SEARLE Enovid-E®

brand of norethynodrel with mestranol

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Specifically for Safe and Effective Oral Contraception

NOVID-E should not be confused with other dosage forms of Enovid:

10-mg.* tablet contains:

5-mg.* tablet contains:

CLINICAL STUDIES

The first extensive oral contraceptive study with Enovid® began in April 1956¹ in Puerto Rico and is still being maintained on an even more extensive scale. When it was established that the oral method of contraception was effective, acceptable and could be applied with equal facility by women of all intellectual and socioeconomic levels, exploratory efforts were made to discover the minimal effective dose. In August 1958 studies² were initiated in Puerto Rico and it was found²-⁴ that 0.1 mg. of mestranol provides optimal support for maintaining the integrity of the endometrium when combined with 2.5 mg. of norethynodrel.

This original study² was expanded in November 1959 both in the United States and abroad. Included were a variety of

^{*}Note that one-half of a 5-mg. tablet or one-fourth of a 10-mg. tablet cannot be substituted for Enovid-E.