



INDUCTION SHOULDN'T BE A SCARY WORD.

The more you learn about induction,
the more at ease you'll feel.

Induction is not just contractions.
A successful induction starts with an
open cervix. And an open cervix can start
with CERVIDIL[®] (dinoprostone, 10 mg).

INDICATION

CERVIDIL[®] (dinoprostone, 10 mg) is a vaginal insert approved to start and/or continue the ripening of the cervix in pregnant women who are at or near the time of delivery and in whom there is a medical reason for inducing (bringing on) labor.

For the first two (2) hours following insertion, you should remain lying down. If you sit up or walk after the first two hours, you should be careful to ensure the insert remains in place. While CERVIDIL is inserted, your doctor will carefully monitor your progress and your baby's well-being and will determine when the insert should be removed.

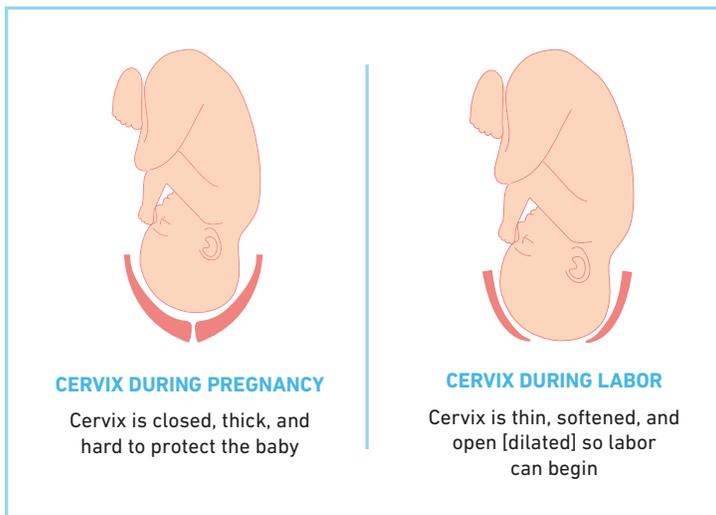
**Please see Important Safety Information throughout
and click for full [Prescribing Information](#).**

YOUR DELIVERY STARTS WITH YOUR CERVIX

A relaxed and open cervix is the important first step in delivering your baby.

For labor to begin, your cervix needs to be open (dilated) and relaxed. If your cervix isn't ready, all the pushing in the world won't help your baby come out.

After your cervix is relaxed and dilated, you'll be ready for the next step. This is when regular labor contractions will begin to help push your baby out.



HERE'S HOW IT WORKS

1 THIN
As labor begins, your cervix will change from being as thick as your nose to being as thin as a piece of paper.

2 SOFTEN
For months your cervix has been firm, but now needs to become soft and stretchy.

3 OPEN (DILATE)
While your cervix thins and softens, it may also begin to dilate. Your cervix will continue to open throughout labor due to contractions. When your cervix is fully dilated, it's time to push.

VIEW OUR VIDEO TO LEARN MORE ABOUT INDUCTION.
[CERVIDILINFO.COM/VIDEOS](https://www.cervidilinfo.com/videos)

IT'S SHOWTIME FOR YOUR CERVIX

A successful induction starts with an open cervix.

If your cervix does not soften, thin, and dilate on its own, CERVIDIL may be used to assist you. It can help get you ready for labor by mimicking the natural process your body uses to prepare the cervix.



CHECKING ON YOUR CERVIX

You may feel a twinge from time to time, but it is entirely possible that you may not feel anything at all. The only way to know if your cervix is relaxed and dilated is for your doctor or midwife to check.



ONLY TIME WILL TELL

Your cervix is on its own schedule when it comes to relaxation and dilation. It can begin at any time—a few weeks before your due date, the night before, or not at all. If very little or nothing has happened with your cervix, your doctor may recommend something to help, like CERVIDIL.



CERVIDIL IS THE ONLY FDA-APPROVED VAGINAL INSERT WITH TIME-RELEASED MEDICATION THAT MAY HELP YOUR CERVIX GRADUALLY SOFTEN, THIN, AND DILATE.

Visit [CERVIDILINFO.COM](https://www.cervidilinfo.com) for more information about CERVIDIL.



IMPORTANT SAFETY INFORMATION ABOUT CERVIDIL

CERVIDIL should only be inserted by a trained healthcare professional in a hospital setting appropriate for childbirth.

