

News for Women

The Beauty Of Menopause—Putting Your Best Face Forward

(NAPSA)—Menopausal women are taking advantage of all life has to offer—and they want to look and feel their best. However, many of the changes women experience before, during and after menopause can affect their self-esteem. The good news is that doctors have treatments available to help women manage.

“Women should know that how they look says a lot about their overall health,” said Dr. Diana Hoppe, OB/GYN and President of Pacific Coast Women’s Health. “Many of my patients come to me looking for solutions to such things as excess facial hair, the presence of which can begin or worsen with menopause.”

Unwanted facial hair is one of the most prominent cosmetic concerns facing women of all ages. It’s reported that 45 percent of women consider it a “top cosmetic problem” and in the U.S. \$1.8 billion is spent annually on hair removal products and services. In fact, an estimated 41 million American women have removed facial hair at least once in the last six months.

Dr. Hoppe prescribes a cream called VANIQA (eflornithine hydrochloride cream 13.9 percent) that is clinically proven to help women deal with excess or unwanted facial hair.

The product works by slowing down the rate of hair growth. That means women need to tweeze, wax or use electrolysis less often. The cream, which has been prescribed over a million times, can be used on all skin and hair types and is relatively inexpensive. Improvements with VANIQA use should be seen beginning within four to eight weeks.



American women are taking important steps to help make menopause more manageable—and more beautiful.

Results may vary.

“VANIQA allows women to feel more in control of their appearance,” says Dr. Hoppe. More control means better self-esteem, which may be an important healthcare related issue, according to surveys.

A study found 28 percent of women said unwanted facial hair made them feel “less feminine,” 19 percent reported being “embarrassed” by it and 67 percent of women said they believed a female with unwanted facial hair was likely to receive unfair treatment.”

When side effects occurred with the cream, they generally involved mild skin irritations and resolved without treatment. If no improvement has been seen after six months, VANIQA use should be discontinued. VANIQA was not studied in pregnant women, and therefore cannot be recommended for these patients.

For more information, ask your doctor, call (888)796-6361, visit www.vaniqua.com or see the ad in *Every Woman* magazine available in doctors’ offices.