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“Heavy Period Talk” Campaign Aims to Ignite Conversation for One in Five Women Suffering from Heavy Periods

--Majority of Canadian women living with heavy menstrual bleeding are unaware it's a treatable medical condition--

TORONTO, ON (June 22, 2018) – [Heavy Period Talk](#), a new campaign aimed at the one in five women^[1] suffering with heavy periods^[2], recently launched during the Heavy Period Talk Comedy Show. The show was hosted by well-known Canadian comedians Jess Beaulieu and Natalie Norman in partnership with women's health company, Hologic. The campaign hopes to ignite the conversation around heavy periods (medically known as menorrhagia) and educate the one in five women who experience heavy blood loss, pain and exhaustion each month, providing them with the knowledge they need to seek help.²

“Let's face it, if you have heavy periods, you've got a bloody story to share,” said Beaulieu. “To help start the conversation at the show, we shared our stories about first periods, tampon inserting attempts, awkward leaks, and our love of the menstrual cup.”

A recent study of roughly 1,000 Canadian women investigated the reality of living with heavy periods, finding that more than half of women with heavy periods are unaware that they have a treatable medical condition.^[3] Heavy periods affect every woman differently, both physically and emotionally, but can be defined as bleeding that lasts more than a typical seven-day cycle, or bleeding that's so severe a regular sanitary pad or tampon must be changed every one to two hours.

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The study also found:

- Nearly 80 percent of women with heavy bleeding say they experience anxiety during menstruation, while more than 65 percent say they experience depression.
- 90 percent of women have bled through their clothing, while more than three quarters of women avoid wearing light-coloured clothing during menstruation to reduce the chances of an awkward leak.
- Over 80 percent of women have bled through their bedding, and more than 40 percent have slept on towels to avoid ruining their sheets.
- 53 percent have missed work due to their period pain.
- Intimacy with partners is affected, with 72 percent noting they have missed out on sexual experiences.³

Despite these findings, 53 percent of women in the study have never seen a doctor about their heavy periods because they believe it is just part of being a woman, don't think it is worth the visit, or aren't sure how a doctor could help.³

“The number of women that aren't aware that heavy periods are a treatable medical condition is staggering,” said Dr. Yolanda Kirkham, OB-GYN, Women's College Hospital and St. Joseph's Health Centre. “The reality is, there are several innovative treatment options available for heavy bleeding beyond the traditional hysterectomy, and a simple conversation with your doctor can help determine the right one for you.”

De-stigmatizing the conversation around heavy periods is an essential step to encourage women to seek treatment, which is why Hologic has partnered with regional health care practitioners in major markets across Canada to publicly address the realities of the condition.

To further build the conversation around heavy periods with Canadian women, Hologic also partnered with the award-winning digital community, Yummy Mummy Club, and their network of over 80,000 women. The partnership included member attendance at the Heavy Period Talk Comedy Show and online sharing of real stories about heavy menstrual bleeding from their members.

Women are encouraged to visit www.HeavyPeriodTalk.ca to learn more about heavy menstrual bleeding, view the symptoms comparison chart and heavy menstrual bleeding checklist, and learn about the various treatment options available. Women are also invited to share their personal stories on the website. For every story shared, \$5 will be donated to the Canadian Foundation for Women's Health to support vital research and women's health education.

About Heavy Period Talk

Heavy Period Talk was created to educate women about the severity of heavy periods, discuss the treatment options available, and help prepare them to visit their doctor with the tools required to have an informed conversation. For more information, visit www.HeavyPeriodTalk.ca.

About Hologic

Hologic, Inc., the company behind the **Heavy Period Talk** campaign, is an innovative medical technology company

primarily focused on improving women's health and well-being through early detection and treatment. Hologic is committed to raising awareness about, and educating on, heavy periods. For more information on Hologic, visit www.hologic.com.

Media Contact:

Jane Mazur

508.263.8764 (direct line)

585.355.5978 (mobile)

jane.mazur@hologic.com

Related Links

- Hologic - www.Hologic.com
- Heavy Period Talk - www.HeavyPeriodTalk.ca
- Canadian Foundation for Women's Health <http://cfwh.org/>

References

[1] Hologic, Inc. Data on File; AUB Patient Journey Research, conducted January 2017. Survey of 1,003 women who self-identified as currently or recently experiencing heavy bleeding with need to change feminine hygiene product every hour or so.

[2] Centers for Disease Control and Prevention. Heavy Menstrual Bleeding
www.cdc.gov/ncbddd/blooddisorders/women/menorrhagia.html

[3] Hologic, Inc. Heavy Menstrual Bleeding Research, conducted February 2018, Survey of 1,004 Canadian women who self-identify as currently or recently experiencing heavy periods

<https://investors.hologic.com/news?item=716>