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## PFIZER (MALAYSIA) SDN BHD's 'WE LOVE' CAMPAIGN Celebrating 15 years of PASSION!

27 April 2012, Kuala Lumpur... With hints of passion in the air, guests were greeted with an intriguing "*La Passion Bleue*" themed evening to mark the 15<sup>th</sup> Anniversary celebration of Pfizer's role in bringing the treatment of erectile dysfunction. In 1996, Pfizer Inc was the first pharmaceutical in the world to introduce PDE5 inhibitor - an efficacious treatment for Erectile Dysfunction (ED). Launched a year after the global launch, Pfizer Malaysia since then has helped rekindle and sustain passions amongst couples throughout the country.

The significant event commenced with the official launch of Pfizer's **WE LOVE, Sustaining Passions** campaign with a view of encouraging Malaysian couples to continue sustaining their passions to enjoy heightened intimacy and strengthened relationships. Guests and media members at the event were exclusively invited and were treated to the interactive session on "**Romance & Relationships**" with **Paul Jambunathan, Consultant Clinical Psychologist, Sunway Medical Centre and Senior Lecturer, Monash University Malaysia, Consultant to WE LOVE Campaign** and **Dr Vicknesh Welluppillai, Medical Director of Pfizer Malaysia.**

In his typical light-hearted and humorous fashion, **Paul J** shared his all-encompassing view on romance and how best to keep the passionate flame burning amongst couples. From a clinical view-point, **Paul J** elaborated on the psychological and social observation of how healthy and intimate relationships amongst couples enhance all aspects of a relationship.





“Never go to bed angry with your partner. Worse, sleep on the couch! You may not wake up the next day to go to work because your wife didn’t wake you!” **Paul J** exclaimed, amidst appreciative laughter among the guests.

“There are many facets to sustaining a passionate relationship with your loved one. Besides keeping the windows of communication always open, it is also imperative to address intimacy issues such as ED. Most men find it taboo to talk about or even broach the subject of ED,” said **Paul J**. “However, if seeking safe treatment for the condition would enhance the relationship you have with the one who swept you off your feet in the first place, wouldn’t that all be worth breaking the taboo for?” he reasoned.

The **Asia Pacific Sexual Health and Overall Wellness Study** in 2009 showed that 24% of men have Suboptimal Erections (EHS 3) and 44% of men have Less-Than-Optimal Erections (EHS 1-3). It was also found that 91% out of men with suboptimal erections want to improve their sexual experience.

To commemorate the 15<sup>th</sup> year of the introduction of the **PDE5 inhibitor, Pfizer Malaysia** has lined-up a series of educational activities under the year-long **WE LOVE** campaign.

**Dr Vicknesh** said, “We are here to commemorate this 15-year milestone of Pfizer’s involvement in erectile dysfunction by providing quality health solutions. Our primary objective is to provide therapeutic solutions to enhance the quality of life of Malaysians via continuous research and development; one of the areas being men’s health issues such as ED. Based on our recent **Ideal Sex in Asia Survey**, a whopping 80% of men and women agreed that the key element to ideal sex is the quality of erection.”

The **Ideal Sex in Asia Survey** was conducted in 2010 among sexually active male and female participants aged 31-74 using the Erection Hardness Score (EHS)





measurement. This is a simple evaluation of erection hardness from Grade 1 to Grade 4.

Expanding on the survey, **Paul J** explained, “Grade 1 is classified as Severe ED, Grade Two as Moderate ED, Grade 3 as Suboptimal Erection and Grade 4 being the Optimal Erection. 243 participants out of 3,282 surveyed were Malaysians. The male participants were identified as having Grade 3 or Grade 4 erections.”

Following this, **Dr Vicknesh** continued, “So based on this survey, we gained a clearer insight of ideal sex. Men and women in Asia take their love lives very seriously and have proven to put quality over quantity when it comes to sex! We were also able to identify the impact of suboptimal erection, as well as allowed the participants to identify areas in which to improve sexual experiences. Men with optimal erections (Grade 4) were found to take fewer sick leaves and possess a higher level of self-esteem.”

“We would like to create greater awareness amongst Malaysians that ED is a condition that must be diagnosed properly and treated effectively and safely by a medical professional. It is important to get ED diagnosed early as it may also indicate other underlying health condition in the man such as diabetes, hypertension, high cholesterol and heart disease. Therefore, seeking safe treatment for ED should be prerequisite to determine overall health,” **Dr Vicknesh** advises.

Through the WE LOVE Campaign, **Pfizer** aims to empower men with ED to speak up and to seek safe treatment for the condition and not to self-medicate with unapproved medication as they could potentially put themselves at risk for counterfeit medicines or adulterated therapies which could pose serious danger to their health. By taking action, they would benefit their physical and emotional wellbeing on the whole and more importantly, their love lives would be more intimate and passionate.





**Pfizer Malaysia** is committed to empower Malaysians who may experience ED to take charge of their sexual relationship once again, regain their self-esteem and restore their relationships through happy partnerships.

**Ends.**

**About *Erectile Dysfunction and PDE5 Inhibitor***

Erectile Dysfunction (ED) or better known as male impotence occurs when a man is unable to get or maintain an erection even when sexually stimulated. PDE5 inhibitor works by selectively blocking inhibitor found primarily in the penis without affecting 10 other PDEs (phosphodiesterase) in other parts of the body. PDE5 inhibitor decomposes cGMP which functions to dilate arteries in the corpora cavernosa (a pair of sponge-like regions of erectile tissue storing most of the penis' blood during penile erection), causing blood to flow into the penis, resulting into an erection. Pfizer was the first company to discover the PDE5 inhibitor. It is approved by the U.S. Food and Drug Administration (FDA).

**About Pfizer Malaysia**

Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Malaysia and Pfizer Malaysia entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.

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Issued on behalf of **Pfizer Malaysia Sdn. Bhd.** by **PAT-LIN COMMUNICATIONS SDN. BHD.** For further information, please contact Melissa at 7660 0400 ext 520 or 018 8711 619 / Usha Veerasamy at 03-7660 0400 ext 521 or 012 3210 260 / or email at [melissa@patlin.com.my](mailto:melissa@patlin.com.my) / [ushav@patlin.com.my](mailto:ushav@patlin.com.my)

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