



Johnson & Johnson
(GT. BRITAIN) LIMITED
SLOUGH, BUCKS

TO PHYSICIANS ONLY

"The realisation amongst the medical profession that this is a science; that in their hands, under their guiding influence, enormous strides can be made which will have their repercussion in increased health, happiness and prosperity."

CECIL I. B. VOGUE, Ph.D.

A DEPENDABLE
FORM OF
CONTRACEPTIVE

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OF INTEREST TO PHYSICIANS

Every physician in the course of his daily practice encounters women whose condition indicates that they be instructed in a method of preventing, or controlling, conception. Unless proper advice is given in such circumstances, the outcome may be undesirable. In this matter the doctor is, and should be, the sole arbiter.

But having reached the conclusion that such measures are necessary, the physician has hitherto found difficulty in its practical application.

INVESTIGATION

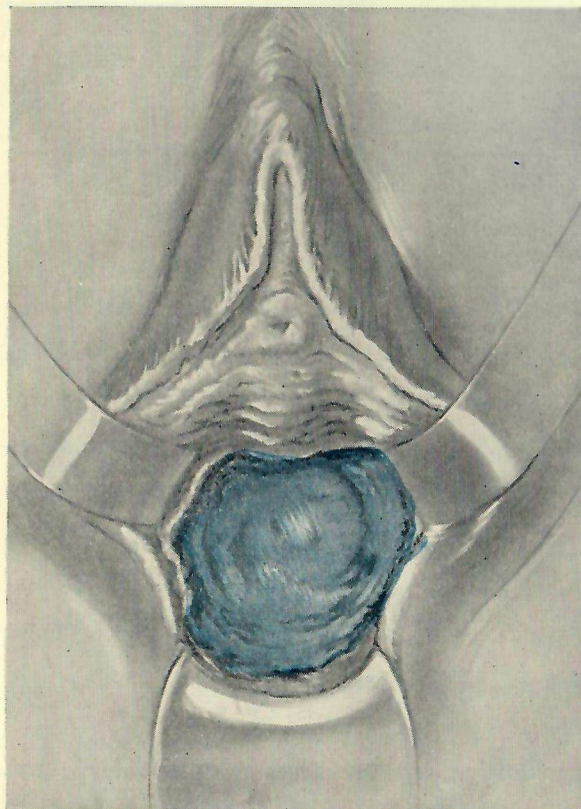
In selecting a method of contraception, certain fundamental properties are looked for :—

- (1) It must be harmless.
- (2) It must be effective and independent of the variables, time—moisture—pressure.
- (3) It must give no psychological offence, either in its application or use.
- (4) It should call for no post-coital effort.

Apart from intrauterine appliances, the prevention of conception can be accomplished by methods falling into two basic groups :—

- (a) Those in which the spermatozoa are prevented from entering the os uteri, either by a mechanical appliance or by an occlusive agent of some kind.
- (b) Those in which the spermatozoa are immobilised by chemicals.

In presenting Ortho-Gynol we offer what we believe to be a product embodying all the properties desired. It is an effective mechanical barrier, and contains a satisfactory spermicide, thus falling into both groups outlined. It is non-irritant and does not destroy the natural vaginal flora or secretions. It is presented in a form



● *Figure 1. Showing how an application of Ortho-Gynol covers the cervix uteri as a thin film and thus prevents ingress of spermatozoa.*

acceptable to the most fastidious woman, and is undetectable in use ; above all it accomplishes its main object in the scientific control of fertility with the least disturbance of the natural function.

RESEARCH

Physicians are now offered a contraceptive produced after exceptionally conscientious research. It has always been, and always will be, the policy of Johnson & Johnson to manufacture specialities within their chosen field, in such a manner as to give thorough satisfaction to those who prescribe them and benefit to those who use them, and Ortho-Gynol is as far advanced in its particular sphere as modern research has made possible.

