

AVAILABLE IN SPRING 2023



TREATS ERECTILE DYSFUNCTION
HELPS TO GET AN ERECTION WITHIN

✓ Returns spontaneity to the sexual relationship



TOPICAL GEL

- ✓ Excellent safety profile
- ✓ Inclusive to the partner

AVAILABLE WITHOUT PRESCRIPTION

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CE2797

EC/REP :
Advena Ltd., Tower Business Centre, 2nd Flr.,
Tower Street, Swatar, BKR 4013 Malta

Topical Gel, medical Device class II - Eroxon® is only compatible with latex condoms.

eroxon[®]
www.eroxon.eu

Eroxon is a registered trademark

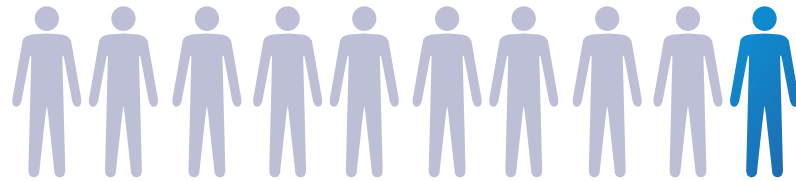
new
eroxon[®] STIMGEL

Helps you get an erection
within **10 minutes**.

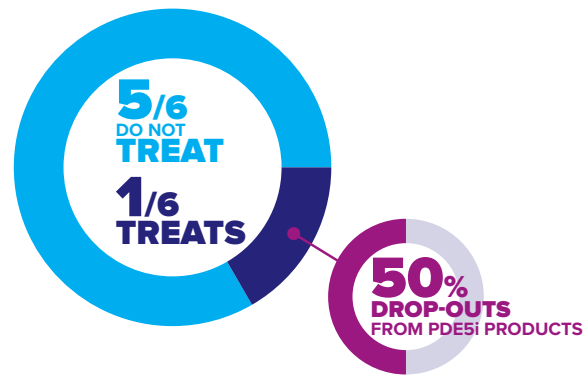


Welcome back your erections.

PREVALENCE



1 out of 10 men will get ED in the course of their lives (Kante, 2013)



Eroxon® is a winning product as it overcomes the category entry barriers and drivers for drop-out

	Efficacy	Time of onset	Side effects	Distribution
Sildenafil (viagra)	✓	Up to 60-75 minutes. Intake 1hr before due to variability	Headhache, blushing, nausea, nose congestion, dizziness, back ache, heart issues	Prescription
Tadalafil (cialis)	✓			Prescription
Avanafil (spedra)	✓	15 minutes		Prescription
Eroxon	✓ ¹	5-10 minutes	Very low incidence of local irritation	Self selection

1. 61% of treaters experience benefit from the product (mean IIEF-EF change versus baseline) FM71 reference

INTRODUCING A BREAKTHROUGH IN ED TREATMENT



AN OTC PRODUCT WITH THE POTENTIAL TO BECOME **FIRST LINE TREATMENT FOR ED**

Clinically proven

eroxon®

UNIQUE MECHANISM OF ACTION

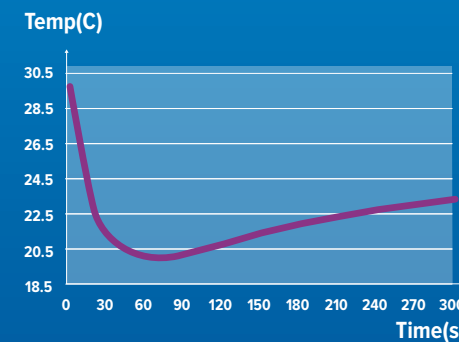
Eroxon has a unique physical evaporative action on the surface of the body. Its rapid, targeted cooling/warming effect stimulates nerve endings in the penis, leading to increased blood flow.

Technology in 3 steps.



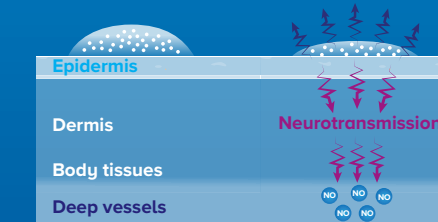
Temperature changes

The topical gel causes a rapid cooling followed by a gradual warming effect.



Influence of the autonomic nervous system

Simulated neuro ending release of neurotransmitters



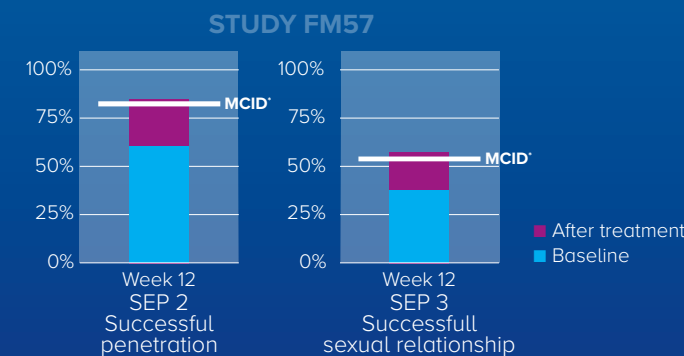
Nitric oxide is crucial to convert GTP to cGMP, resulting in increased blood flow and normalized erections

Posology:

Apply a pea-sized amount of gel (1 tube) to the head of the penis just before sex. Massage the gel onto the head of the penis for about 15 seconds.

CLINICALLY PROVEN

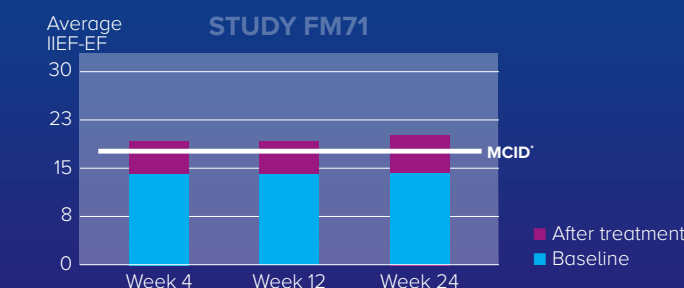
in 2 clinical trials with 3 efficacy parameters:



1 EROXON exceeds the MCID in both studies



2 1/ 60% of erections occurred within 10 minutes of application
2/ Faster speed of onset than oral PDE5i's



3 Overall satisfaction after 24 weeks of treatment

Overall satisfaction after 24 weeks of treatment

2 phase 3 clinical trials: FM57: 250 subjects / 3,792 intercourse attempts, Age 18-70, 9 countries in Europe, 12 weeks : IIEF 5.10 > 4.0 / SEP2 24,26% > 21,4% / SEP3 37,14% > 23%
FM71: 100 subjects 1,551 intercourse attempts, Age 18-70, 4 countries in Europe and USA, 24 weeks: IIEF 5,73 > 4,0
*MCID : Minimal clinically Important Difference
Rosen et al 2011 (Raymond C Rosen, Kerstin R Allen, Xiao Ni and Andre B Araujo, Minimal Clinically Important Differences in the Erectile Function Domain of the International Index of Erectile Function Scale, European Urology 60 (2011) 1010-1016)