

The Pill Turns Sweet

Sixty

PRESENTED BY:
ALLERGAN, THE MAKER OF

Lo Loestrin[®] Fe

(norethindrone acetate and ethinyl estradiol tablets;
ethinyl estradiol tablets and ferrous fumarate tablets)
1 mg/10 mcg and 10 mcg

Celebrating groundbreaking moments from six decades of the birth control pill empowering women to prevent pregnancy on their own terms.

1960



The FDA approves “the Pill” as an oral contraceptive.¹

1965

Five years after FDA approval, 6.5 million women are on the Pill, making it the most popular form of birth control in the U.S.²



1968



Women in the U.S. are able to choose from seven birth control pill options.³

1975

Birth control intersects with pop culture as country singer Loretta Lynn releases “The Pill,” one of *Rolling Stone’s* 100 Greatest Country Songs of All Time.⁴



1980



The modern, low-dose, two- and three-phase birth control pills become available.⁵

1993

The Economist names the birth control pill one of the Seven Technological Wonders of the Modern World.⁶



2000



The Equal Employment Opportunity Commission rules that prescription contraception must be covered by health insurance in workplaces of 15 or more employees.⁶

2014

Bloomberg Businessweek ranks the birth control pill No. 9 in its list of the 85 Most Disruptive Ideas in its 85-year history.⁷



2020

60th Birthday



Where We Are Today

According to a national survey, from 2015 to 2017, the birth control pill was still one of the most popular forms of contraception, with over 9 million women aged 15-49 years using it in the U.S.⁸

Lo Loestrin Fe is proud to be a part of the birth control revolution and commemorate the Pill’s 60th birthday.

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What is Lo Loestrin[®] Fe?

Lo Loestrin Fe is a prescription birth control pill used for the prevention of pregnancy. If you are moderately obese, discuss with your healthcare provider whether Lo Loestrin Fe is appropriate for you.

IMPORTANT RISK INFORMATION

WARNING TO WOMEN WHO SMOKE

Do not use Lo Loestrin[®] Fe if you smoke cigarettes and are over 35 years old. Smoking increases your risk of serious cardiovascular side effects (heart and blood vessel problems) from birth control pills, including death from heart attack, blood clots, or stroke. This risk increases with age and the number of cigarettes you smoke.

Who should not take Lo Loestrin Fe?

Do not use Lo Loestrin Fe if you have or have had blood clots, history of heart attack or stroke, high blood pressure that medicine cannot control, breast cancer or any cancer that is sensitive to female hormones, liver disease or liver tumors, unexplained bleeding from the vagina, if you are or may be pregnant, or if you take Hepatitis C drugs containing ombitasvir/paritaprevir/ritonavir, with or without dasabuvir, as this may increase levels of liver enzymes in the blood.

What are the most serious risks of taking Lo Loestrin Fe?

Lo Loestrin Fe increases the risk of serious conditions including blood clots, stroke, and heart attack. These can be life-threatening or lead to permanent disability.

What else should I know about taking Lo Loestrin Fe?

Treatment with Lo Loestrin Fe should be stopped if you have a blood clot, and at least 4 weeks before and through 2 weeks after major surgery. You should not take Lo Loestrin Fe any earlier than 4 weeks after having a baby, or if you are breastfeeding. If you experience yellowing of the skin or eyes due to problems with your liver, you should stop taking Lo Loestrin Fe. If you are pre-diabetic or diabetic, your doctor should monitor you while using Lo Loestrin Fe. Your doctor should evaluate you if you have any significant change in headaches or irregular menstrual bleeding.

What are the possible side effects of Lo Loestrin Fe?

The most common side effects reported by women taking Lo Loestrin Fe in a study were nausea/vomiting, headache, spotting or bleeding between menstrual periods, painful menstruation, weight change, breast tenderness, acne, abdominal pain, anxiety, and depression.

Birth control pills do not protect you against any sexually transmitted disease, including HIV, the virus that causes AIDS.

Please see the full Prescribing Information, including Boxed Warning, and Patient Information.

Sources

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3. https://www.plannedparenthoodaction.org/uploads/filer_public/ed/78/ed78a43a-e466-4194-870c-251794d9d22b/7-16-14-birth-control-timeline-final.pdf
4. <https://www.rollingstone.com/music/music-lists/100-greatest-country-songs-of-all-time-11200/67-loretta-lynn-the-pill-1975-20598/>
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