

New vaginal cream applicator launched

The newly launched Adcock Ingram Gentle Comfort Vaginal Cream Applicator is designed to give women a more hygienic and comfortable alternative to traditional applicators.



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The ergonomically designed applicator was developed by a gynaecologist with over 20 years of experience and is made from flexible materials to naturally bend to the contours of the vagina. This allows the new applicator to be used in a convenient standing or sitting position making it easier to insert putting the user at ease and reducing the pain and discomfort often associated with the more rigid traditional applicators.

The new vaginal cream applicator is designed to deliver a metered dose with minimal wastage, ensuring the correct dosage is delivered at the right depth enhancing the efficacy of the medication. The applicator is designed with a closed bulb-shaped head allowing the cream to be deposited through a small opening in the head; the easy to reach and clean exterior of the applicator is the only point of contact with any vaginal discharge, rendering the applicator hygienic and safe for reuse.

Reusable

The fact that the applicator can be re-used translates into reduced transport, storage and warehousing costs compared to standard single use applicators, which are usually sold in multiple packs.

The new tube of vaginal cream is screwed directly onto the applicator forming a single uncontaminated cavity; the cream is then deposited in a one-directional flow, which reduces contamination, by compressing the silicone bulb between the thumb and two fingers. The applicator has a smaller point of contact with the vaginal wall thereby minimising the chance of abrasions, which may cause pain.

Award-winning design

The applicator was awarded the SABS design institute award in 1998, which amongst others recognises technological development in South Africa. This is the first time the applicator has been offered to the consumer market.

While all women will benefit from the new user-friendly applicator design, it is especially helpful for those who may experience restricted movement such as elderly or paraplegic women, postmenopausal and pregnant women whose cervix are usually congested with soft tissue, which can be easily damaged by a hard, blunt object such as a traditional applicator.

The patented applicator is sold exclusively with Adcock Ingram over-the-counter Covospor Vaginal Cream 50mg for a recommended retail price of R22,51 (including VAT) nationwide.

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