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Viartis Offers Viagra Connect In Smaller Trial Pack For UK Men

by [David Ridley](#)

Viartis hopes its Viagra Connect two-pack will encourage British men to seek treatment for erectile dysfunction.

Viartis – the company created by the merger of Mylan and Pfizer’s Upjohn – has launched a new trial version of its flagship OTC erectile dysfunction medicine, Viagra Connect, in UK pharmacies.

Aimed at the five million British men suffering from erectile dysfunction who are “worried about trying an erection problem treatment for the first time,” Viartis said its new two pack has “all the reassurance of the iconic and trusted Viagra brand at an acceptable entry price.” The standard pack size is four film-coated tablets containing 50mg sildenafil.

“Our ambition for the new two pack is to encourage trial among men who need it, making the trusted Viagra Connect brand easier to access,” commented Viartis’ marketing director, Rob Elliott.

To support pharmacy staff in having what can be difficult and embarrassing conversation for the sufferer, new training materials will be added to the existing suite of pharmacy education, Viartis continued.

Supported by point of sale materials, Viartis said that the training aims to make pharmacies more welcoming for men with erectile problems, and to help pharmacists discuss the issue with consumers.

“Specially designed to bring to life the negative impact erectile problems can have on a man’s mental wellbeing, the training materials will enable pharmacists to determine when men may need additional support or access to other services such as smoking cessation, weight and stress management, which may be inadvertently causing erectile difficulties,” the firm explained.

“We continue to invest in the training and development of pharmacy staff so they will be better equipped to deal with what can be a sensitive topic to discuss,” Elliott said.

The launch will also be supported by a “heavy-weight” £5m (\$6.8m) marketing campaign, which Viatris said will continue the “love story” themed campaign launched last year (Also see "[Pfizer's Upjohn Breaking The Silence Around ED With New Viagra Connect Campaign In UK](#)" - HBW Insight, 16 Jul, 2020.).

Viatris is continuing to widen access to Viagra Connect across Europe, with the firm recently securing the Rx-to-OTC switch of the product in Ireland. (Also see "[Viagra Connect To Launch In Ireland Following Rx-to-OTC Switch](#)" - HBW Insight, 18 Jan, 2021.)

The product is now available in Boots pharmacies in Ireland, having launched in late January 2021.