



Merz Partners with SAFE to Launch New Patient-Centric Spasticity Initiative

Frankfurt, Germany, February 28, 2017—Merz Pharmaceuticals has announced the launch of [Life With Spasticity](#), an educational online platform intended to provide comprehensive information and motivational support for stroke survivors who experience post-stroke spasticity. Designed by and for individuals living with spasticity, the project is funded by Merz and has been developed in partnership with [Stroke Alliance For Europe \(SAFE\)](#).

“In addition to providing emotional support and motivation for stroke survivors, the ‘Life With Spasticity’ website also offers a meaningful overview of post-stroke spasticity treatments and rehabilitation processes. We want to ensure that stroke survivors and their caregivers receive accurate and accessible information about the treatment options available to them,” said Jon Barrick, the President of SAFE. “We believe that everyone who has had a stroke should have the opportunity to make the best possible recovery.”

It is estimated that spasticity affects up to a third of stroke survivors and can leave those with the condition dependent on others to carry out the most basic, everyday tasks, such as getting dressed and eating. Studies have shown that around 70% of stroke survivors living with spasticity report that it has a major impact on their life.¹

“Merz continues to seek out and incorporate direct patient input for our ongoing spasticity and post-stroke awareness initiatives, which we believe should be shaped according to patients’ real needs from the very beginning,” explained Dr. Yannick Grosskreutz, Executive Director and Head of Global Marketing Neurotoxins for Merz Pharmaceuticals. “The ‘Life With Spasticity’ website is just one example of how we are putting that concept into practice.”

To bring this initiative to life, Merz partnered with a patient advisory board of European stroke survivors and carers living with spasticity, as well as SAFE board members, to test and refine the “Life With Spasticity” website prior to launch. Patient advisory board feedback was incorporated to improve the site’s overall accessibility and to generate content for the FAQs section.

Merz Pharma GmbH & Co. KGaA
Eckenheimer Landstrasse 100
D-60318 Frankfurt am Main

Global Corporate Communications
Mariana Smith Bourland
Phone: +49 151 4249 1466
Email: mariana.smith@merz.com

www.merz.com

¹ Source: Stroke Alliance for Europe



“In my experience as a stroke survivor even mild spasticity can be a huge problem. It affects your quality of life; it is uncomfortable and painful. Yet, the problem is not widely recognized by doctors and patients. It is impossible to fight an unknown enemy, and that is why I'm very happy to be a part of this project, which provides reliable information about spasticity. I'm sure that this project will help a number of people who struggle with neurological problems,” stated patient ambassador Kasia Siewruk.

In the coming months, Merz will continue to work closely with SAFE and with patient ambassadors to regularly update the FAQs section of the Life With Spasticity website so that the patients, families and carers can deepen their understanding of post-stroke spasticity, share experiences and find support in their daily life activities.

About Merz Pharma Group

With approximately 3,000 employees and 34 subsidiaries, Merz is a leading global provider in the fields of Aesthetics and Neurotoxins. Privately held for more than 100 years, the company is distinguished by its in-house research and development, solid financial strength and continuous growth. In addition to its unique portfolio of products for minimally invasive and non-invasive skin rejuvenation and tightening, Merz also develops neurotoxin therapy to treat neurologically induced movement disorders. OTC medicines, dietary supplements and skincare products round off the offerings from the company, which is headquartered in Frankfurt, Germany. In fiscal year 2015/16, the Merz Pharma Group generated revenue of EUR 1,092.9 million. More information is available at www.merz.com.

About Stroke Alliance for Europe

Stroke Alliance For Europe (SAFE) is a coalition of 30 non-governmental organizations, leading the fight against stroke since 2004. SAFE is a non-profit-making organisation that represents a range of stroke patient groups from across Europe. Their mutual goal is to drive stroke prevention up the European political agenda and prevent the incidence of stroke through education. To learn more, please visit www.safestroke.eu.

Media Contact:

Merz Pharma GmbH & Co. KGaA
Global Corporate Communications
Mariana Smith Bourland
Phone: +49 151 4249 1466
Email: mariana.smith@merz.com

SAFE Contact:

Stroke Alliance for Europe

PRESS RELEASE



Project Liaison Officer
Nicole Robinson-Edwards
Phone: 01527 903718
Email: N.Robinson-edwards@stroke.org.uk