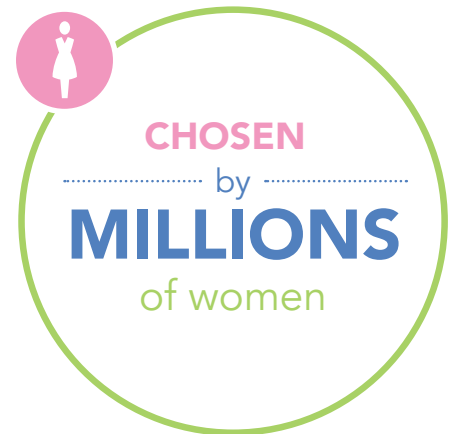


# WHAT YOU SHOULD KNOW ABOUT **PLAN B ONE-STEP®** EMERGENCY CONTRACEPTIVE



## What is Plan B?

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Plan B is emergency contraception that helps prevent pregnancy **BEFORE** it begins. It is a backup method and is not meant to be used as routine contraception. Plan B should be taken within 72 hours after unprotected sex or birth control failure. The sooner it is taken, the better it works.

## Plan B is not an abortion pill.

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Plan B is a progestin-only emergency contraceptive—it is not an abortion pill and it will not affect or harm an existing pregnancy.

## How does Plan B work?

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Plan B contains levonorgestrel, the same hormone used in many popular forms of birth control—just at a single, higher dose. And, it works like a regular birth control pill to prevent or delay ovulation, or the release of an egg from the ovary.

# WHAT YOU SHOULD KNOW ABOUT **PLAN B ONE-STEP®** EMERGENCY CONTRACEPTIVE

## How long after taking Plan B can a woman resume her regular birth control?

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Right away—Plan B does not impact the effectiveness of any regular birth control options, so a woman can resume her birth control method or start one if she does not have one.

## Will Plan B affect a woman's future fertility?

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Taking Plan B will not impact a woman's future (or long-term) fertility.

## Is Plan B a high-shrink item because of its retail price point?

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Stolen merchandise is always a concern with high price point items (like razors, electric toothbrushes, Proton-pump inhibitors, emergency contraception products, etc). Data received from several chain retailers that have stocked Plan B on the shelf (some with security devices, like Alpha Cases) indicate that shrink is less than 1%. This data has been received from these retailers for the last several years and has remained consistent. It's important to balance shrink concerns with the right level of inventory on-shelf.

## Where should I keep Plan B in my store?

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Plan B has been available over-the-counter without an age restriction or a prescription or ID required for purchase since 2013. Plan B should be kept on the shelf in the family planning, sexual health or feminine hygiene section.



For additional information visit [www.PlanBOneStep.com](http://www.PlanBOneStep.com).

Use as directed.

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