

Grapefruit
(160 x 600 - Not to scale)



Some
birth control
pills
are the same.



VIEW IMPORTANT
SAFETY INFORMATION

Grapefruit slides down and stops,
duplicates itself and reveals text.



SEASONALE[®]
is the same,
but different.



VIEW IMPORTANT
SAFETY INFORMATION

Grapefruit morphs into glass,
new copy appears



Same protection
and hormones.
Same serious risks.
Same once-daily
routine.

VIEW IMPORTANT
SAFETY INFORMATION

Grapefruit slides up to glass,
copy vanishes as fruit slides over it.
Fruit turns to half slice, with new copy.



The difference:
extended time
between periods.


Learn how to
extend the time
between periods.

VIEW IMPORTANT
SAFETY INFORMATION

New text appears followed by logo.

**PLEASE READ
IMPORTANT SAFETY
INFORMATION:**

While you get the convenience of 4 periods a year, you are also more likely to have spotting and breakthrough bleeding (which varies from slight spotting to a flow much like a regular period) than with a 28-day birth control pill. This is common and should decrease over time. During the first year, total bleeding days are similar to a traditional Pill. Like other birth control pills, SEASONALE[®] has serious risks, which can be life threatening, including blood clots, stroke, and heart attack and are increased if you smoke cigarettes. Cigarette smoking increases the risk of serious side effects, especially if you are over 35. Women who use the Pill should not smoke. Some women should not use the Pill, including women who have blood clots, certain cancers, a history of heart attack or stroke, as well as those who are or may be pregnant. The Pill does not protect against HIV and other sexually transmitted diseases (STDs).

ISI rollover text.