



# REPRODUCTIVE HEALTH TECHNOLOGIES PROJECT

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## **Amazon Heeds Demands of Reproductive Health Advocates to Reinstate Sales of Lower Cost Emergency Contraceptive AfterPill**

**(Washington, DC) – Nov. 13, 2014** – On October 31, 2014, Amazon.com, the world’s largest online retailer, abruptly and without explanation, halted sales of the most affordable brand of emergency contraception (EC), AfterPill. Amazon routinely sells hundreds of over-the-counter drugs, yet the company has frequently impeded online sales of AfterPill, despite its safety and over-the-counter (i.e., nonprescription) status. Though Amazon has consistently sold the brand name EC pill, Plan B One-Step, AfterPill’s lower cost may make it a preferable choice for customers (approximately \$35.00 without shipping for Plan B One-Step compared to \$25.00 without shipping for AfterPill).

Hoping to put pressure on the retailer, AfterPill went public with its struggle on November 11. AfterPill’s statement spurred reproductive health advocates to action, as groups and individuals blasted Amazon with emails, signed petitions, and took to social media to spread the word. Facing tremendous backlash for its decision, Amazon reinstated sales of AfterPill on November 13.

“Initially, women’s access to EC was blocked by politics, but these days, one of the largest barriers is cost. It is absolutely essential that competition among EC products be allowed to thrive in order to create market pressures to reduce the price of EC and make it affordable for women of all income levels,” said Jessica Arons, President and CEO of the Reproductive Health Technologies Project (RHTP). Arons also praised the quick work of the reproductive health community: “Amazon’s decision to restock AfterPill is a victory and a testament to what can be accomplished when advocates mobilize.”

Because EC’s efficacy depends on how soon it is taken after a contraceptive failure or unprotected sex, it is crucial that women have unobstructed access to EC. Online sales of EC are especially important given that online shopping is increasingly popular and provides greater privacy and that customers in rural or low-income communities may have limited access to EC at brick-and-mortar pharmacies.

For more information about EC, please visit RHTP’s [website](#).

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**Jessica Arons, President & CEO, Reproductive Health Technologies Project is available for  
interview upon request.**