



## **Evofem Expands “Say Vagina” Campaign With Launch of Say Vagina Store**

SAN DIEGO, January 21, 2026 — Evofem Biosciences, Inc. (“Evofem” or the “Company”) (OTCID: EVFM) today announced the launch of the **Say Vagina Store**, expanding its groundbreaking *Say Vagina* campaign aimed at normalizing accurate anatomical language and advancing education and autonomy in women’s health.

“*Say Vagina* is an ongoing initiative designed to address the widespread censorship of proper female anatomical terms in the media, where algorithms often equate educational language with explicit content and related content is secretly buried — shadow-banned,” said Sandra Pelletier, CEO of Evofem Biosciences. “We aim to replace silence with strength, transforming shame into empowerment through language normalization. The **Say Vagina Store** extends this mission by reinforcing the importance of accurate, uncensored health communication.”

Originally launched in August 2025, the *Say Vagina* campaign was created to address the widespread censorship of essential medical terminology across digital platforms and media channels. The initiative seeks to improve public understanding of women’s health by promoting clear, clinical language and reducing stigma that can impede education and access to care.

The **Say Vagina Store** serves as an extension of the campaign’s educational and advocacy efforts, offering a dedicated platform that supports awareness, dialogue, and cultural change in women’s health.

Evofem’s broader philosophy calls for rewiring women’s health, prioritizing transparency over persuasion, education over fear, and respect over control. This approach informs how the Company thinks about innovation, evidence generation, and patient choice across women’s healthcare.

The *Say Vagina* campaign continues to gain national visibility and will be further amplified in 2026 at SXSW with a featured panel titled “**Say Vagina: Platform Censorship, Algorithms, and the Cost to Women’s Health.**” The panel will explore how digital censorship and algorithmic suppression of clinical language can negatively impact health education, patient outcomes, and innovation in women’s health.

*Say Vagina*



“More than half the population has a vagina, but its proper anatomical name remains heavily censored and stigmatized. Saying ‘vagina’ is not provocative,” Pelletier added. “Silencing women is.”

The **Say Vagina Store** can be accessed at [www.SayVaginaStore.com](http://www.SayVaginaStore.com).

### **About Evofem Biosciences**

Evofem Biosciences, Inc. is commercializing two FDA-approved sexual and reproductive health products:

- **PHEXX**<sup>®</sup> (lactic acid, citric acid, and potassium bitartrate) - the first and only hormone-free, on-demand prescription contraceptive vaginal gel. It comes in a box of 12 pre-filled applicators and is applied 0-60 minutes before each act of sex. Visit [phexx.com](http://phexx.com) to learn more and for important safety information.
- **SOLOSEC**<sup>®</sup> (secnidazole) 2 g oral granules - an FDA-approved oral antibiotic for the treatment of two sexual health diseases: bacterial vaginosis (BV), a common vaginal infection, in females 12 years of age and older, and trichomoniasis, a common sexually transmitted infection (STI), in people 12 years of age and older. SOLOSEC provides a complete course of therapy in just one dose. Visit [solosec.com](http://solosec.com) to learn more and for important safety information.

*PHEXX<sup>®</sup> and SOLOSEC<sup>®</sup> are registered trademarks of Evofem Biosciences, Inc.*

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