



Asarina Pharma sponsors PMS Day Stockholm ‘Women’s health affects all of us, it’s time to talk about PMDD’

Stockholm – October 23, 2018. Asarina Pharma is sponsoring 2018’s PMS Day in Stockholm on November 21. Sharing knowledge on all aspects of PMS and PMDD, the event includes cultural celebrities like Paula Fenjima Manrique and Lisa Stenberg, as well as leading scientists like Asarina Pharma’s own PMDD pioneer, Prof. Torbjörn Bäckström. CEO Peter Nordkild: “Women’s health affects every single one of us. Yet PMDD remains undiscussed—and widely undiagnosed. We’re proud to sponsor events like this, that are really aiming to change all that.”

On November 21 2018 Asarina Pharma CSO Torbjörn Bäckström and COO Karin Ekberg will join Swedish celebrities and scientists as they present on the causes, diagnosis and current treatment options for PMDD, the severest and most debilitating form of PMS. The event is PMS Day (*PMSDagen*) at Stockholm’s *Medelhavsmuseet*.

PMS Day has been organised by Isabel Lindström of the Gender Equality organisation *Bättre än de flesta*. The panel will include TV4 gaming expert Paula Fenjime Manrique and PMS author Lisa Stenberg (formerly Eriksson). Psychologists Ulrike Braun and Susanna Johansson will talk on how CBT (Cognitive Behavioural Therapy) can help manage PMS, and the event will be moderated by celebrated Swedish blogger and author Josefin Dahlberg.

Peter Nordkild, CEO of Asarina Pharma: “Worldwide 1-in-20 women of fertile age suffer from PMDD, the severest, most debilitating form of PMS—yet it’s still rarely discussed and widely undiagnosed. As the developers of the world’s first dedicated treatment for PMDD, we’re delighted to sponsor this event. It’s a great opportunity for everybody to find out more about what PMDD is, what causes it and how it differs from PMS. Knowledge is power. When you’re better informed you can take better control of your own condition, dare to demand a diagnosis and expect better support and understanding from all those around you.”

Event organizer Isabel Lindström: "I first came into contact with Asarina Pharma when I was researching PMS and PMDD for a TV documentary, and found really very little information out there. Despite that I did find Asarina Pharma—who were, and still are, the only ones researching a new treatment solely for PMDD. From my own personal experience of PMDD I could see they were seriously committed to trying to help women suffering from PMDD and PMS, and provide an alternative to anti-depressants, currently the most commonly prescribed treatment. I believe it’s vital to talk more about this diagnosis from a broader health perspective too. It doesn’t just effect women. Having to take time off work or feeling unable to sustain jobs or relationships can have a big impact on friends and families as well."

To register to attend PMS Day go [HERE](#).

For further information, please contact:

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About Asarina Pharma AB

We are a Swedish biotech company developing Sepranolone: the world's first dedicated treatment for premenstrual dysphoric disorder (PMDD) and other menstrual-related conditions. Our product pipeline is built on over 40 years' research into menstrual-related disorders like PMDD, menstrual migraine and menstrual epilepsy. With our new family of GAMSA compounds (GABAA Modulating Steroid Antagonists), we aim to deliver a new generation of safe, targeted treatments for still widely untreated conditions, and to become a leading specialty pharma company in Women's Health.