WHO SHOULD NOT BE GIVEN CERVIDIL?

You should NOT be given CERVIDIL if you have:

- Experienced an allergic reaction to prostaglandins (certain hormone-like substances)
- Experienced unexplained vaginal bleeding during your pregnancy
- Already started receiving drugs to induce labor
- Given birth six or more times in your lifetime

Please see Important Safety Information throughout and click for full [Prescribing Information](#).

CERVIDIL CAN HELP WITH THE FIRST STEP OF INDUCTION

CERVIDIL is a medication delivered through a vaginal insert that softens, thins and relaxes the cervix to prepare it for labor.



CERVIDIL contains dinoprostone, a medicine similar to a natural prostaglandin found in your body.

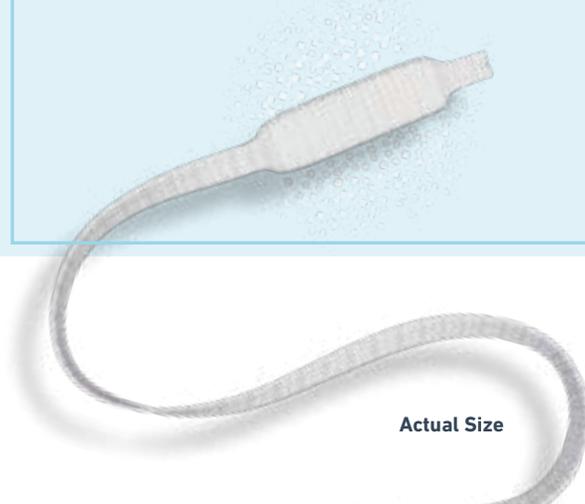
Dinoprostone signals your body to start the cervical ripening process, just like it would have done naturally on its own.



CERVIDIL is well tolerated and has been relied on by doctors for more than 20 years. It has been used more than 5 million times.



CERVIDIL is specifically designed to get your cervix ready for labor. It's also quickly cleared from your body after it has been removed.



Actual Size

Take it step-by-step



1 IN 4 WOMEN ARE INDUCED

YOU CAN START TO PREPARE NOW

Talk with your doctor before your induction to make sure CERVIDIL is available in your hospital or birthing center.



IMPORTANT SAFETY INFORMATION (cont)

You should also NOT be given CERVIDIL if your doctor has determined that:

- Your baby is in distress and needs to be delivered urgently
- Your baby may be too large to fit through your birth canal ("cephalopelvic disproportion")
- Drugs used to induce labor are not appropriate for you or that prolonged contraction of your uterus may be harmful to you or your baby such as if you have had a previous cesarean section or major surgery on your uterus.

WHAT ARE THE MOST SERIOUS RISKS ASSOCIATED WITH THE USE OF CERVIDIL?

The induction of labor has been associated with an increased risk of a disorder of abnormal clotting of the blood that results in excessive bleeding immediately after birth ("disseminated intravascular coagulation" or DIC). The risk is higher in women over age 30, those with complications during pregnancy, and those whose pregnancy has lasted longer than 40 weeks.

Please see Important Safety Information throughout and click for full [Prescribing Information](#).

WHAT WILL HAPPEN ON YOUR INDUCTION DAY?

Getting ready for your big day

When you first found out you were pregnant, the last thing on your mind was probably induction. Is it OK to be nervous? Of course. It's completely normal. All of this may be very new to you, and that can present some uncertainty. But know this: **Inductions happen.**

So, put any concerns aside and educate yourself about induction day. The more you know, the better you'll feel as the day draws near.



WHAT TO EXPECT

To help get you ready for delivery, CERVIDIL may be used. As you are on bed rest for 2 hours post CERVIDIL being inserted, you should use the restroom before the process begins.

If you need to use the restroom after administration, be sure to blot instead of wipe. If you feel any discomfort, irritation, or if you feel that the insert has moved out of place, tell your doctor or nurse.

REMEMBER

Everyone is different. You may feel mild cramping which then leads to your regular contractions. If you feel any discomfort or irritation, tell your doctor or nurse.

FIND YOUR FANS

Who will be by your side during your induction? Your spouse or partner? Mom or dad? Whomever you want with you.

