

## WHAT IS GSM?

**Genitourinary syndrome of menopause (GSM) is a common condition, most prominent in postmenopausal women, and is caused by very low levels of estrogen in the body. As a result of low estrogen, many bothersome symptoms can occur affecting the vagina, urethra, and/or bladder.**



**40-50%** of postmenopausal women experience symptoms of GSM.

**32 million** women in the U.S. are currently estimated to suffer from GSM.



**GSM symptoms are not a "normal part of aging".**

Symptoms include: vaginal burning, itching, and dryness, painful sex, frequent urinary tract infections, frequent urination, and sudden urge to urinate.



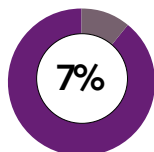
**GSM symptoms are chronic and become worse without treatment.**

Unlike hot flashes which can resolve on their own, GSM symptoms will progress over time without treatment.



**Low dose vaginal estrogen is a safe and effective treatment.**

Low dose vaginal estrogen (estrogen applied directly to the vagina) can relieve both vaginal and urological symptoms for most women. Low dose vaginal estrogen has not been shown to increase risk for breast or endometrial cancer.



**Yet only 7% of women with GSM use low dose vaginal estrogen. 80 to 90% of women with GSM see improvement in symptoms with low dose vaginal estrogen within a few weeks.**

**If you are experiencing symptoms of GSM, please talk to your healthcare provider to learn more. Safe and effective treatment options are available.**

**Sources:**

1. Kingsberg et al. *The Journal of Sexual Medicine*. 2013;10(7):1790-1799.
2. Krychman et al. Abstract P-71 at NAMS 2016 Annual Meeting. Oct. 5-8, 2016.
3. MacBride et al. *Mayo Clinic Proceedings*. 2010;85(1):87-94.
4. North American Menopause Society. *Menopause*. 2007; 14(3 Pt 1):355-369.
5. North American Menopause Society. *Menopause*. 2013;20(9):888-902.
6. Suckling et al. *Cochrane Database Systematic Reviews*. 2006;(4).