


## PRESS CLIPPING SHEET

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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. "Vardenafil 10mg orodispersible 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. Anis said.