

The Today® Sponge provides *Effective, Safe, Proven* birth control protection and is *Hormone-Free*

Introduced in 1983, the Today Vaginal Contraceptive Sponge affords the freedom and flexibility of 24 hour contraceptive protection, and offers a safe and effective hormone-free birth control alternative for millions of American women. Mayer Laboratories, Inc., a marketer of high-quality contraceptive and other reproductive healthcare products for more than 20 years, is the exclusive distributor of the Today Sponge for the United States, Europe and Canada.



What is the Today Sponge and how does it work?

The Today Sponge is a soft polyurethane sponge containing nonoxynol 9, a spermicide used by millions for more than 40 years. The Today Sponge prevents pregnancy in 3 ways: 1) by blocking the sperm's path 2) by absorbing the sperm and 3) by continuously releasing nonoxynol 9, which quickly kills the sperm on contact.

How effective is the Today Sponge?

Today Sponge is 89-91% effective. In clinical studies, about 1 out of 10 women (9-11%) got pregnant during the first year of use when using this product correctly all the time. The possibility of getting pregnant increases to about 1 out of 7 (13-16%) women when this product was not used correctly. For more information on effectiveness: www.todaysponge.com/about

Summary of Clinical Efficacy Study: **Today Sponge is 89-91% effective, what does it mean?**

- Over 1,850 women used the Today Sponge over a 1 year period
- Over 230,000 acts of intercourse produced 179 pregnancies
- **Translation: One Pregnancy for Every 1287 Acts of Intercourse***

*Data on file

Why was the distribution of the Today Sponge interrupted recently?

The Today Sponge has always remained popular with many consumer advantages. The recent interruption of distribution was not the result of product quality or customer demand, but was due to the previous owner's overleveraged financial condition, which led to their bankruptcy.

How easy is it to use?

This product is designed to be convenient and easy to use while avoiding interruption of lovemaking. Wet the sponge thoroughly with clean water, squeeze gently until the sponge is sudsy and insert deep into the vagina. Protection begins right away and lasts for 24 hours even with repeated acts of intercourse. Wait 6 hours after last intercourse before removing sponge. Any woman who can use a tampon should not have difficulty using the sponge. It does not require a special fitting or prescription. Before using, read the directions enclosed with your purchase:

www.todaysponge.com/about

Safety Information

This product does not protect against HIV/AIDS or other Sexually Transmitted Diseases (STD's). Do not use during a menstrual cycle. For more information about warnings: www.todaysponge.com/about

Comparison Chart:	Today Sponge	"The Pill" and other Hormonal Methods	Diaphragm/ Cervical Cap	Gels/ Foams	Films/ Suppositories
Hormone-Free	✓	-	✓	✓	✓
Available Over The Counter (non prescription)	✓	-	-	✓	✓
24 Hour Protection without Reapplication	✓	✓	-	-	-
Effective immediately when used as directed	✓	✓	✓	✓	-
Not Messy	✓	✓	-	-	-

*Source: Planned Parenthood website and product specific website; April 2009.

For more information about Today Sponge including effectiveness, directions, and warnings: www.todaysponge.com

