

What is erectile dysfunction?

Erectile dysfunction (ED) is defined by the extent to which a man can achieve and/or maintain sufficient erection hardness for a satisfying sexual experience.¹

ED is a common condition that can happen at any age. Currently more than 150 million men worldwide have ED and this number is expected to double by 2025.² In Asia, the number of men with ED is projected to rise to almost 200 million by 2025.²

Many chronic conditions affect erection hardness and are linked to ED.

The prevalence of ED in men with various chronic disorders and habits:

DISEASE	ED PREVALENCE
Coronary Artery Disease ³	75%
Diabetes Mellitus ⁴	64%
Hypertension ⁴	52%
Smoking ⁵	43%

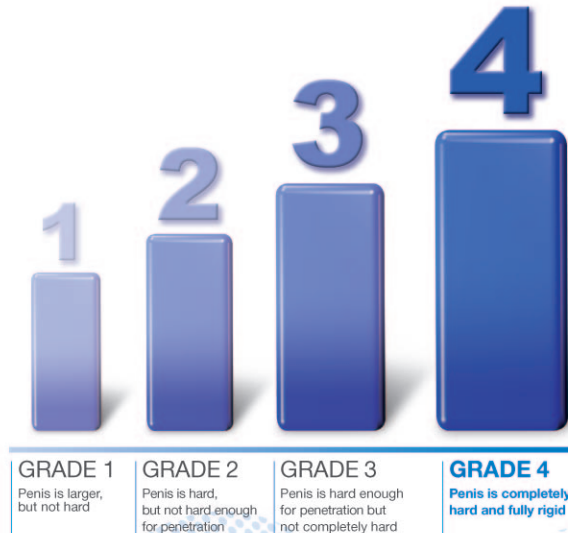
In addition, men with elevated serum total cholesterol level (>240 mg/dL) had an 80% increase in the risk of developing ED compared with those with total cholesterol levels ≤180 mg/dL.⁶

Erection hardness is important to both men and women.

In Asia, 57% of men and 64% of women are not fully satisfied with their sexual lives.⁷ In addition, 93% of men and 83% of women believe erection hardness is important for a good sexual experience.⁸

How can I determine my level of erection hardness?

The Erection Hardness Score (EHS) is a chart that you can use to talk to your doctor about the quality of your erection.⁹



What is sub-optimal erection hardness (EHS Grade 3)?

- For a fully satisfying sexual experience, a completely hard and fully rigid erection is required. Therefore EHS Grade 4 corresponds to optimal erection hardness.⁷
- When the penis is sufficiently hard for penetration but not completely rigid during intercourse, this is considered sub-optimal erection hardness corresponding to EHS Grade 3.⁷
- Men with sub-optimal erection hardness (EHS Grade 3) engage in sexual intercourse less often and experience less sexual satisfaction than men with optimal erection hardness.⁷
- Overall, men with sub-optimal erection hardness (EHS Grade 3) are less likely to feel good about their relationships and themselves as sexual partners.⁷

What does optimal erection hardness mean for me?

Increasing erection hardness from sub-optimal (EHS Grade 3) to optimal (EHS Grade 4) level improves intercourse satisfaction, orgasm quality and sexual desire, and increases confidence, self-esteem and relationship satisfaction.¹⁰