

THE ONLY WAY IS UP!

Superdrug sees record demand for erectile dysfunction services following 'Men Up' programme

The broadcasting of BBC One's new drama, Men Up, has prompted the UK to take action on their own erectile dysfunction concerns as Superdrug saw a nearly +100% increase in website searches for Viagra on 29th December (the show's live date) compared to the previous week's data. Superdrug also saw an increase of +13% in sales for Viagra and Viagra Connect compared to the previous year.

Men Up is the new drama highlighting the Welsh men who took part in the world's first medical trial of the impotence drug, Viagra. Since the trials took place in 1994, Viagra has been developed from a prescription-only model to Viagra Connect which has been available without the need of a prescription since 2018.

Dr Babak Ashrafi, GP at Superdrug's Online Doctor commented, "TV shows and films like Men Up are fantastic at raising awareness of health conditions in an accessible and easy to digest way, bringing to light information that people may not be aware of and ultimately making them feel less alone about their own health conditions. All of these factors played a part in why we've seen a direct increase in erectile dysfunction sales and website searches on the date of the programme's launch."

Ghada Beal, Superdrug's Healthcare Director also commented, "That first step to seeking help is always the hardest so it's brilliant seeing people take control of their healthcare needs. If anyone is unsure of the product or service they require, then please either head into a Superdrug Pharmacy to speak with one of our healthcare professionals, or go online and message one of our Online Doctor clinicians. At Superdrug we offer a range of erectile dysfunction and sexual health services, including Viagra and Viagra Connect."

Superdrug's Online Doctor service helps you request treatments online from UK-registered doctors with free, discreet, to-your-door deliveries. The service covers a range of topics including erectile dysfunction, contraceptive methods, STI treatments and services, and more.

Superdrug Online Doctor provides doctor care whenever you need it, anywhere in the UK. For more information please visit: <https://onlinedoctor.superdrug.com/> or head to a Superdrug store to speak with a pharmacist about your health care needs.