IMPROVING ACCEPTABILITY OF VAGINAL DRUG DELIVERY SYSTEMS BY USING SENSORY METHODS

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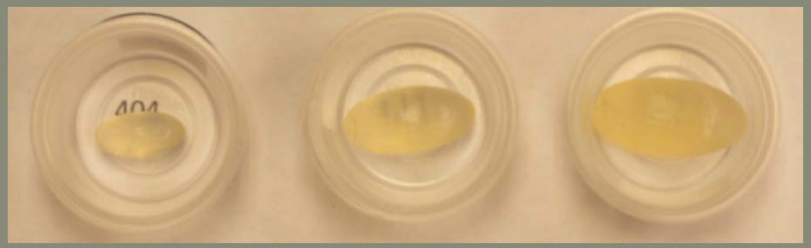
Vaginal Microbicides

- VMs are controlled by women and can be used to block the transmission of HIV and other STIs
- Several VM are in the clinical trial pipeline but NO commercial products exist
- Lack of patient compliance likely impairs real world effectiveness, so it is important to understand women's preferences
- Physical product characteristics influence perceived efficacy and preferences

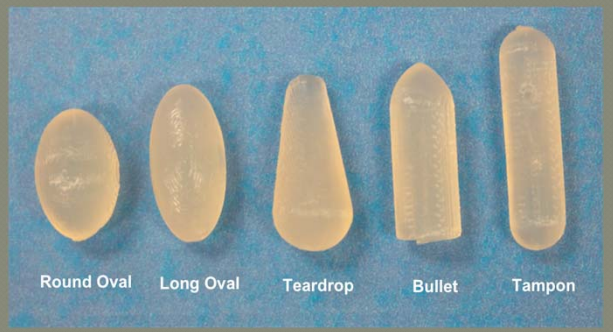
NEED TO GIVE WOMEN WHAT THEY WANT!!!

Soft-gel Microbicide

- Novel carrageenan based soft-gel design
- Determine how physical attributes influence preference and willingness to use
- Physical attributes: Size, shape & firmness
- Firmness: Same hardness but more elastic to allow greater manipulation during insertion



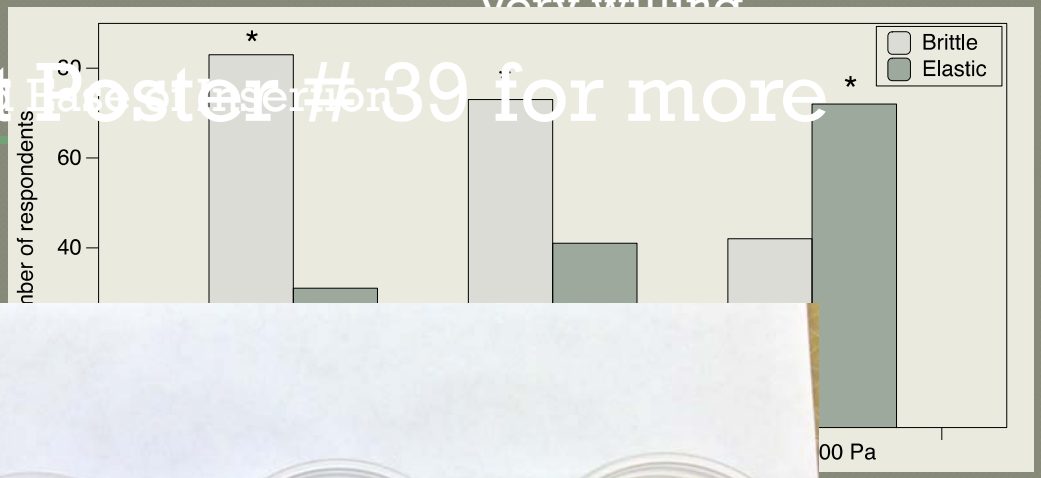




Experimental Design

Preference Evaluation and Ranking





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Small and large-scale deformation properties of gels interact: at lower G' women prefer brittle (less elastic) suppositories, but at high G' the more elastic suppositories are preferred.