020

Belgium reforms their law to make all contraceptives for women under 25 reimbursable by the government.

2021

France makes contraception - from the pill, to IUDs and other methods - free for women aged 25 and under.

2022

Free contraception is made available for women aged 17 to 25 in Ireland.

2023

France makes condoms free for everyone under the age of 26 and provides free emergency contraception for all women.

1965

US Supreme Court strikes down state laws banning birth control use by married couples.

1999

Launch of NorLevo®, hormonal emergency contraception.

2009

Launch of ellaOne® Rx, a second generation of emergency contraception.

2015

ellaOne® goes OTC - one of only 3 companies in history to perform a centralized switch in the EU

2021

Launch of Hana in the UK, a first-in-class OTC switch of a progesterone only pill (POP). POP are made available to buy in pharmacies without a prescription.

2022

Sexual health laws in Spain are reformed to ensure that emergency oral contraception is available free in sexual health centers, and must be available in all pharmacies.

2022

Application for Opill to be offered OTC submitted to the FDA.

2023

Perrigo launches their groundbreaking Women's Health organization, that will further serve the sexual health needs of women and people.



Having listened to them, we have learned some hard truths...

We know that on a global scale, women and people are kept in the dark when it comes to their own sexual health. Very often, a lack of information combined with lack of access to products and solutions means people are left to figure it out on their own. And they are. We've heard that they're scraping together information from whatever sources they can, filling in the gaps themselves where traditional healthcare is failing. We understand that their pursuit of authentic wellness is burdened with a lack of safety and control over their own body.



The wall of challenges can feel endless, from gatekeepers, lack of research, to cultural taboos. The story of sexual health has been anchored in tradition. In a system that was not designed for them and is often failing them.

It is long overdue that women's sexual health is not only prioritized, but championed. At Perrigo, we believe that people need to be equipped with factual, relevant information and unrestricted access to choice because determining one's own sexual health journey is a fundamental human right.

Having heard from them directly, we see clearly that women and people are multifaceted and dynamic, and their sexual health care should reflect that. Although we are excited about the progress made to date, we know there are more voices we need to listen to, more learning and research to do in order to keep this movement going forward...



01

1/3 of US women still report difficulties in obtaining contraception. ^[1]

02

Only 57% of women between the ages of 15-49 years old are making their own informed decisions on sex and reproductive healthcare. ^[2]

03

In the developing world, 74 million unintended pregnancies occur annually, of which 30% are due to contraceptive failure among women using traditional or modern contraceptive methods, a significant proportion of all unintended pregnancies. ^[3]

"I just think back about how naive I was at the age of 18 being like, 'oh, I'm gonna start taking this pill and I don't know anything about it'. Fast forward almost 10 years later and I take it every single day and I'm like 'what even is this, what am I putting in my body', which is insane."
– 32, Louisville, Kentucky



We know this about ourselves

Perrigo are allies to women and people's sexual health journeys.

We have been pushing the boundaries of people's access to sexual health for decades.

We are the reliable, trusted partner for their sexual health journey.

We are here for everyone, and our ambition is to prioritize those from neglected and underserved communities.

We prioritise solutions that give her control, are safe and effective, and we commit to being transparent and authentic with them. We know that access and education are the non-negotiables to ensure women and people have full control over their sexual health and are supported in their pursuit of self care.

We know the science behind sexual health, and endeavour to take the time to understand the women and people we serve. We don't have all the answers yet, but are committed to forming ongoing relationships with them so we can understand them better, so we can offer what they need, and never what we think they need.

We know there is a steep learning curve for us to fully serve them across their sexual health journey, but we have the ambition to share this with the world, championing the unique circumstances and needs of each individual, no matter where they are from.

To know her is to serve her.

"After a condom ripped I was terrified I may become pregnant, but I went to my local pharmacy and after answering a few questions I was given ellaOne and after taking it I felt calmer. Emergency contraception has been really helpful on multiple occasions."

– 20, Manchester, UK

Our Groundbreaking Portfolio

- 01** We are a pioneer in emergency contraception, first with NorLevo®, which was the first emergency contraceptive that was granted direct pharmacy access in France in 1999.
- 02** We developed ellaOne®, which contains the active ingredient known to be safe and most effective for emergency hormonal contraception. ^[4] The preferred choice for women and people in many countries around the world. ^[5]
- 03** We made a first-in-class centralised switch in Europe for ellaOne®, making emergency contraception easily available to millions of people.
- 04** We were the first to switch and launch daily oral birth control to OTC access in the UK with Hana®.
- 05** In 2022, we submitted an application for Opill to be the first-ever OTC oral contraceptive in the US. Opill is currently still pending FDA approval, but marks a groundbreaking moment in our journey to reducing barriers in contraceptive access.

We are here to champion the right of women and people to determine their own sexual health journey and access the solutions they want.

We champion

We are actively prioritizing and listening to women and people to fulfil their potential, so that their sexual health is never a barrier for them.

The right of women and people

We are inclusive in our mission. Anyone with a female-assigned reproductive system deserves this promise. And this includes partners and family of those making these decisions.

To determine their own

We aim to meet people's desire for personalized self-care. We make this available through wide access. And we aim to build long-term trust.

Sexual health journey

This is a lifelong journey, from menstruation to menopause and beyond. We are here for all of it, because sexual health influences every aspect of her life.

Access the solutions they want

We aim to offer widespread access to quality self-care interventions. We won't tell them what we think they need, but will listen to them to understand the solutions they want, and to make those available.

"I need to trust that my contraception works... it gives me peace of mind and it's good for your mental health."

