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THE LITTLE PINK PILL: AWAITING “PINK VIAGRA” APPROVAL

TREATO FINDS 80 PERCENT OF FEMALE CONSUMERS WOULD BE WILLING TO TAKE A DAILY PILL TO IMPROVE LOW SEX DRIVE

Data Analysis Examines Awareness and Interest Before Anticipated FDA Approval of “Pink Viagra”

NEW YORK, August 10, 2015- Flibanserin, a female version of Viagra, which is also known as “Pink Viagra”, is anticipated to receive FDA approval in mid-August. There is huge demand for the medication among women, according to a data analysis released today by consumer healthcare insights company [Treato](#). A survey of more than 700 Treato.com users revealed that 80 percent of female survey participants would be willing to take a daily pill to improve low sex drive. In addition, 68 percent of female survey participants felt that they had been discriminated against in how long it has taken to create of a female equivalent to Viagra, which has been on the market since 1998; however, only 47% of male survey participants felt that women have been discriminated against in the creation of a female version of Viagra.

Physicians are likely to see a demand for “Pink Viagra,” as 73 percent of female survey participants said they were likely to discuss low sex drive with a doctor; however, physicians could need to educate patients on their options as 70 percent of female survey participants said they had never heard of Flibanserin before participating in the survey.

In addition to the survey, Treato compiled and analyzed thousands of online conversations happening about “Pink Viagra.” Ironically the top concerns being discussed online by women interested in taking the medication were tiredness, headaches and drowsiness. Popular topics being discussed online in connection to the medication were depression and menopause, which are conditions that can also cause low sex drive.

“Analyzing online patient conversations is a key resource in understanding the unmet needs of a population,” says Ido Hadari, CEO of Treato. “Through our collected insights, it became clear that an overwhelming majority of women want access to a female version of Viagra. This is a huge market opportunity for pharma and healthcare advocates as well a significant opportunity to improve female consumers quality of life.”

Find more information on Treato’s “Pink Viagra” data analysis [here](#).

About Treato:



Treato™, the leading source of real health insights from millions of real health consumers, uses patented analytics and big data technology to turn billions of disparate online conversations into meaningful social intelligence. With two billion posts analyzed and continuously expanding, Treato has partnered with 13 of the top 50 pharmaceutical companies and its consumer website helps millions of visitors each month.

Treato is privately held with offices in Israel, New York and Princeton, NJ. Investors include Reed Elsevier Ventures, OrbiMed Partners and New Leaf Venture Partners, among others. For more information please visit <http://treato.com> and corp.treato.com.

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