

PRESS CLIPPING SHEET

PUBLICATION:	Daily News
DATE:	26-Jul-17
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE :	Bayer launches pioneering erectile dysfunction treatment in Egypt
PAGE:	06
ARTICLE TYPE:	Agency Generated News
REPORTER:	Staff Report
AVE:	12,090

Bayer launches pioneering erectile dysfunction treatment in Egypt

Bayer Healthcare, together with Egypt's leading andrology experts announced the launch of Vardenafil 10mg in Egypt. This latest innovation in the treatment of erectile dysfunction (ED), addresses this vital condition that affects an estimated 152 million men worldwide with significant impact on men's sexual health, their emotional and psychological well-being as well as familial bonds.

"Erectile dysfunction (ED) is defined as the persistent inability to attain and/or maintain an erection that lasts long enough for satisfactory sexual activity," said Professor Emeritus of Andrology, Cairo University, Founder and President of the Egyptian Society of Sexual Medicine and Surgery and Founder of Egyptian Society of Andrology, Dr. Kamal Shaeer, noting that ED can have tremendous physical and emotional



impact on men, and consequently on their partners.

"16% of all men aged 20-75 worldwide, experience persisting erection difficulties and the figure is expected to reach 322 million by 2025. Despite the existence of proven treatments,

only a small percentage of affected men actually seek medical assistance. The availability of more convenient treatments may be the first step towards changing prevailing misconceptions about the condition and its curability," Dr Shaeer added.