In the carrying out of research work, we have had the helpful co-operation of recognised medical and scientific authorities in hospitals and scientific departments, and the preparation has received extensive chemical and clinical study before its introduction to the profession.

A RELIABLE SPERMICIDAL JELLY

The preparation perfected by Johnson & Johnson is a jelly which has a two-fold action :—

- (1) It temporarily occludes the os uteri so that the spermatozoa can neither gain entry to the uterus, nor remain outside the sphere of spermicidal action.
- (2) During the period of occlusion the chemicals present effectively immobilise these cells.

No irritation is caused in the vagina or male urethra, even when the product is used frequently over long periods, and no disturbance of the normal bactericidal balance of the vagina is created.

Ortho-Gynol is effective from the moment of its application for a period of hours, and douching is not indicated. A douche may, however, be used if desired not sooner than 6 to 8 hours after coitus.

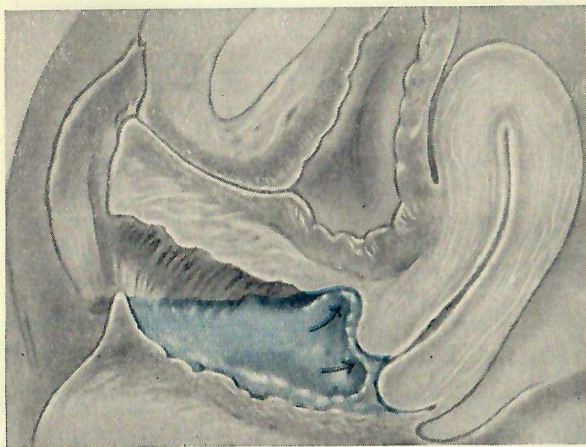
CHEMICAL COMPOSITION

The ingredients are Boric Acid, Oxyquinoline Sulphate and Glycerine in balanced concentration, contained in a water soluble vegetable gum base. The chemicals are present in such proportions as to be sufficiently lethal to spermatozoa without causing local irritation. Particular care has been taken to avoid the introduction of agents capable of destroying the bacilli present in the vaginal secretions. In the selection of a suitable spermicide, we have recognised that the bactericidal mechanism of the vagina is necessary for the suppression of undesirable organisms.

MECHANICAL EFFECTIVENESS

The base of Ortho-Gynol is a combination of unusual gums, which are entirely harmless to tissues and dissolve very slowly in the vaginal secretions. Ortho-Gynol possesses unusual physiochemical properties, in that while it retains its viscosity it is capable, by virtue of its comparatively low surface tension, of penetrating the sulci, rugae and fornices of the vagina. The jelly is placed by the applicator in the anterior fornix, and immediately on the introduction of the phallus it is spread to form a perfect spermicidal lining to the vagina and a tenacious barrier to the os uteri.

The death of the spermatozoa is brought about in two ways. Firstly, by the spermicides incorporated in the jelly. Secondly, by the jelly forming a complete film over their surfaces, resulting in their asphyxiation: Both actions are reinforced by the fact that the tails of the spermatozoa become entangled, thus primarily limiting their mobility.



● *Figure 2. Showing an application of Ortho-Gynol spread over the cervix and in the fornices.*

THREE SIMPLE TESTS

The properties required in a contraceptive jelly are :—

- (a) That it shall be sufficiently tenacious so as to entirely occlude the cervical canal, so that even if the os uteri dilates during coitus, spermatozoa cannot enter.

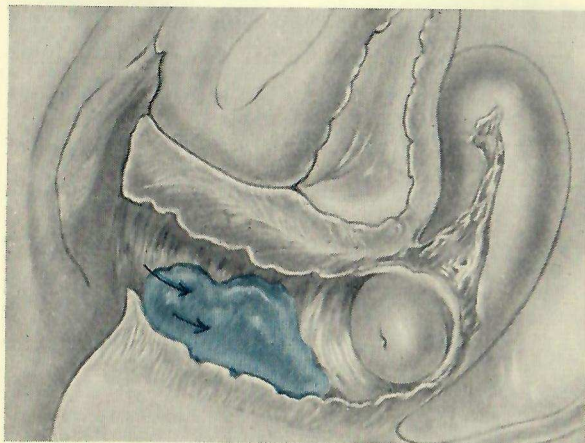
- (b) That it should possess a sufficiently low surface tension to enable it to penetrate into the folds of the vagina.
- (c) That it should retain its consistency for a period of several hours before disintegration takes place.