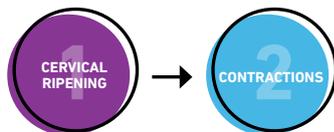
STAY CHARGED

Induction may take some time. Be sure to get some rest.



PREP

For labor to begin, your cervix needs to be open (dilated) and relaxed.



ADMINISTRATION

CERVIDIL is only available at the hospital and is inserted by your healthcare professional. Once CERVIDIL has been administered, it may take up to 12 hours before your cervix is ready. During this time, you can relax and let the medicine do its job.



REMOVAL

Once your cervix is properly dilated (opened), or after 12 hours, CERVIDIL can be easily removed by your Doctor or Midwife simply by pulling on the retrieval string (similar to how a tampon is removed).



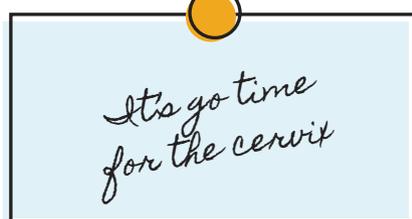
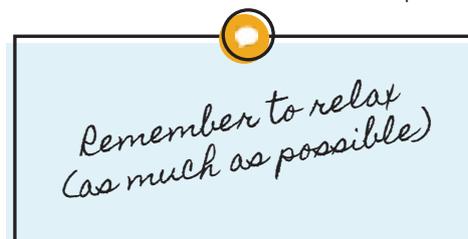
YOU'VE GOT THIS!

It's time to push!

Once your cervix is ready, contractions should begin.

SET YOUR STAGE

While labor itself can be a bit hectic, you can bring a bit of calm to the chaos with a playlist full of favorite songs to fill the delivery room.



IMPORTANT SAFETY INFORMATION (cont)

In rare cases, the use of CERVIDIL has been associated with an increased risk of a life-threatening event to the mother called "amniotic fluid embolism." The cause of amniotic fluid embolism is not well understood but it is believed that some amniotic fluid or other substances can get into your bloodstream and start a severe reaction that can cause heart and lung collapse.

IMPORTANT SAFETY INFORMATION (cont)

WHAT SHOULD I DISCUSS WITH MY DOCTOR BEFORE LABOR INDUCTION BEGINS OR CERVIDIL IS GIVEN?

As you would throughout your pregnancy, be sure to tell your doctor about all prescription or over-the-counter medications you are taking. Before CERVIDIL is given, be sure you have told your doctor about all your current and past medical conditions, including:

IMPORTANT SAFETY INFORMATION (cont)

- If your water has broken
- Any unexplained vaginal bleeding during pregnancy
- All uterine surgeries, especially previous cesarean section
- A history of contractions lasting more than 2 minutes
- Glaucoma
- Asthma, even if you had childhood asthma and have had no asthma attacks as an adult

Please see Important Safety Information throughout and click for full [Prescribing Information](#).

IMPORTANT SAFETY INFORMATION (cont)

WHAT ARE THE MOST COMMON SIDE EFFECTS OF CERVIDIL?

The most common side effects associated with the administration of CERVIDIL are contractions occurring at a rate faster than normal (tachysystole) and signs that the baby is exhausted or in distress (uterine hyperstimulation). In clinical trials, these effects occurred alone or together in less than 1 in 20 women who were given CERVIDIL.

In clinical trials, fever, nausea, vomiting, diarrhea and abdominal pain were noted in less than 1 in 100 women who were given CERVIDIL.

This is not a complete list of possible side effects.

If you experience an adverse event please discuss it with your doctor.

You are encouraged to report negative side effects of prescription drugs to the FDA. **Visit www.fda.gov/medwatch/ or call 1-800-FDA-1088.**

People depicted in images are models. Images used for illustrative purposes.

PLEASE SEE FULL PRESCRIBING INFORMATION

REFERENCES: 1. CERVIDIL [package insert]. Parsippany, NJ: Ferring Pharmaceuticals Inc;2019 2. FDA Orange Book. <https://www.accessdata.fda.gov/scripts/cder/ob/default.cfm>. Accessed August 17, 2015. 3. The American College of Obstetricians and Gynecologists. Frequently Asked Questions: Labor, Delivery, and Postpartum Care. <http://www.acog.org/Patients/FAQs/Labor-Induction>. Published 2017. Accessed March 5, 2018.

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