

## Consumer Press Release

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### Men Urged to 'Revive Your Drive'

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**Newbury, Berkshire, 2<sup>nd</sup> November 2009** – Men across the UK are being urged to 'Revive Your Drive' following the launch of a new campaign to raise awareness of Testosterone Deficiency Syndrome (TDS). The campaign developed by Bayer Schering Pharma aims to encourage men who may be suffering from TDS to ask themselves 10 quick questions (the ADAM Test – see Notes to Editors), to determine whether they need to get their testosterone levels checked. Men particularly at risk include those with erectile dysfunction (ED) or Type 2 diabetes mellitus<sup>1</sup> and common signs include diminished sexual desire/libido<sup>1</sup>, lethargy and fatigue<sup>2</sup>.

Dr. Christian Jessen explains, "The purpose of this campaign is to support men that are experiencing features of testosterone deficiency syndrome and to encourage them to talk to their GP about their testosterone level. Up to 37% of men with erectile dysfunction<sup>3</sup> and 42% of men with Type 2 diabetes have symptomatic TDS<sup>4</sup>. TDS is often left under-diagnosed and under-treated in adult men, even though treating TDS with testosterone replacement therapy has shown great benefits in improving diabetic control<sup>5</sup>, mood<sup>6</sup>, and sexual desire and function in men<sup>1,6</sup>. It is widely recommended that all patients with erectile dysfunction should have their testosterone levels checked<sup>7</sup>."

Low testosterone levels have also been shown to be correlated with an increased death rate in men<sup>8</sup>, reduced sexual health<sup>9</sup>, specifically libido and it is often observed in the presence of common chronic illnesses such as heart disease and diabetes<sup>9,10</sup>. Although relatively unknown, TDS is quite common, affecting between one in every 200 men<sup>11</sup> and one in ten men over the age of 50 years<sup>12</sup>.

ED patients often share the same risk factors as testosterone deficient patients, i.e. abdominal obesity, high blood pressure, dyslipidaemia and diabetes mellitus. The key features of TDS include (see Notes to Editors for full list):

- Lethargy and fatigue<sup>2</sup>
- Erectile dysfunction<sup>1</sup>
- Diminished sexual desire/libido<sup>1</sup>
- Waist circumference >102cm (when measured one inch above naval)<sup>13</sup>

Testosterone replacement therapies are effective for treating the features of TDS and are available in a number of formulations:

- Transdermal gel
- Long-acting injection
- Short-acting injections
- Patch
- Oral treatment
- Subcutaneous implants

Men and their partners wishing to learn more about TDS should visit [www.sortEDin10.co.uk](http://www.sortEDin10.co.uk)

- Ends -

**Contact for further information:**

Sophia Cadman

Bayer Schering Pharma

Tel: +44 1635 563235

Email: [bsp-communications@bayerhealthcare.com](mailto:bsp-communications@bayerhealthcare.com)

**Note to Editors**

**About TDS**

Testosterone deficiency syndrome (TDS), also known as hypogonadism, describes patients with low serum testosterone levels (below 12 nmol/L) who experience one or more of the following features<sup>1,2,13,14</sup>:

- Lethargy and fatigue
- Erectile dysfunction (ED)
- Diminished sexual desire/libido
- Increased abdominal fat (waist circumference > 102cm)
- Depressed mood or irritability
- Decreased cognitive function
- Hot flushes or sweating
- Decreased lean body mass and muscle volume/strength
- Decreased body hair and skin alterations
- Low sperm count
- Low bone mineral density or increased incidence of fractures

**The ADAM Test<sup>15</sup>**

Take the following 1 minute test to see if you have any of the features of TDS:

1. Do you have a decrease in libido (sex drive)?
2. Do you have a lack of energy?
3. Do you have a decrease in strength and endurance?
4. Have you lost height?
5. Have you noticed a decreased 'enjoyment of life'?
6. Are you sad and/or grumpy?
7. Are your erections less strong?
8. Have you noticed a recent deterioration in your ability to play sports?
9. Are you falling asleep after dinner?
10. Has there been a recent deterioration in your work performance?

### Your answers:

- **No** to all questions - you are not likely to need further tests
- **Yes** to question 1 or 7, or at least three of the other questions – you may have low testosterone<sup>15</sup> and should speak to your doctor or nurse about checking your testosterone levels

### **About Bayer Schering Pharma**

Bayer Schering Pharma is a worldwide leading specialty pharmaceutical company. Its research and business activities are focused on the following areas: Diagnostic Imaging, General Medicine, Haematology & Neurology, Oncology and Women's Healthcare. With innovative products, Bayer Schering Pharma aims for leading positions in specialised markets worldwide. Using new ideas, Bayer Schering Pharma aims to make a contribution to medical progress and strives to improve the quality of patients' lives.

Further information can be found at [www.bayerscheringpharma.co.uk](http://www.bayerscheringpharma.co.uk)

### **Forward-Looking Statements**

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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