

## **MEDIA ADVISORY**

**For Immediate Release – March 10, 2010**

### **YASMIN/YAZ CLASS ACTION COMMENCED IN CANADA**

**LONDON, ONTARIO** – The law firm Siskinds <sup>LLP</sup> has launched a class action against Bayer Inc. ("Bayer") regarding its oral contraceptives Yasmin and Yaz.

Yasmin and Yaz were approved by Health Canada in 2004 and 2008 respectively for the prevention of pregnancy. Use of Yasmin and Yaz have been linked to an increased risk of developing stroke, deep vein thrombosis, pulmonary embolism, heart attack, and gallbladder disease and/or removal.

The Statement of Claim alleges that Bayer failed to adequately warn patients and physicians of the increased risk of serious adverse injuries associated with use of Yasmin and/or Yaz as compared to safer oral contraceptives. Marketing for Yaz was specifically targeted at young women with claims of clearer skin and reduced menstrual symptoms. Matthew Baer, a lawyer with Siskinds <sup>LLP</sup>, describes the purpose of the proceeding as "We believe that through this lawsuit Bayer will be required to explain to Canadian consumers what it knew about the risks associated with using Yasmin and Yaz and when it first became aware of those risks. In this case, as with all of these types of cases, we are concerned about whether Canadians were adequately warned of the risks associated with using the products in question."

It is too early at this stage to quantify the claims of potential class members, but it is anticipated that the amount is significant. Canadians who have experienced adverse events from Yasmin and/or Yaz use are encouraged to visit [www.classaction.ca](http://www.classaction.ca) or to call 1-800-461-6166 ext 2341. Quebec residents can contact Claude Desmeules at (418) 694-2009.

For further information: Please contact Matthew Baer at (519) 660-7782.