



0800 36HOURS/0800 364687

www.cialis.co.nz

FREEDOM TO CHOOSE THE MOMENT

Cialis® is a Prescription Medicine containing tadalafil tablets 10 & 20mg for the treatment of erection problems in men. Sexual stimulation is required for Cialis to work. Do not use when taking nitrates for angina or where there is known heart disease like heart failure or heart rhythm disturbances. Caution in kidney & liver disease or conditions which predispose to persistent erection of the penis like certain blood disorders. Not to be used by women.

Possible side effects are headache, dyspepsia, back & muscle pain, blocked nose and flushing. Use strictly as directed and if symptoms persist or you have side effects see your doctor. A charge applies. Eli Lilly, Auckland. NA TAPS 1522.

Lilly





Erection problems

Erection problems affect approximately 267,000 New Zealand men^{1,2}. It can be difficult to talk about, but if it is important to you and your partner to still be able to have your normal sexual relationship, talk to a doctor, treatment is available.

What is an erection problem?

“Erection problem” means a problem with your erection that happens regularly and has gone on for more than three months.³

Difficulty in getting and/or keeping an erection generally happens slowly over time, so it is common for men to wonder if they actually have an erection problem. For example, it might take longer to get an erection, it may be that when having sex your penis is not as firm as it used to be or, that your erection does not stay firm until both you and your partner are satisfied.

The Erection

An erection begins and ends when there is a change in the balance of blood flowing into and out of the chambers of the penis.

Sexual stimulation (sexy thoughts, sights, sounds, smells or touch) sends nerve signals to the penis, which causes the penis to fill with blood. As a result of blood filling the penis it increases in size and becomes hard and erect. This is called an erection.

After sex, the blood drains back into your body and loss of the erection quickly follows.

Why are erection problems important to both you and your partner?

For most men being able to get and keep an erection as long as they want and when they want is very important.

You feel better about yourself and are able to love and give pleasure to your partner.

Not being able to perform can lead to feeling less of a man, frustration, difficulties with your relationship and perhaps finding excuses for not having sex with your partner.

An erection problem can be a result of an underlying medical condition that you may or may not know about.

Causes of erection problems

There are lots of reasons why you might have erection problems, most of which are physical. For example, high blood pressure and heart disease are the most common causes of erection problems. Smoking, lack of exercise, high alcohol intake and certain medicines may also affect the erection process, as can surgery and nerve damage caused by diabetes, stroke or spinal cord injury.

Psychological factors such as anxiety, stress, relationship problems and depression may also be involved.³

If you were to spend the rest of your life with your erectile condition the way it is now, how would you feel about that?⁴

- Very Dissatisfied - 1 Rather Dissatisfied - 2
- Mixed, about equally satisfied and dissatisfied - 3
- Rather satisfied - 4 Very Satisfied - 5

What can I do?

Talk to a doctor, doctors are used to talking to men and their partners about erection problems.

The doctor is the person trained to look for and treat any problem that may be causing your erection problem.



Cialis®

The next generation⁵
treatment for men
with erection
problems that works
for up to 36 hours⁶

What does that mean?

Cialis is an
improved treatment
that is effective
whenever the time
is right and offers
you and your
partner the freedom
to choose the
moment

Why improved?

Cialis works for up to 36 hours - this means you don't have to plan when to have sex. If you are sexually stimulated⁷ any time during the 36 hours you will be able to get an erection and after sex the penis will become flaccid (soft) again. So, you have the freedom to have sex when it is natural for you.

Cialis works quickly - with sexual stimulation most men are able to have an erection within 30 minutes⁷, and many as early as 16 minutes after taking the tablet.⁸

Taking Cialis is easy. Cialis can be taken at any time. Unlike some other tablets for erection problems, Cialis can be taken with food and a drink or two⁹.

Cialis 20mg is the standard dose (1 tablet = 20mg).¹⁰ Your doctor will confirm if this is right for you.

Note: in terms of onset of effect and efficacy Cialis is similar to earlier medicines like sildenafil.

Are there any side effects?

All medicines can have side effects, but with Cialis these are few and most of the side effects lessen over time.

The most common side effects are headache, upset stomach, backache, muscle aches, flushing or a blocked nose⁹.



Is it safe for me to use Cialis?

Most men will be able to use Cialis and enjoy a natural sex life once again.

However, if you have recently had a heart attack or stroke, have a heart condition or are taking certain medicines talk to a doctor about whether it is safe for you to have sex and the best treatment choices for you. Do not use Cialis if you are taking any form of nitrates, which are used to treat heart conditions¹⁰.

If you think you have an erection problem, or are already being treated for an erection problem, talk to a doctor about Cialis.

For more information call our freephone, visit our website or see our 'Consumer Information' leaflet.

Ask your doctor if a free trial of Cialis is right for you.

Note: Cialis samples are only available from your doctor. Normal doctor consultation charges will apply.

1 Statistics New Zealand Male Population 2001. 2 Feldman H.A., et al. Impotence and its medical and psychosocial correlates: Results of the Massachusetts Male Aging Study. *The J of Urol* 1994; 151: 54-61. 3 Shabsigh R. Let's Talk About Erectile Dysfunction. What Every Couple Should Know. 2002 Lilly/ICOS:5. 4 Erectile Dysfunction Impact Scale. Source: 1st International Consultation on Erectile Dysfunction - July 1-3, 1999, Paris. 5 Porst H. IC351 (tadalafil, Cialis): update on clinical experience. *Int J Imp Res* 2002; 14 (Suppl1): S57-S64. 6 Porst H., et al. Tadalafil allows men with erectile dysfunction to have successful intercourse up to 36 hours postdose. *J Urol* 2002; 167 (Suppl 4 AUA 2002); 177 abstract 709. 7 Eardley I, Cartledge J. Tadalafil (Cialis) for men with erectile dysfunction. *Int J Clin Pract* 2002; 56(4): 300-304. 8 Padma-Nathan H., et al. Cialis(IC351) provides prompt response and extended period of responsiveness for the treatment of men with erectile dysfunction (ED). *Int J Imp Res* 2001; 13(Suppl 4 ESSIR 2001): 33 abstract 88. 9 Brock G, et al. Efficacy and safety of tadalafil for the treatment of erectile dysfunction: Results of integrated analyses. *J Urol* 2002; Vol. 168: 1332-1336. 10 Cialis Product Approved Information.

