

**NEW!**  
**Announcing the SOGC Brand Recognition Program**

The SOGC is pleased to introduce a new Brand Recognition Program. If you and your patients see any of the following seals on packaging, please read below to understand what it means.



The SOGC Brand Recognition Program aims to assist Canadian consumers to make informed choices when selecting over-the-counter products.

This program is designed for non-prescription/over-the-counter products that are found to safely and effectively promote:

- Female sexual and reproductive health (e.g. ovulation test kits, pregnancy tests, personal lubricants, pain management for menstrual cramps),
- General women's health and nutrition (sanitary pads, incontinence pads or treatments, vitamins), and/or
- Safe use during pregnancy (personal and household products).

In a recent survey of 750 Canadian women:

- 72% said that a professional medical endorsement was an important factor when purchasing a women's health product.
- Eight in ten (81%) said they would be more inclined to purchase women's health products that had received the endorsement and seal of approval of the SOGC.

- More than one quarter of Canadian women are familiar with the SOGC and one in four women would like to learn more about our organization.

Eligible products are required to have:

- Received Health Canada approval for sale in the Canadian market,
- Demonstrated reasonable evidence of safety and efficacy, and pose no undue harm, and
- Substantiated packaging claims and a perceived low risk.

Products are independently and carefully reviewed by a panel of medical professionals.

The first approved product, [Gynatrof](#), (Tyros Biopharma), is expected to be on shelves, with its new packaging, in the next few weeks.

The SOGC is excited about this new venture and hopes that SOGC members will find this program valuable when discussing over-the-counter treatment options with their patients.

For any questions related to this Program, or to recommend products for consideration, please contact [info@sogc.com](mailto:info@sogc.com).