

Consumer Press Release

Men Urged to ‘Revive Your Drive’

Newbury, Berkshire, 2nd 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 mellitus¹ and common signs include diminished sexual desire/libido¹, lethargy and fatigue².

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 dysfunction³ and 42% of men with Type 2 diabetes have symptomatic TDS⁴. 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 control⁵, mood⁶, and sexual desire and function in men^{1,6}. It is widely recommended that all patients with erectile dysfunction should have their testosterone levels checked⁷.”

Low testosterone levels have also been shown to be correlated with an increased death rate in men⁸, reduced sexual health⁹, specifically libido and it is often observed in the presence of common chronic illnesses such as heart disease and diabetes^{9,10}. Although relatively unknown, TDS is quite common, affecting between one in every 200 men¹¹ and one in ten men over the age of 50 years¹².

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 fatigue²
- Erectile dysfunction¹
- Diminished sexual desire/libido¹
- Waist circumference >102cm (when measured one inch above naval)¹³

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

- Ends -

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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^{1,2,13,14}:

- 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 Test¹⁵

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 testosterone¹⁵ 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

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