

Women's Health **UPDATE**

Celebrate Valentine's Day The Modern Girl's Way

(NAPSA)—This Valentine's Day, many women may be counting on cards, flowers, or chocolates from their partners, or even from their family and friends. While these thoughtful gestures are greatly appreciated, many young women today are looking for something deeper in their relationships, according to Jane Buckingham, author of "The Modern Girl's Guide to Life."

"Modern Girls are returning to core values, like reliability, especially in their personal relationships," says Buckingham. According to a new national survey, nine out of 10 women said it is very important, not only for them to be reliable, but also for them to be able to rely on their family members, friends and partners.

In a recent online survey called *Count on Me*, the majority of women said that the person they rely on the most is their partner, followed by a parent, and best friend. The survey also found that women rely on their friends and family for a number of reasons, including emotional support, relationship help, and health advice.

"In addition to improving their personal relationships," Buckingham explains, "young women also want to take charge of their health and their bodies, and they seek out information about the

Modern Girls Rely on Friends and Family for...

Emotional support	—	91%
Relationship advice	—	59%
Care taking when sick	—	57%
Health advice	—	56%
Financial support/advice	—	50%



health issues that are important to them, including their birth control pill."

For general health information, women surveyed said they most rely on their mothers or partners, in addition to their health care professionals. Ironically, while 42 percent of women said they make birth control decisions together with their partners, only 19 percent said they rely on their partners for sexual health advice.

"Outside of her immediate family, a Modern Girl's partner and friends are her most important relationships, and there are always times when a girl needs to turn to a best girlfriend for some of the discussion she may not be having with her partner," adds Buckingham.

To help Modern Girls nurture these important relationships and get more out of their health, Ortho Women's Health & Urology™, Divi-

sion of Ortho-McNeil-Janssen Pharmaceuticals, Inc., has partnered with Buckingham to launch *Count on Me*, an online educational program at www.thepill.com. The program highlights Jane's Top 10 *Count on Me* Tips for improving your life, relationships, and health, such as:

• **Bring back ladies night—**

Enjoy a night out. You deserve it! Modern Girls need their girlfriends. Sometimes, we forget to feed our friendships, which is why I like to schedule some quality female bonding time at least once a month. Pick whatever you all fancy—dinner, movies, books, yoga—and make it a date, with your best friends.

• **Don't forget your partner—**If you've been in a relationship for a while and it feels like you're taking it for granted, invite your partner on a date! No matter how crazy life gets, we need to show our partners that we are still willing to put in the effort to keep the relationship exciting and new. I love to get my hair done or put on a new dress to hit the town with my husband. It really helps to look forward to alone time when I am traveling, or busy with work.

To learn more and see all of Jane Buckingham's *Count on Me* Tips, visit www.thepill.com.



The *Count on Me* survey was conducted online from November 16 – 21, 2007, by KRC Research on behalf of Ortho Women's Health & Urology™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., and involved 1,003 women, ages 18 to 34 years old (currently taking the Pill). Ms. Buckingham is a paid consultant for Ortho Women's Health & Urology™.