

WHAT IS SOFTCUP?

The INSTEAD® Softcup® is a unique, proven advancement in **period protection**. With the INSTEAD® Softcup®, women can now live life during their periods in freedom INSTEAD® of being restricted by strings and wings!

Don't you agree it's about time we women had a period solution designed for our lifestyles today? Our lives are certainly different than those of women in 1936 when the tampon was first introduced!

What makes INSTEAD® Softcup® so uniquely different from other period protection options?

The INSTEAD® Softcup® has "marathon capacity"

It holds at least twice as much menstrual fluid as a tampon, allowing some women to go at least twice as long between changes on heavy flow days. On a light day, most women find they can wear one INSTEAD® Softcup® the entire day without changing or risk of leakage. Athletes rave about how the INSTEAD® Softcup® carries them through a long marathon or triathlon. Travelers don't leave home without it!

The INSTEAD® Softcup® is "body friendly and very safe."

Safety is so important when it comes to taking care of your reproductive system. For added peace of mind, you should know that the INSTEAD® Softcup® has had absolutely no reported incidence of Toxic Shock Syndrome in over 10 years!

Our commitment to safety: The INSTEAD® Softcup® is made entirely of hypoallergenic, non-toxic, non-irritating, non-absorbent materials that have been used for more than 20 years in the health care profession. Cleared by the FDA, it has undergone extensive laboratory and human clinical testing. And, the INSTEAD® Softcup® has NO LATEX, which is good news for all women out there with latex sensitivities!

The INSTEAD® Softcup® is "life friendly."

With INSTEAD® Softcup®, you don't have to change your routine just because you are on your period. The INSTEAD® Softcup® can be worn during all types of physical activity and because it is worn entirely internally, it's so discreet that you can wear anything (including swimsuits) without revealing any trace of your period protection!

The INSTEAD® Softcup® "loves making love!"

Wearing INSTEAD® Softcup® during your **period**, you and your partner can enjoy "clean sex" and he won't even feel it's there! (Note: the INSTEAD® Softcup® is NOT a contraceptive!)

The INSTEAD® Softcup® "keeps you fresh."

Because INSTEAD® Softcup® holds menstrual fluid entirely internally, it can help eliminate dampness and reduce odor caused when even small amounts of menstrual fluid leak and are exposed to air, which even tampons can't avoid.

Instead Softcup Instructions:

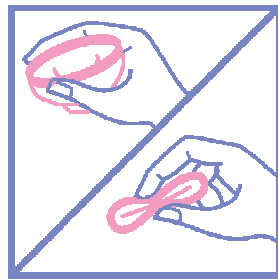
Step 1: This is what the Instead Softcup looks like when squeezed for insertion. Wash your hands and relax. To correctly use the Instead Softcup, we recommend sitting on the toilet with your knees apart. To insert the Instead Softcup, hold the Softcup so the bottom of the cup hangs down. Squeeze the opposite sides of the rim together.



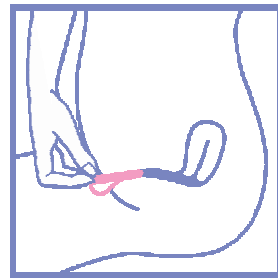
Step 2: Keeping the rim pressed together, insert the Instead Softcup completely into the vagina. When you are sitting, your vaginal canal is horizontal, sloping slightly downward. Use your finger to push the Instead Softcup downward. Use your finger to push the Instead Softcup downward and back as far as it will go. It will slide into place under the cervix and behind the pubic bone.

Step 3: When the Instead Softcup is inserted properly, you shouldn't feel it. The Instead Softcup fits exactly in the natural space just below the cervix. If you feel something in your vaginal canal (like a tampon can feel), the Instead Softcup is probably not far enough inside you. Just remove and try again.

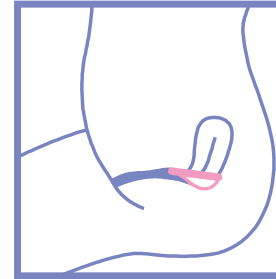
Step 3: To correctly remove the Instead Softcup, we recommend sitting on the toilet with your knees apart. Insert your finger into the vagina and identify the pubic bone, the Instead Softcup rim will be right behind it. Hook your finger under the rim. Don't worry; your fingernails cannot puncture the Instead Softcup. Very slowly pull the Instead Softcup out of your body keeping it horizontal and level. Don't pull down like a tampon.



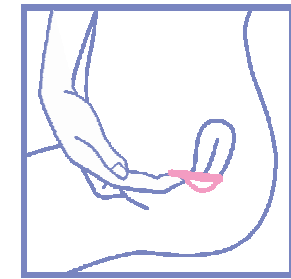
Step 1



Step 2



Step 3



Step 4

Because Instead Softcup holds rather than absorbs menstrual fluid, you should be able to wear it twice as long as a tampon up to a maximum of 12 hours.

SAFE TO USE

Instead Softcup has had extensive toxicology, biocompatibility and microbiological laboratory and human clinical testing. All results support its safety. Instead Softcup is non-toxic, hypo-allergenic and safe when used as directed.



Q: Can I feel the INSTEAD Softcup when it is in?

A: No, when the INSTEAD Softcup is inserted correctly you should not even feel that it is in place . this allows you to go about your day without the constant reminder that you are on your period.

Q: Can Teenage girls wear the INSTEAD Softcup?

A: Yes, there are no age restrictions with this product. However, teens should thoroughly review instructions on proper fit and insertion before trying the INSTEAD Softcup. Also, Successful placement and removal of the cup requires knowledge and a level of comfort with your body.

Q: Does the use of the INSTEAD Softcup cause a women to lose her virginity?

A: Almost all virgins can wear the INSTEAD Softcup. There are many myths and misunderstanding about "virginity." The best definition of a virgin is a woman who has never had sexual intercourse. In most cases, having intercourse does not change a woman's vagina. With very few exceptions, even a Doctor cannot tell whether or not a woman is a virgin by examining her vagina and pelvic organs. Neither is the vagina altered by use of a tampon, Softcup, or other vaginal device. The "hymen" is a ring of tissue that surrounds the vaginal opening.

When you examine yourself with a mirror, the hymen will appear as irregular flaps of tissue surrounding the opening. Almost all infant girls are born with an open hymen, which remains open throughout their lives. In fact only a VERY FEW female infants are born with an "intact" (imperforate) hymen, that is, the hymen actually covers the vaginal opening. But even in these cases, the hymen generally opens on its own before puberty. This is the source of many myths about virginity, and about how the penis must "break" the hymen of a virgin.

Fortunately, the intact (imperforate) hymen is extremely rare by the time a girl reaches puberty, and is considered an abnormality because it will not allow a normal menses. At menarche (when periods begin), menstrual fluid backs up behind the intact hymen and cannot flow out. This condition is very uncomfortable and requires a minor surgical procedure to open the hymen. So if you have normal menstrual flow, you have a normal, open, hymen.

Q: Does the INSTEAD Softcup have any latex?

A: No, there is absolutely no latex used anywhere in INSTEAD Softcup. The INSTEAD Softcup reservoir is made of Polyethylene. It is non-irritating, non absorbent thermoplastic material that has been used for more than twenty