

KEEP *her* AWESOME

BACTERIAL VAGINOSIS (BV) FACTS

Ladies, it's time to set the story straight...

WHAT IS BV?

BV is the most common vaginal infection for women.¹ In fact,

21 MILLION WOMEN



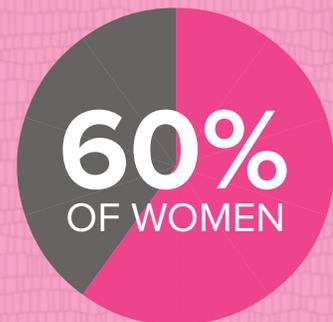
GET BV EACH YEAR¹

WHAT CAUSES BV?

Your vagina has a natural balance of good and bad bacteria.² This balance can be disturbed by menstruation, sexual activity, douching, use of scented soaps, and other factors. When the balance is disrupted, bad bacteria are able to grow and overtake the good bacteria, which may lead to BV.^{2,3}

KEEP IN MIND THAT BV

- Is not a result of poor hygiene; it's a bacterial imbalance⁴
- Can only be diagnosed and effectively treated by a healthcare professional⁵
- Can occur even if you've never had vaginal, oral, or anal sex¹
- Commonly returns after treatment⁶



who have BV will see it return within a year⁶

SIGNS & SYMPTOMS OF BV⁵

- Unpleasant or fishy odor
- Thin, milky grayish-white or excessive discharge
- Burning sensation or irritation

...However, some women may have no symptoms.



70% OF WOMEN



attempt to self-treat what they believe to be a yeast infection—when it's actually BV.⁷

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WHAT ARE SOME THINGS THAT UNTREATED BV CAN CAUSE?^{4,8,9}

- Increased risk of contracting STIs, like herpes, trichomoniasis, chlamydia, gonorrhea, and HIV
- Increased risk of pelvic inflammatory disease, which can cause scarring in your uterus and ovaries and increase your risk of infertility
- Increased risk of problems in pregnancy (like premature birth or low birth weight)

PLUS, BV HAS BEEN KNOWN TO

- Cool things off in the bedroom¹⁰

Nearly **4** out of **10** women with BV feel like intimacy with their partner is impacted a great deal by their condition

And Nearly **8** out of **10** women with BV admit they've avoided intimacy

- Interfere with women's well-being¹⁰

27% of women with BV have avoided working out

68% of women with BV feel self-conscious

HOW CAN I TREAT BV?

Over-the-counter products that treat yeast infections caused by a fungus are not effective against the bacteria that cause BV.¹¹ Home remedies (salt or vinegar baths, the internal or external use of yogurt or garlic, and using tampons soaked in various products) are not proven treatments for BV either.¹²

BV should only be treated with a prescription antibiotic.¹¹

A healthcare professional can diagnose BV and prescribe you an appropriate medication.⁵

Visit keeperawesome.com for additional information on bacterial vaginosis, treatment options, and more.

1. Koumans EH, Sternberg M, Bruce C, et al. the prevalence of bacterial vaginosis in the United States, 2001-2004: associations with symptoms, sexual behaviors, and reproductive health. *Sex Trans Dis.* 2007;34(11):864-869 2. Lewis FM, Bernstein KT, Aral SO. Vaginal microbiome and its relationship to behavior, sexual health, and sexually transmitted diseases. *Obstet Gynecol.* 2017(4);129:643-654. doi:10.1097/AOG.0000000000001932. 3. Kumar N, Behera B, Sagiri SS, Pal K, Ray SS, Roy S. Bacterial vaginosis: etiology and modalities of treatment—a brief note. *J Pharm Bioallied Sci.* 2011;3(4):496-503. doi:10.4103/0975-7406.90102. 4. Brotman RM. Vaginal microbiome and sexually transmitted infections: an epidemiologic perspective. *J Clin Invest.* 2011 Dec 1; 121(12): 4610–4617. 5. Centers for Disease Control and Prevention. Bacterial Vaginosis – CDC Fact Sheet. Available at: <https://www.cdc.gov/std/bv/stdfact-bacterial-vaginosis.htm>. Accessed May 24, 2019. 6. Bilardi JE, Walker S, Temple-Smith M, et al. The burden of bacterial vaginosis: women's experience of the physical, emotional, sexual and social impact of living with recurrent bacterial vaginosis. *PLoS One.* 2013 Sep 11;8(9):e74378. doi:10.1371/journal.pone.0074378. Accessed May 24, 2019. 7. Baraia ZA, Abdallah IM, Noor SA. Impact of educational program about self-care practices on the relieving of vaginal infection among high risk women in Ismailia City. *IOSR J Nurs Health Sci.* 2017;6(3):73-78. 8. Mayo Clinic. Bacterial vaginosis. Available at: <https://www.mayoclinic.org/diseases-conditions/bacterial-vaginosis/symptoms-causes/svc-20352279>. Accessed May 24, 2019. 9. U.S. National Library of Medicine, MedLinePlus. Pelvic Inflammatory Disease. Available at: <https://medlineplus.gov/pelvicinflammatorydisease.html>. Accessed May 24, 2019. 10. Bacterial Vaginosis Survey – Patients & Healthcare Professionals, Harris Insights & Analytics. Survey conducted September 14-29, 2017. 11. Bailey E. Yeast infection vs bacterial vaginosis. Healthcentral Website. <https://www.healthcentral.com/article/yeast-infection-vs-bacterial-vaginosis>. Published September 26, 2016. Accessed July 13, 2018. 12. Bilardi JE, Walker S, McNair R, et al. Women's management of recurrent bacterial vaginosis and experiences of clinical care: a qualitative study. *PLoS One.* 2016;11(3):e0151794. Doi: 10.1371/journal.pone.0151794. eCollection 2016. Accessed May 24, 2019.