



Endo Launches New Peyronie's Disease Campaign: I Got Somebody

January 13, 2025

- Disease awareness campaign encourages men to overcome their embarrassment and openly discuss Peyronie's disease (PD), taking charge of their health.
- Campaign empowers men to connect with trusted healthcare providers and talk about nonsurgical treatment options.
- PD is estimated to affect 1 in 10 men in the U.S., meaning it's likely that most men know someone who has dealt with the condition.

MALVERN, Pa., Jan. 13, 2025 /PRNewswire/ -- Endo, Inc. (OTCQX: NDOI) announced today the launch of its newest television commercial and disease awareness campaign, *I Got Somebody*. The campaign aims to motivate men who may have symptoms of Peyronie's disease (PD) to go to [GoGetSomebody.com](https://www.gogetsomebody.com) to find a urology specialist who can diagnose and offer them a treatment plan including nonsurgical options. PD is a men's health condition in which a buildup of scar tissue causes a curve with a bump that forms when the penis is erect. It is estimated to affect 1 in 10 men in the U.S.¹

"When men share recommendations within their network, they're not just solving problems—they're fostering trust and connection," said Justin Mattice, Vice President & General Manager, Branded Specialty at Endo. "By encouraging men to seek and share healthcare recommendations, we're sending a powerful message: there is no shame in living with PD and making a plan to talk to a urology specialist is a vital step forward."

The [commercial](#) begins with a man searching online for answers to his PD-related questions, highlighting the anxiety, distress, and isolation he feels. As the story unfolds, a series of mishaps occur, with the man's peers confidently recommending solutions for a broken windshield, raccoon infestation, pulled garden plants, overflowing washing machine, and a smoking car engine. Finally, the protagonist asks his friends if they know someone who can help with his PD concerns.

Endo's approach is grounded in consumer insights from research, which indicates that men are often embarrassed to talk about the condition, leading to delays or inaction in seeking support from healthcare providers. Through this new campaign, Endo is encouraging men to overcome their fear and discuss PD and nonsurgical treatment options so they can be informed and help others by sharing their experiences. This shared knowledge helps individuals make informed decisions by leveraging trusted recommendations.

"Endo's market research reveals that the journey to treatment for men with PD often takes years, with feelings of embarrassment, fear of treatments, and a 'wait and see' mindset contributing to the delay and in some cases inaction," noted Dayna Sracic, Executive Director, Consumer Marketing at Endo. "*I Got Somebody* empowers men to break this cycle and take proactive steps toward advocating for their health."

The *I Got Somebody* campaign will run on TV, online, and on social media channels, as well as through materials in doctors' offices—all driving to [GoGetSomebody.com](https://www.gogetsomebody.com).

[Watch the commercial.](#)

Media Buy

The 30- and 15-second spots will run nationally on broadcast TV (including networks such as ESPN, ABC, NBC, ESPN, USA, and Fox Sports 1), during programs such as "CBS Evening News" and "NASCAR on The CW," on streaming services (including Hulu, Amazon, and Peacock), and online. The campaign also includes social media, digital, and search advertising.

About Peyronie's Disease

Peyronie's disease (PD) is a condition in which a buildup of fibrous scar tissue causes a curvature deformity of the penis. This curvature can be bothersome during arousal and intimacy.² It is estimated that PD can affect as many as 1 in 10 men in the U.S.,¹ but diagnosis rates remain low because men with PD may be too uncomfortable to speak up and get help.³

About Endo

Endo is a diversified specialty pharmaceutical company boldly transforming insights into life-enhancing therapies. Our passionate team members collaborate to develop and deliver these essential medicines. Together, we are committed to helping everyone we serve live their best life. Learn more at www.endo.com or connect with us on [LinkedIn](#).

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements including, but not limited to, the statements by Mr. Mattice and Ms. Sracic and any statements relating to product efficacy, potential treatments or indications, therapeutic outcomes or treatment responses, and any statements that refer to expected, estimated or anticipated future results or that do not relate solely to historical facts. Statements including words such as "believes," "expects," "anticipates," "intends," "estimates," "plan," "will," "may," "look forward," "intends," "guidance," "future," "potential" or similar expressions are forward-looking statements. Because these statements reflect

Endo's current views, expectations and beliefs concerning future events, they involve risks and uncertainties, some of which Endo may not currently be able to predict. Although Endo believes that these forward-looking statements and other information are based upon reasonable assumptions and expectations, readers should not place undue reliance on these or any other forward-looking statements and information. Actual results may differ materially and adversely from current expectations based on a number of factors, including, among other things, the following: changes in competitive, market or regulatory conditions; changes in legislation or regulations; the ability to obtain and maintain adequate protection for intellectual property rights; the impacts of competition; the timing and uncertainty of the results of the research and development and the regulatory processes; health care and cost containment reforms, including government pricing, tax and reimbursement policies; litigation and other disputes; consumer and physician acceptance of current and new products; the performance of third parties upon whom we rely for goods and services; issues associated with our supply chain; the ability to develop and expand our product pipeline, to launch new products and to continue to develop the market for our products; and the effectiveness of advertising and other promotional campaigns. Endo assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise, except as may be required under applicable securities laws. Additional information concerning risk factors, including those referenced above, can be found in press releases issued by Endo and in Endo's public filings with the U.S. Securities and Exchange Commission, including the discussion under the heading "Risk Factors" in Endo's most recent Form 10-Q and in Endo's final prospectus filed pursuant to Rule 424(b) under the Securities Act of 1933, as amended, in connection with Endo's Form S-1/A.

References:

1. Stuntz M, Perlaky A, des Vignes F, et al. *PLoS One*. 2016;11(2):e0150157.
2. Hellstrom WJ. *Int J Impot Res*. 2003;15:S91-S92.
3. DiBenedetti DB, Nguyen D, Zografoset L, et al. *Adv Urol*. 2011:282503.

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