

Levitra[®] can help men with ED in 10 minutes

According to results of the Onset of Vardenafil In Men with ED (ONTIME) study, published in the *Journal of Sexual Medicine*, men with erectile dysfunction (ED) can get an erection within 10 minutes of taking Levitra[®] (vardenafil HCl). This is the first study to show oral ED treatment working this quickly. The double-blind, at-home study involved 732 men with ED across Europe and North America. After 10 minutes, 21% of men using Levitra were able to achieve an erection and complete intercourse compared to 14% with placebo. Results were better with Levitra after time elapsed.

How does it apply to your practice? ED is a common health condition affecting about half of all men over 40. Only 12% of men worldwide receive treatment. "As a prescribing physician, I continue to hear feedback that men want a product that works fast, and I also see data that confirms the importance of rapid onset for patients and their partners," said Dr. Luc Valiquette, urologist at the Centre Hospitalier de l'Université de Montréal.

What Can You Do in 10 Minutes? Press Release. Montreal, Quebec, October 7, 2004.

Lipitor[®] approved in the prevention of CVD

Pfizer Canada Inc. announced that Health Canada has approved Lipitor[®] (atorvastatin calcium) for the prevention of cardiovascular disease (CVD) in adult hypertensive patients with normal to mildly elevated cholesterol levels and three additional risk factors for CVD. The Anglo-Scandinavian Cardiac Outcomes Trial (ASCOT) found that the lowest dose of Lipitor (10 mg) reduced heart attack by 36%, compared to placebo. Ninety-eight per cent of patients who took Lipitor at starting doses of 10 mg, 20 mg, or 40 mg reached their target low-density lipoprotein level. The trial ended two years early because of such results.

How does it apply to your practice? Heart disease is the leading cause of death in Canada. About half the Canadian population has elevated cholesterol, contributing to over 70,000 heart attacks suffered annually. Leading risk factors for heart disease are high blood pressure and high cholesterol, but other factors, such as family history of heart disease, age, smoking, diabetes, obesity and lack of exercise can also contribute to the risk. Lipitor is the leading cholesterol-lowering therapy and its safety and effectiveness have been supported by an extensive clinical program, with 400 ongoing trials and 80,000 patients.

Health Canada Approves Pfizer's Lipitor[®] to Lower Risks of Heart Attacks. Press Release. Kirkland, Quebec, October 6, 2004.

Imitrex DF™ is new and improved

GlaxoSmithKline Inc. announced that Health Canada has approved Imitrex DF™ for the fast treatment of migraines. The drug contains the original active ingredient with the same effectiveness and safety as Imitrex® (sumatriptan succinate), but includes new technology designed to facilitate disintegration in the stomach. In a prospective, double-blind, placebo-controlled, parallel-group, single-attack trial involving 432 migraine patients, almost 45% of migraines were reduced to no pain in one hour and 66% were reduced to no pain in two hours with a 100 mg tablet. Significant results were also seen after 30 minutes with Imitrex DF, compared to placebo.

How does it apply to your practice? Millions of Canadians suffer from migraines, which have a significant impact on quality of life. “Anyone who suffers from migraine wants their treatment to work fast. Imitrex DF is designed to facilitate disintegration in the stomach which may provide benefit to the patient,” said Dr. Guy Boudreau of the Clinique de la Migraine de Val des Arbres and the Clinique de la Migraine du CHUM in Montreal.

Imitrex DF™ Aims to Deliver What Patients Want Most: Speed to Zero Pain. Press Release. Mississauga, Ontario.

Cialis® brings hope to ED patients after BNSRRP

Data published in the *Journal of Urology* show that 62% of men who underwent bilateral nerve-sparing radical retropubic prostatectomy (BNSRRP) reported improved erections after taking 20 mg of Cialis® (tadalafil), compared to 23% with placebo. The Phase III, multicentre, randomized study involving 303 men who underwent BNSRRP 12 to 48 months earlier, consisted of a four-week, treatment-free period, followed by 12 weeks of treatment. Mild or moderate adverse events were reported with Cialis, including headache, upset stomach and muscle ache.

How does it apply to your practice? More than half of men report erectile dysfunction (ED) 18 months after BNSRRP, a cause of ED which is difficult to treat. “After the difficult journey of prostate cancer, to also be faced with ED can be both daunting and discouraging to a man and his partner,” said Dr. Francesco Montorsi from the department of urology at the Università Vita Salute San Raffaele in Italy. “These data offer hope that by using Cialis, men may regain an important part of their lives that might have otherwise been lost following their prostate surgery.” **Dr.**

Newly Published Data Describe Efficacy of Cialis® (Tadalafil) in Prostatectomy Patients. Press Release. Toronto, Ontario, September 14, 2004.