



 Biting the hand that feeds IT

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Need emergency contraception? Just text

By [Bill Ray](#)

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Can't remember what or who you did last night? Send a text to 62233 and it will respond with the location of the nearest stockist of Levonelle, the emergency contraceptive pill.

The service is being run by Incentivated for Schering Health Care. It links to the mobile phone operator to work out roughly where you are, and will respond with a text telling you where the nearest stockist is.

The information is also available on the Levonelle [website](http://www.levonelle.co.uk) (<http://www.levonelle.co.uk>), though not many people will want to be checking that in an open-plan office.

Incentivated uses the same technology to run the CabWise service, which will tell you the location of the nearest cab if you text "home" to 60835 - assuming you're a Londoner and don't want to go south of the river.

Of course, if you'd done that last night you wouldn't be looking for the morning-after pill now. ®

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