The following simple tests amply demonstrate the physical stability of the product.

Test 1. Place a daub of Ortho-Gynol on the mucous membrane inside the lower lip, and allow it to remain there for ten minutes. At the end of that period it will be found where deposited. This test also indicates that Ortho-Gynol is not irritant to delicate mucous surfaces.

Test 2. Spread a film of Ortho-Gynol over a piece of cardboard. Pour water over it from a spoon. The film of Ortho-Gynol remains undisturbed, thus demonstrating its tenacity.

Test 3. Place several daubs of Ortho-Gynol in a tumblerful of water. At the end of 15 minutes examine them. It will be found that they have not been dissolved and have not lost their shape, thus demonstrating that Ortho-Gynol may be depended upon to resist solution.



• *Figure 3. Here the Ortho-Gynol has been improperly applied—just inside the vaginal orifice instead of below the cervix uteri. Yet it is soon spread over the cervix and in the fornices, as shown in Figure 2.*

INDIVIDUAL APPLICATOR

Ortho-Gynol is presented in pure tin tubes each containing sufficient for one application. For each tube there is provided a pure tin applicator, each packed surgically clean in a transparent envelope. The metal used is subjected to strict laboratory control, to ensure absence of contamination. Both tube and applicator may be rolled up after use for easy disposal.

ORTHO-GYNOL APPEALS TO WOMEN

Obviously, a product of this nature must give no offence to the æsthetic senses.

Ortho-Gynol is entirely free from unpleasant odour, and is subtly perfumed to make it acceptable to feminine discrimination.

No special technique is necessary for its application—both tube and applicator are easily disposable, and the product is undetectable in use.

The product is tastefully packed and appeals to the most fastidious woman.

ADVANTAGES OF ORTHO-GYNOL

Ortho-Gynol has the following outstanding points of merit :—

- (1) The highest measure of dependability possible for a preparation of its class.

(2) Independent of the variables, time—moisture—pressure. Recent authorities have stressed this point. (With many preparations time has to elapse before coitus can take place, and efficacy is related to the presence of moisture in the vagina, and to the pressure exerted by the walls of the latter upon the contraceptive).

(3) No interference with natural functions.

(4) Complete freedom from irritation.

(5) No offence to the æsthetic senses.

(6) Non-staining.

(7) Does not deteriorate in any climate.

(8) Does not induce pathological changes in the vaginal mucosa.

(9) Hygienic—both tube and applicator are discarded after use.

INSTRUCTIONS FOR THE PATIENT

The use of Ortho-Gynol is exceedingly simple. Lucid instructions accompany each package, and there can be no error in its application.

A single application before retiring is sufficient.

Immediate douching is not only unnecessary but undesirable, since it tends to remove the jelly from its effective position. A douche may be taken six to eight hours after coitus if desired.

An applicator is attached to the tube, and in the recumbent position is inserted in the vagina as far as it will go with comfort. Pressure is applied to the tube, and during this process it is well to move the applicator around gently so as to spread the jelly over the vagina and adjacent cervix.

DISTRIBUTION

Following their usual policy, Johnson & Johnson have introduced this product only after conscientious chemical and clinical research.

Ortho-Gynol is advertised to physicians exclusively.

COMPLIMENTARY PACKETS TO PHYSICIANS ONLY

On receipt of a professional card from any practising physician who has not already received a sample, we shall be glad to send, with our compliments, a clinical sample of Ortho-Gynol.

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