

INVITATION

PRESS CONFERENCE
TALK SHOW
June 24, 2009, 14:30-16:00
Göteborg Convention Centre (Sweden), Room J1

There has never been a better time to talk about Erectile Dysfunction (ED)

152 million men worldwide are estimated to be experiencing erectile dysfunction and this number is predicted to more than double by 2025.

Today's men of 50+ have never felt so young, so active and, of course, they wish to remain sexually active. When erectile dysfunction gets in the way, it has a devastating impact upon lives, relationships and overall well-being. Treatments already exist for erectile dysfunction but do they go far enough?

A 90' TALK SHOW

In a warm and relaxed atmosphere, we would like to invite you to touch upon all aspects of the man's sexual life and erectile dysfunction:

- Dealing with erectile dysfunction,
- The importance of and barriers to sexual satisfaction,
- What do couples seek for a better sexual experience,
- Are longer lasting erections possible for men with erectile dysfunction? Solutions for extended pleasure.



Bayer Schering Pharma will unveil an original website presenting Dennis, a typical 50 year old man facing his erectile dysfunction, presented through the latest production from Aardman Animations, the creators of Wallace and Gromit and Shaun the Sheep.
www.in-bed.info

Get to know patients and experts

Sexual health is a subject of interest to us all. For the first time, Bayer Schering Pharma offers you the chance to meet, exchange and interact with some of the world's leading experts in sexology and men's health and to hear from real patients.

Dr. Ruth WESTHEIMER, Psychosexual Therapist

A pioneer in the field of Media Psychology and the world famous TV sexologist. "Dr. Ruth" will add the benefit of her wealth of experience to our talk show.



Dr. Ulrike BRANDENBURG, Psychosexologist

Will bring her experience to develop a better understanding of what it is that couples consider important in love making and for sexual satisfaction.



Prof. Ridwan SHABSIGH, Urologist

Will provide us with the essential facts on the many facets of and potential impact of erectile dysfunction on men's health.



Dr. Alessandra GRAZIOTTI, Gynaecologist

As a leading expert and teacher in Gynaecology and Medical Sexology, Doctor Graziotti will add the female perspective to our discussions.



Dr. Matt ROSENBERG, Family Physician

Calling on his expertise on the duration of erection, Doctor Rosenberg will be talking about the important criteria for a fully satisfying sexual experience.



Alex TAYLOR, Journalist and our Moderator

Alex's experience as TV producer and moderator in many countries will enable him to bring the topic to life and lead an exciting debate.



Join this unique press event

Bayer Schering Pharma has an ongoing commitment to improving awareness, treatment and therefore men's healthcare overall. Recent studies have brought to light some exciting findings proving that even for men with erectile dysfunction, full sexual satisfaction is a very realistic expectation.

As the world's leaders in sexology will be meeting at the WAS Congress, their major annual event this year in Gothenburg (Sweden), this event promises to be an excellent opportunity to talk openly about a subject that directly touches our daily lives.

Restore the man: Return performance to the love zone

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