-24, Los Angeles, USA

"Being in control of my sexual health and understanding my options means I can make educated decisions that are best for me and my future family."

-31, Portland, USA



"Sexual health means you have to be happy and comfortable with yourself and who you're with... and also there being trust between you."

- 24, UK

"We should have that much choice... choice leads to control."

- 24, London, UK

We are here to champion the right of all women and people to determine their own sexual health journey and access the solutions they want.

We have uncovered three key themes raised by women and people when it comes to their sexual health and wellbeing.

Based on what we've heard from them, we've outlined how we aim to address these as our North Star to strive for.



Control, Safety, Authenticity

CONTROL:

We aim to help women and people embrace the uniqueness of their body and their life. By helping them understand their body and hormones, we work with their cycle, not against it, and support them to make intentional choices.

SAFETY:

Our primary goal is to provide safe contraceptive choices. In doing so, we protect them mentally and physically, because sexual health doesn't exist in a vacuum. We aim to make safe spaces for people to ask questions to empower individuals and communities.

AUTHENTICITY:

People deserve the facts. So we engage in factual, honest conversations directly with them. We equip and empower women to make the best choices for themselves, always on their own terms, and no one else's. Ultimately, when they have knowledge and control, they are empowered with the self-belief to know what they need.

Nearly half of all women report negative interactions with their health care providers, particularly low income and uninsured people. Negative interactions lead to poor health outcomes, distrust of the healthcare system, and health inequalities.^[6]



We are committed to

Based on what we've heard from the women and people that we aim to serve, we have identified new commitments that will guide our future plans.



- 01 We will understand and focus on the needs of women and people, so that we can empower them on their sexual health journey.
- 02 We will continue expanding OTC contraceptive access by bringing quality, affordable, prescription free products that consumers trust.
- 03 We will aim to ensure access is improved for women and people from neglected and underserved communities.
- 04 We will continue listening to the people we serve through ongoing research.
- 05 We will provide her clear and factual information to unlock personalized, holistic self care.
- 06 We will champion them as they progress through life. As their needs change, and she's ready to make different decisions, we will be there. From getting to know contraception options and her fertility, to menstruation management, to perimenopause and beyond.

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"I want to see an understanding that every woman is different. How we react is different. Bespoke. Personalized. Even if the product isn't personalized, just know that women are different."
- 35, London, UK



"I want total control over my health. And I've always felt like I wanted it, and I haven't done it. And now I'm doing it. It's my body. I want to take complete control and there should be nobody else. Why would I delegate things like this to other people?"
- 39, Los Angeles, USA

We know

By embodying our commitments, we are excited about what the world can be.

A world where she and they are in control. Where they are safe. Where they feel authentic.

They deserve a world where they are trusted to know their own body and regarded as an expert on their needs.

Where she is given access and education in order to determine her sexual health. Where people ask questions and find factual answers about their bodies.

Where people make decisions feeling supported and in control. Supported by those around them, but also by a system that serves them.

Where they are free, thriving, and self-confident. They deserve to be spontaneous and emboldened to carve their own path.

Where they are free to create the world. Finally.

"The greatest freedom is the realization that you deserve to live in a way that makes you feel seen, safe, and accepted."

- 29, New York, USA



We are inviting

Within the world she deserves, Perrigo is their ally; pushing boundaries and expanding solutions for them.

But we can't do this alone.

Women and people, men and partners, scientists, educators, practitioners; we invite you to join us in reimagining women's sexual healthcare.

We are seeking collaborators who want to focus on women and people. Advocates who are ready to amplify their voice. Ready to give her back control. Ready to trust that their decisions are the right decisions.

So that women and people can be emboldened to create the world they've always deserved.

Because when women and people across the globe are thriving and healthy, the world can transform for the better.



**Perrigo's vision is to make
lives better by bringing
quality, affordable self-care
products that consumers trust
everywhere they are sold.**



**At Perrigo, we are here to champion the
right of women and people to determine
their own sexual health journey and
access the solutions they want, because**

They deserve to take care of their own
bodies.

They deserve to have conscious control
over their evolution.

Because they are our guiding light towards
creating an equitable future.

Join Perrigo in centering, advocating, and
innovating to embolden women and
people in their sexual health journey.

*"It is your birthright to
live in a way that
makes you feel full,
and grateful for life and
being alive."*

- 39, Barcelona, Spain

References

[1] - Grindlay, K., Grossman, D. Prescription birth control access among U.S. women at risk of unintended pregnancy. *Womens Health* 2016, 25(3): 249,254

[2] - UNStats, Sustainable Development Goals Report 2022. From research conducted with women in 64 countries between 2007 and 2021.

[3] - Guttmacher Institute - Contraceptive Failure Rates in the Developing World: An Analysis of Demographic and Health Survey Data in 43 Countries
<https://www.guttmacher.org/report/contraceptive-failure-rates-in-developing-world>.

[4] Study comparing levonorgestrel and ulipristal acetate after unprotected sexual intercourse : Glasier AF et al. *The Lancet* 2010; 375: 555-562; Ulipristal acetate EC (UPA-EC) has been demonstrated to be more effective than levonorgestrel EC (LNG-EC) from 0–120 hours after unprotected sexual intercourse [FSRH Guideline Emergency Contraception, March 2017].

[5] Based on independent third party market data sources (e.g. IQVIA, iRI). Data on file.

[6] - 2022 KFF Women's Health Survey, 'Women's Experiences with Provider Communication and Interactions in Health Care Settings', February 2023



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