

Paragard 30 sec DTC Ad (Musical)

US-PAR-1800079



FRAME 1

LIZA (main character): No hormones! I found a birth control with no hormones!



FRAME 2

LIZA: Paragard's 100% hormone-free...



FRAME 3

LIZA: ...and over 99% effective, that's KEY!



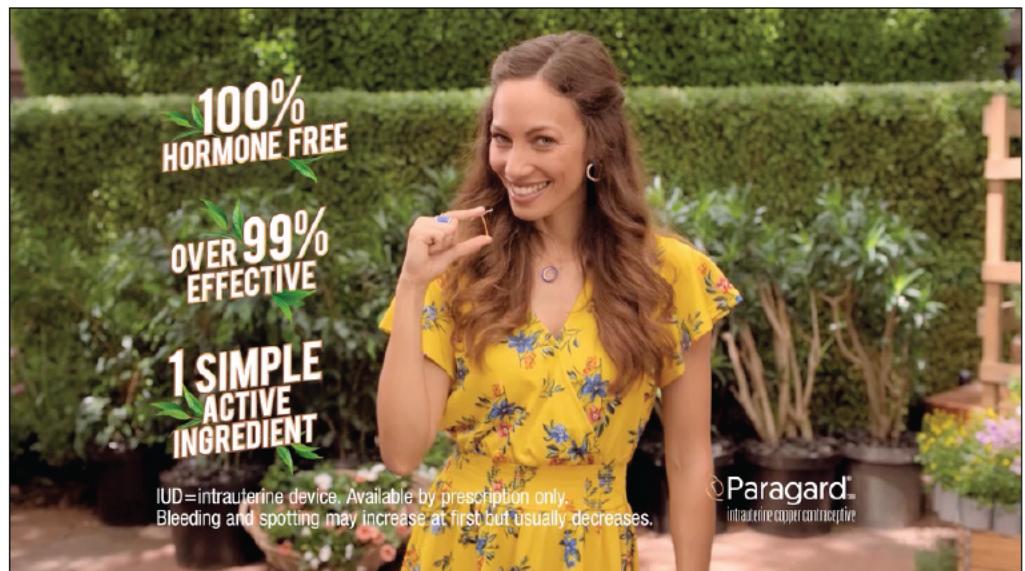
FRAME 4

Women: No hormones...



FRAME 5

LIZA:...not an ounce! With an ingredient I can pronounce.



FRAME 6

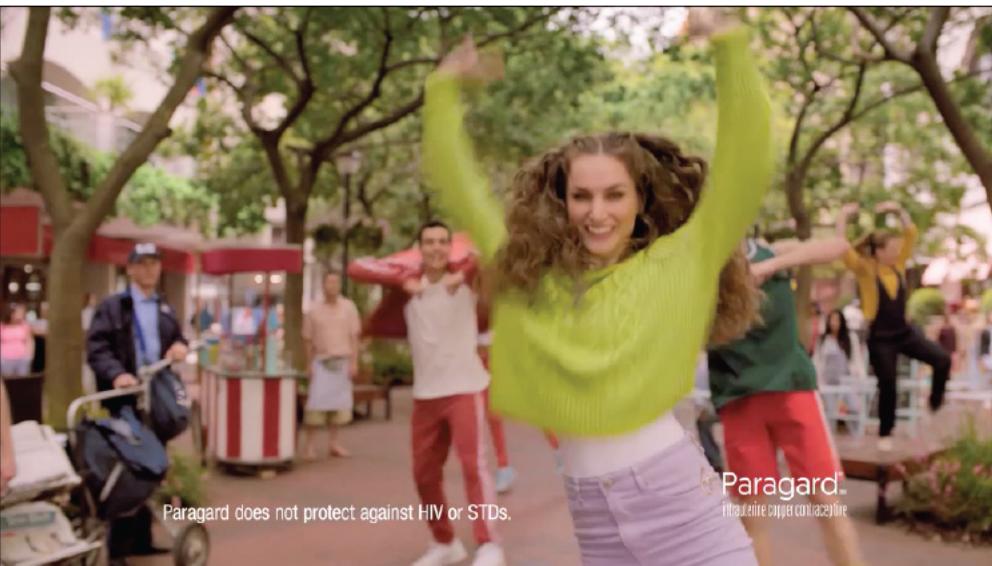
NARRATOR: Paragard is a hormone-free IUD that's over 99% effective at preventing pregnancy.

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Don't use Paragard if you have certain cancers.



Paragard.
Intrauterine copper contraceptive



THE ONLY IUD
FDA APPROVED
FOR OVER 30 YEARS

Ask your OBGYN or healthcare provider if Paragard is right for you.

FRAME 7

NARRATOR: If you experience pain, pelvic infection, or miss a period, call your healthcare provider.

FRAME 8

NARRATOR: Pregnancy is rare but serious and can cause infertility or loss of pregnancy.

FRAME 9

NARRATOR: Rarely, Paragard may attach to or go through the uterus.



FRAME 10

NARRATOR: Want hormone free? Ask for Paragard by name.