



Primary Care
Women's Health Society

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Genitourinary syndrome of the Menopause (GSM)

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Genitourinary Syndrome of Menopause (GSM) Treatment Comparison Table

What is Genitourinary Syndrome of Menopause (GSM?)

Many women notice changes in their vagina, vulva and bladder (the urogenital area) during and after the menopause. Genitourinary Syndrome of Menopause (also known as urogenital atrophy, atrophic vaginitis or vulvovaginal atrophy) is a common and under-reported menopausal condition arising from decreased oestrogenisation of the vaginal tissue. This results in thinning and loss of elasticity of the lining with decreased vaginal blood flow and secretions.

GSM is a chronic, progressive condition, typically developing in the years after the last period but it can affect some women before or during the perimenopausal phase. It is estimated that symptomatic GSM affects 50%-70% of all postmenopausal women¹.

One study found that 'many women request effective local treatment too late, when GUSM symptoms are already severe. GSM treatments should ideally be initiated when symptoms commence and cause distress, rather than later, when symptoms may have become more severe and even a cause of intolerable distress for the woman'².

Treatments for GSM can take up to 3 months to fully improve symptoms³. It is estimated that less than half of patients with GSM symptoms receive appropriate treatment⁴. This may be due to a lack of both public and healthcare professional awareness.

What are the symptoms of GSM?

- Vaginal dryness.
- Irritation/burning/pruritus/pain of the vulva or vagina.
- Vaginal discomfort, soreness or dyspareunia.
- Frequency, urgency and discomfort on urination
- Recurrent urinary infection
- Spotting after intercourse.

What is the impact on women?

Symptoms of GSM can have a severe impact on women's quality of life, sexual confidence and enjoyment.

What are the treatment options? (see the table below for more details).

- Non-hormonal topical preparations - vaginal moisturisers and/or vaginal lubricants for intercourse.
- Vaginal creams, gels, tablets or rings containing oestrogen. - vaginal oestrogens can be prescribed in addition to systemic HRT when needed.
- Dehydroepiandrosterone (DHEA) pessary.
- Oral tablet (ospemifene).

The goal of treatment in women with GSM is safe and effective restoration of urogenital physiology and alleviation of symptoms, to enhance quality of life.

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GSUM TREATMENT COMPARISON TABLE

Brand names are given as examples – where more than one brand is available, the use of a particular brand name does not imply endorsement of that brand over any others. Clinicians should always refer to the BNF before prescribing.

| PRODUCT | ACTIVE INGREDIENT | TYPE | STRENGTH | RECOMMENDED DOSAGE | NOTES |
|------------------|-----------------------------|--------------|------------------|---|---|
| Blissel® | Estriol | Vaginal gel | 50mcg/g | Daily for 3 weeks then twice a week. | <ul style="list-style-type: none"> • Clear gel containing low dose estriol which is mucoadhesive and highly hydrating. • Aqueous formulation – non-greasy (unlike creams). • Reusable applicator which can be cleaned in water. |
| Generic | Estriol | Cream | 0.01% w/w | 1 applicator full per day for up to 4 weeks, then 1 applicator full twice a week. | <ul style="list-style-type: none"> • Can be applied with a finger externally as well as internally for vulval symptoms, particularly for urethritis and dryness at the introitus. Consider topical use in addition to other vaginal products (off licence). • Volume often perceived as messy. • Cream base is oily and can damage condoms. • Contains peanut oil – not suitable for those with a peanut allergy. |
| Imvaggis® | Estriol | Pessary | 30mcg | Daily for 3 weeks then twice a week. | <ul style="list-style-type: none"> • Very low dose but may be useful as the pessary base is lubricating and aids comfort of insertion. • No bladder data yet and may not offer UTI prophylaxis at this dose. |
| Ovestin® | Estriol | Cream | 1mg in 1g (0.1%) | 1 application per day for the first weeks (max. 4 weeks) then gradual reduction based on relief of symptoms, then maintenance dosage (e.g. 1 application twice a week). | <ul style="list-style-type: none"> • Can be applied with a finger externally as well as internally for vulval symptoms, particularly for urethritis and dryness at the introitus. • Consider topical use in addition to other vaginal products (off licence). |
| Estring® | Estradiol hemihydrate 2.0mg | Vaginal ring | 7.5 mcg/24 hours | 1 ring for 90 days (3 months) | <ul style="list-style-type: none"> • Equivalent to 5 x estradiol 10mcg vaginal tablets per week. • Women can self-fit or can be fitted by a clinician – if inserted far enough in, she will not be aware of it. • Useful with supportive pessaries for prolapse and for women who cannot use a daily pessary themselves. • May be useful for bladder symptoms even when there are no symptoms of dryness |

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| Vagifem® | Estradiol hemihydrate. | Vaginal tablet. | 10mcg | 1 vaginal tablet daily for 2 weeks then 1 tablet twice a week. | <ul style="list-style-type: none"> Some women may need more frequent dosage; there is data to show that 50mcg/week does not need progestogenic opposition. No data exists above this dose. Single-use applicator. |
| Vagirux® | Estradiol hemihydrate. | Vaginal tablet. | 10mcg | 1 vaginal tablet daily for 2 weeks then 1 tablet twice a week. | <ul style="list-style-type: none"> Equivalent to Vagifem® other than the fact that the applicator can be reused. |
| Intrarosa® | Prasterone | Pessary | 6.5mg | One daily | <ul style="list-style-type: none"> NICE⁵ – consider if vaginal oestrogen or non-hormonal moisturisers or lubricants have been ineffective or not tolerated. Not first-line. DHEA, converted by the vaginal epithelium first to testosterone and then potentially to oestrogen. |
| Senshio® | Ospemifene | Oral tablet | 60mg | One daily | <ul style="list-style-type: none"> NICE⁵ – not first line. Consider if the use of locally applied treatments is impractical, for example because of disability. Selective estrogen receptor modulator (SERM) which acts as an oestrogen agonist in the vaginal mucosa, but as an antagonist in breast and endometrial tissue. It can be considered in women with a history of breast or endometrial cancer, as long as they have completed their treatment – there is no data for women with current breast cancer. There is limited data regarding long term use for GSM. |

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- 2) Panay N, Palacios S, Bruyniks N et al; EVES Study investigators. Symptom severity and quality of life in the management of vulvovaginal atrophy in postmenopausal women. *Maturitas*. 2019 Jun;124:55-61.
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- 4) Carlson K, Nguyen H. Genitourinary Syndrome of Menopause. [Updated 2024 Oct 5]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2025 Jan-
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