



Evofem's "Say Vagina" Campaign Generates More than 2.5 Million Views Across Social Media Platforms

-- 130% increase in traffic to PHEXXI.com, the website for Evofem's hormone-free prescription contraceptive PHEXXI® (lactic acid citric acid and potassium bitartrate) --

-- PHEXXI® is #1 most followed contraceptive brand on social media by healthcare providers --

SAN DIEGO, Sept. 11, 2025 /PRNewswire/ -- Evofem Biosciences, Inc. (Evofem) (OTCID: EVFM) today announced the conclusion and exciting impact of its groundbreaking August 2025 "Say Vagina" campaign, which aimed to normalize the use of clinical anatomical language and to combat the widespread censorship of essential medical terminology.

This edgy and provocative campaign tapped into areas of urgent educational need and partnered with leaders across multiple fields.

Tangible Campaign Impact

- More than 2.5 million views were generated across social media platforms.
- 130% increase in traffic to [phexxi.com](https://www.phexxi.com), the website for Evofem's hormone-free prescription. contraceptive PHEXXI® (lactic acid citric acid and potassium bitartrate), during Say Vagina Month.
- PHEXXI® is now the most followed contraceptive brand among healthcare providers.
- Marked increase in patients, providers, and educators reaching out to learn more about Evofem, Sandra Pelletier and PHEXXI®.
- Sandra Pelletier's Instagram reach grew over 400%, the majority from non-followers.

"The Say Vagina campaign aimed to transform shame into empowerment through language normalization and created space for open dialogue about women's bodies and health," said Sandra Pelletier, CEO of Evofem

Biosciences. "Throughout Say Vagina Month, voices from across the globe came together through videos, stories, and shared experiences. Every contribution helped dismantle stigma and replace silence with strength. This campaign proves that when we normalize the language of our bodies, we normalize respect, understanding, and choice. We are deeply grateful to everyone who participated in making Say Vagina Month a movement that continues to ripple far beyond its 31 days."

What's Next

To ensure this momentum does not end with one month, Evofem plans to launch SayVaginaStore.com in September. The store will offer empowerment merchandise, with 100% of proceeds donated to charity from Say Vagina Month items purchased. Through social media engagement, five sexual and reproductive health charities will be selected to receive support.

About Evofem Biosciences

Evofem is commercializing innovative products to address unmet needs in women's sexual and reproductive health. The Company generates revenue from the sale of two FDA-approved products.

PHEXXI[®] (lactic acid, citric acid, and potassium bitartrate), is 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 phexxi.com to learn more and for important safety information.

SOLOSEC[®] (secnidazole) 2g oral granules is 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 to learn more and for important safety information.

PHEXXI[®] and SOLOSEC[®] are registered trademarks of Evofem Biosciences, Inc.

Additional Information

Evofem filed a Definitive Proxy on September 8, 2025, for the Special Meeting of Stockholders to be held on Friday, September 26, 2025, at which stockholders of record will be asked to consider and vote on a proposal to approve the transactions contemplated under the Merger Agreement between the Company, [Aditxt, Inc.](https://www.aditxt.com) (NASDAQ: ADTX) and Adifem, Inc., a wholly owned subsidiary of Aditxt. Pursuant to the Merger Agreement, Adifem will merge with and into the Company, with Evofem surviving as a wholly owned subsidiary of Aditxt. The closing of the transactions contemplated by the Merger Agreement is subject to conditions including, but not limited to, approval of the transactions by a majority of the combined voting power of Evofem's Series E-1, Series G-1 and common stock, voting together as a single class, the affirmative vote of holders of a majority of each of the Series E-1 and G-1,

Aditxt raising sufficient capital to fund its closing obligations, and other customary closing conditions.

For additional information regarding the proposals to be acted upon at the upcoming Special Meeting, please refer to Evofem's Definitive Proxy, which is available free of charge through the SEC's website

at <https://www.sec.gov/ix?doc=/Archives/edgar/data/0001618835/000164117225026774/formdefm14a.htm>

BEFORE MAKING ANY VOTING DECISION, STOCKHOLDERS ARE STRONGLY ENCOURAGED TO READ THE DEFINITIVE PROXY, AS IT CONTAINS IMPORTANT INFORMATION REGARDING THE MATTERS TO BE CONSIDERED AT THE SPECIAL MEETING. STOCKHOLDERS WITH QUESTIONS ARE ENCOURAGED TO CONTACT THE COMPANY AT IR@EVOFEM.COM

Forward-Looking Statements

This press release includes "forward-looking statements," within the meaning of the safe harbor for forward-looking statements provided by Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. Words such as, but not limited to, "anticipate," "aim," "believe," "contemplate," "continue," "could," "design," "estimate," "expect," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "seek," "should," "suggest," "strategy," "target," "will," "would," and similar expressions or phrases, or the negative of those expressions or phrases, are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. These statements include but are not limited to the timing of the launch of sayvaginastore.com. You are cautioned not to place undue reliance on these forward-looking statements, which are current only as of the date of this press release. Each of these forward-looking statements involves risks and uncertainties. Important factors that could cause actual results to differ materially from those discussed or implied in the forward-looking statements are disclosed in the Company's SEC filings, including its Annual Report on Form 10-K for the year ended December 31, 2024 filed with the SEC on March 24, 2025, amended on March 28, 2025, Quarterly Report on Form 10-Q for the quarter ended June 30, 2025, filed with the SEC on August 14, 2025, and any subsequent filings. All forward-looking statements are expressly qualified in their entirety by such factors. The Company does not undertake any duty to update any forward-looking statement except as required by law.

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Join the Dialogue

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