

**For immediate release:**

**ALEVE® – Welcome to Canada, Eh!**

**ALEVE® is now available to help Canadians relieve their pain and get back to doing the things they love to do**

**Toronto, Ontario – July 14, 2009** – The wait is over and Canadians only need to go to their local pharmacy to access ALEVE® (naproxen sodium) – the first over-the-counter naproxen sodium tablet. With just one pill, ALEVE® offers Canadians convenient access to pain relief for up to 12 hours. It is an option for the nearly 4.5 million Canadian men and women with arthritis<sup>1</sup> to relieve their joint and arthritis pain, helping them get back to doing the activities they love to do. ALEVE®, which is marketed and manufactured by Bayer HealthCare, is available over-the-counter in a 24-count bottle in most provinces. A larger 100-count bottle is available behind the counter – just ask the pharmacist. ALEVE® is not available over-the-counter in British Columbia, Quebec or Newfoundland.

“As a family physician, I see patients with a variety of painful conditions every day. And while some require prescription medication and close monitoring of their pain treatment, many are simply experiencing mild to moderate joint and arthritis pain and are looking for a convenient, long-lasting and effective treatment option so they can get back to doing the things they love, without all the pain,” said Dr. Art Kushner, Chief of Family Practice, Humber River Regional Hospital. “I am pleased that I can now recommend ALEVE to my patients with joint and arthritis pain and know that it will provide pain relief for up to 12 hours.”

Boomers are leaders in health and lifestyle management, and according to Statistics Canada, Canadians aged 60 and over have more time for leisure than others (28 per cent of their time); however, as the boomer population ages, one million more Canadians per decade will be diagnosed with arthritis, at least until 2031.<sup>2</sup> In fact, three out of every five Canadians with arthritis are younger than 65.<sup>3</sup>

With ALEVE®, Canadians with joint and arthritis pain can experience long-lasting pain relief and jump into the summer activities they love to do. A round of golf, bike riding through the trails at the cottage, playing tennis, tending to the garden or just simply going for an evening stroll are all achievable possibilities with pain relief.

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## ALEVE® NEWS RELEASE/2

“Arthritis pain affects many Canadians,” said Jo-Anne Sobie, Executive Director, The Arthritis Society – Ontario Division. “The availability of a new therapy that helps people with arthritis is always good news for the nearly 4.5 million Canadians living with this disease.”

### **ABOUT ALEVE®**

ALEVE®, which is available in both 24 and 100 count bottles\* provides Canadians with convenient access to another effective analgesic without a prescription. It is recommended at a twice-daily dose of 220 mg and works to treat pain quickly where it starts.<sup>4</sup> With just one pill, ALEVE® offers up to 12 hours of relief from daily pain and stiffness of arthritis, including morning stiffness, and arthritis pain at rest, on passive motion, on weight bearing and pain experienced day or night.<sup>4</sup>

In self-medication, ALEVE® should only be used for a short term treatment period of up to five days for pain and three days for fever. Otherwise a doctor should be consulted. Proper use of ALEVE®: Adults (12-65 years) can take one caplet every 8-12 hours. Adults over 65 years can take one caplet every 12 hours. Consumers should not take more than two caplets in a 24 hour period.

ALEVE® is safe and effective when used as directed.

Visit [aleve.ca](http://aleve.ca) for more information.

### **ABOUT ARTHRITIS**

Arthritis is among Canada’s most common chronic conditions, with more than 4.5 million Canadians experiencing arthritis.<sup>5</sup> Arthritis symptoms include joint pain and inflammation. It affects more adults than cancer, heart disease, respiratory conditions and spinal cord trauma.<sup>6</sup>

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**ABOUT BAYER INC.**

Bayer Inc. (Bayer) is a Canadian subsidiary of Bayer AG, an international research-based group with core businesses in health care, crop science and innovative materials.

Headquartered in Toronto, Ontario, Bayer Inc. operates the Bayer Group's HealthCare and MaterialScience businesses in Canada. Bayer Crop Science Inc., headquartered in Calgary, Alberta operates as a separate legal entity in Canada. Together, the companies play a vital role in improving the quality of life for Canadians - producing products that fight diseases, protecting crops and animals, and developing high-performance materials for applications in numerous areas of daily life. Canadian Bayer facilities include the Toronto headquarters and offices in Montréal and Calgary.

Bayer Inc. has approximately 900 employees across Canada and had sales of \$908 million CDN in 2008. Globally, the Bayer Group had sales of over 32 billion Euro in 2008. Bayer Inc. invested approximately \$36 million CDN in research and development in 2008. Worldwide, the Bayer Group spent the equivalent of over 2.6 billion Euro in 2008 in R&D. For more information, go to [www.bayer.ca](http://www.bayer.ca).

– 30 –

\*Location of sale differs province by province. ALEVE® is not available over-the-counter in British Columbia, Quebec or Newfoundland.

Visit [aleve.ca](http://aleve.ca) or for more information on arthritis and managing arthritis in Canada, please visit [www.arthritis.ca](http://www.arthritis.ca)

For more information or to arrange an interview, please contact:

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## Forward-Looking Statements

This news release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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## REFERENCES

<sup>1</sup>The Arthritis Society web site:

<http://www.arthritis.ca/resources%20for%20advocates/positions/default.asp?s=1>.

<sup>2</sup> The Arthritis Society web site:

<http://www.arthritis.ca/toolbox/media%20centre/statistics/what%20is%20arthritis/default.asp?s=1>.

<sup>3</sup> The Arthritis Society, *ArthroScope, Introduction*, by Elizabeth Bradley, page 4, 2004.

<sup>4</sup> ALEVE® (naproxen sodium tablets, 220 mg) Product Monograph, pg. 3, Bayer Inc., April 18, 2009.

<sup>5</sup> The Arthritis Society web site:

<http://www.arthritis.ca/resources%20for%20advocates/positions/default.asp?s=1>.

<sup>6</sup> The Arthritis Society web site:

<http://www.arthritis.ca/resources%20for%20advocates/positions/default.asp?s=1>.