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SERONO S A  
Form 6-K  
March 01, 2004

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of March, 2004

Serono S.A.

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(Registrant's Name)

15 bis, Chemin des Mines  
Case Postale 54  
CH-1211 Geneva 20  
Switzerland

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(Address of Principal Executive Offices)

1-15096

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(Commission File No.)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F  Form 40-F   
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(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(1).) \_\_\_\_\_

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(7).) \_\_\_\_\_

(Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes  No   
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(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_)

SERONO  
[GRAPHIC OMITED]

MEDIA RELEASE

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FOR IMMEDIATE RELEASE  
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TREATMENT WITH SEROSTIM DECREASED VISCERAL ADIPOSE TISSUE IN STUDY OF PATIENTS WITH HIV-ASSOCIATED ADIPOSE REDISTRIBUTION SYNDROME (HARS)

STUDY OF PATIENTS WITH HARS PUBLISHED IN JOURNAL OF AIDS

ROCKLAND, MA, MARCH 1, 2004-SERONO (VIRT-X SEO AND NYSE: SRA)-Serono's Serostim(R) [somatropin (rDNA origin) for injection] administered daily decreased visceral adipose tissue in patients with HIV-associated adipose redistribution syndrome, according to study data published in the current edition of the Journal of AIDS.(1)

Some people with AIDS or HIV infection develop HARS or HIV-associated adipose redistribution syndrome, an excessive build up of visceral adipose tissue combined with metabolic abnormalities. No medical treatment is currently approved to treat HARS.

"While further study is needed, Serostim(R) has promise as a potential treatment for visceral fat accumulation in patients with HARS," said Donald P. Kotler, M.D., St. Luke's Roosevelt Hospital, New York, and a lead investigator in the study.

The Serostim(R) in the Treatment of Adipose Redistribution Syndrome (STARS) trial was a multi-center, randomized, double-blind, placebo-controlled study that included 239 patients at trial sites located throughout the US. The study was designed to evaluate the efficacy and safety of Serostim(R) therapy at doses of 4 mg daily or every other day for a period of 12 weeks as a treatment of abnormal visceral adipose tissue accumulation in HIV-infected patients with HARS.

The results showed that the decrease in visceral adipose tissue was highly significant in the Serostim(R) 4 mg daily group (p