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### **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. The availability of more convenient treatments may be the first step towards changing prevailing misconceptions about the condition and its curability," Dr Shaeer added. "In Egypt an age-adjusted 63.6% of men who visited their primary healthcare providers reported instances of ED. Independent of one another advancing age, diabetes, ulcers, prostatitis, symptoms of depression and caffeine consumption all coincided with an increase in ED incidence. Studies have shown that a high percentage of men over the age of 35 suffer from ED to a certain extent. Both prevalence and intensity increase with age," noted Dr Shaeer. In most cases (70%) the cause of ED is physical, while the remaining 30% are a result of other causes such as exhaustion, anxiety, depression and significant relationship problems. "Vardenafil 10mg oral-dispersible tablet provides the same benefits as traditional ED treatments, known as phosphodiesterase type 5 (PDE-5) inhibitors which typically work by blocking an enzyme to enhance or prolong the erectile response following sexual stimulation. Today, oral PDE-5 inhibitors are recommended as first-line therapy for the treatment of ED. All PDE-5-inhibitors are based on the same mechanism with few differences regarding time of onset of action, duration of effect and the formulation," Dr Amis said.