

INTRODUCING VIAGRA CONNECT MELTS

NEW



Sildenafil 50mg orodispersible films (P)

**A new format from the
makers of Viagra Connect**

**Beyond the typical EP patient you see everyday, a whole
new demographic is looking for support.**

Erection problems are not just an 'older man's issue'; a staggering 48% of men who identify as having EPs are under 45; that's almost half!¹ Whilst prevalence increases with age,² modern lifestyle factors and societal pressures are a key reason why many younger men (under 45 years) also experience symptoms,^{3,4} with anxiety, stress or depression closely linked to EPs.⁴

Key facts:

The hidden patient¹

45%

45% of men in the UK
identify as having EP

84%

84% of young men
(aged 25-44) are **not
currently treating with
OTC medication**

**AGE
45**

**Almost half of these men
are below the age of 45**

41%

Research has shown
that the key barrier is
embarrassment - 41% of
men are **too embarrassed
to seek treatment**

**The stigma and silence surrounding
sexual dysfunction often exacerbate
the issue,** leaving men and their partners
isolated and without the necessary support.⁵

The impact of EPs

**For younger men, EPs are not just
a physical hurdle; they can trigger
a psychological cascade.**

EPs impact young men's lives as a whole, affecting confidence, relationships and quality of life.⁶ For younger men already facing social, personal and professional pressures, the impact can be profound.

These men are more likely than older men to feel that their EPs impact their relationship with their partner, health anxiety, social life, relationship with friends or family and work life.¹

Along with dissatisfaction with their sex life, this impact on their self-confidence and their relationships are the key triggers for men initiating EP treatment.¹

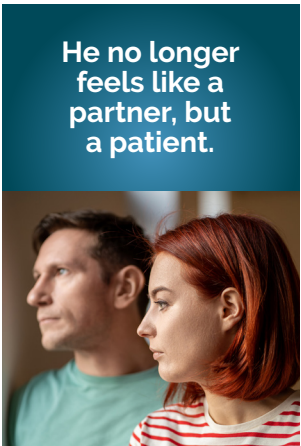


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Credit: Vasyi Dolmatov

The treatment experience

Studies cited in the International Journal of Impotence Research showed that almost one in four men discontinue EP treatments despite the fact they work.⁷ Why? Because of the experience.

For many suffering with EPs, the experience of taking medication introduces a new set of challenges. Medication can reinforce a feeling of being “unwell” or “abnormal”. In the case of EPs, where emotional barriers are already significant, the treatment process itself can be uncomfortable or unnatural, particularly for younger men. The process of planning ahead, finding privacy, taking a tablet with water, and waiting for it to work can undermine confidence.



As well as losing spontaneity, the treatment experience exacerbates an anxiety cascade.¹ Oral phosphodiesterase type 5 (PDE5) inhibitors are well established, effective, generally well tolerated and suitable for those aged 18 years and above.⁸ The pharmacology has been solved. Now, we must solve the experience. Particularly for the younger demographic, the medicine inside the treatment is only half the battle; the formulation is the other half.

Introducing NEW Viagra Connect Melts

Viagra Connect Melts give men with EPs access to an extended range of treatment options from the pharmacy. Designed to address some of the key barriers younger men face, this format offers a more discreet, convenient approach to treatment. **Data shows that 39% of EP sufferers would actively consider this format¹**



Sildenafil 50mg orodispersible films (P)



Key product features

- Less “medicinal”**
Orodispersible film format rather than a traditional tablet. Fresh menthol flavour.
- Confidence-focused**
Contains the same active ingredient as Viagra Connect (sildenafil 50mg).
- Aligned with younger lifestyles**
Portable, discreet, easy to use.

Your clinical toolkit

With the launch of Viagra Connect Melts, Viatris has built a portfolio that acts as a clinical toolkit so you can match the treatment recommendation to the consumer need or occasion.

The toolkit comprises three solutions, for three distinct occasions: the daily need, the weekend away, and on-the-go convenience.

			
Active ingredient	sildenafil 50mg	sildenafil 50mg	tadalafil 10mg
Format	Film-coated tablets	Orodispersible film	Film-coated tablets
Key features	Works in as little as 25 minutes Can be used daily	Melts on the tongue in seconds No water required – can be taken anytime, anywhere	Up to 36 hours of freedom to choose when to have sex

Remember: Always assess suitability for OTC PDE5 inhibitors using a checklist before recommending a product. Once appropriate, tailor your recommendation to the individual, taking into account their lifestyle, preferences, and any barriers to use.

Making every conversation count

You are the ultimate initiator of change to men with EP. When you step in, you aren’t just treating a physical symptom — you might be saving a relationship or protecting a family dynamic.

A simple, well-handled conversation in the pharmacy can be the difference between inaction and treatment.

Continued overleaf



Why they don't access treatment

Many younger men don't treat EPs due to the following emotional, practical and perception barriers:

Barrier type	What happens	Your response
Emotional	Embarrassment, fear of judgement, concerns about masculinity/performance	Use a discreet space and non-judgemental language. Reassure confidentiality and normalise the issue
Practical	Symptoms not taken seriously and they assume that they will "go away" or improve on its own. Many don't feel like they have time to deal with it or prefer self-research.	Emphasise simplicity, ease of starting, and low effort to begin treatment
Perception	"Not a patient" mindset, association with illness/ageing, low OTC awareness	Reframe as confidence support and a tool for when they need it.

3 Key steps to an effective EPs conversation

1. Normalise

Tell customers that EP is common in younger men and often linked to stress, lifestyle, or temporary factors.

2. Reduce barriers

Keep language simple, discreet, and straightforward. Acknowledge sensitivity without over-emphasising it.

3. Tailor advice to the barrier

- Recognise the prominent barrier type and lead your conversation to combat their specific concern
- Whether its Viagra Connect, Viagra Connect Melts or Avarante, each product is suited to various types of intimate moments. Think about the occasion: are they looking for spontaneity or planning for a weekend abroad?

Advice for all men

Even if a customer's EP appears to be related to psychological factors, you should still advise that they consult their GP for a clinical review within 6 months.⁸⁻¹⁰ This will support the identification of any potential underlying conditions and health risks.

Call to action - everyone has a role to play

Supporting these conversations isn't just for the pharmacist. The whole pharmacy team has a role to play in initiating change by normalising, simplifying and supporting these conversations. You, the whole pharmacy team, are key to overcoming the treatment gap and stopping men suffering in silence.

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product information
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