



Zestra - Recognized in the Latest Issue of Drugs as the Safe and Effective Topical Option to Increase Female Sexual Arousal

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-- Comprehensive Review Article Indicates Pharmaceutical Companies Are Years Away From Potential Marketing of "FDA-Approved Treatments" for Female Sexual Dysfunction (FSD) --

NEW YORK, July 7 /PRNewswire/ -- The report card is out concerning the latest developments in women's sexual health, pleasure and satisfaction. According to the new issue of *Drugs*, topical Zestra (botanical arousal oil for women) is the safe, effective and rapidly acting option for many female sexual complaints.

According to the *Drugs* article, "It is unclear whether any of the major pharmacological paths currently being investigated in the treatment of female sexual dysfunction will result in safe and effective treatments." The article further states that, pharmaceutical companies are unlikely to produce an FDA approved treatment for several years.

Drugs is the definitive peer-reviewed journal of drugs and therapeutics, providing essential information through independent and objective evaluations of drugs and their place in patient management.

The *Drugs* article, "Female Sexual Dysfunction: Potential for Pharmacotherapy," details results of Zestra's clinical study, previously reported in the *Journal of Sex and Marital Therapy*. Twenty women participated in the study. Ten women with and ten women without Female Sexual Arousal Disorder (FSAD) took place in the randomized, double blind crossover study conducted by independent sexual medicine experts. Safety was assessed by adverse event reports, and diary questions regarding satisfaction with arousal were used as primary efficacy endpoints. Secondary efficacy instruments included additional diary questions. Zestra proved to be well-tolerated, successful at increasing desire and improving satisfaction with level of arousal, genital sensation, and sexual pleasure. Zestra also improved the ability to reach orgasm, and to overcome the negative sexual side effects associated with SSRI antidepressants.

"We are honored that the *Drugs* article acknowledges the clinical efficacy of Zestra," said pharmaceutical scientist Martin Crosby, R.Ph., Chairman of QualiLife Pharmaceuticals, the developers of Zestra for Women. "After years of focused research, we are gratified to be making such a positive impact in the lives of many sexually distressed women. We are also pleased with the overwhelming response from women without sexual difficulties who are looking for an effective product to add spice to their love lives."

Zestra is one of only two non-prescription products currently available that have had well-designed, well-controlled clinical trials (not required by the FDA for this class of products) and are also published in respected peer-reviewed medical journals.

"In summary, none of the prescription products under development will be available for several years; there are only two non-prescription products currently available for

support of female sexual function that have demonstrated efficacy in a scientific manner," said Mr. Crosby. "Of the two scientifically-studied consumer products available for women, only topically-applied Zestra was shown to deliver robust results and begins to augment female sexual response within minutes."

Zestra for Women has been under development since 1997 and is a proprietary blend of all-natural botanical ingredients; Borage seed oil, Evening primrose oil, Angelica root extract, Coleus forskohlii extract, ascorbyl palmitate, dl-alpha tocopherol and natural fragrances. When topically applied to the external female genitalia during foreplay, these specific ingredients interact to naturally and safely enhance female arousal, sexual pleasure, sensation, sensitivity and satisfaction. United States and International Patents Pending.

The product is discreetly available from the company's website, www.zestraforwomen.com, or by calling the toll-free number 1-877-4-ZESTRA (877-493-7872), and from participating doctors, sex therapists and selected pharmacies.

Privately held QualiLife Pharmaceuticals, Inc., Charleston, S.C., focuses on the research and development of clinically proven consumer products that enhance the quality of life.

To obtain a full-text electronic reprint of the article, visit www.ingenta.com and search for the following article titled: Female Sexual Dysfunction: Potential for Pharmacotherapy Fourcroy J.L. (Drugs, 2003, vol. 63, no. 14, pp. 1445-1457(13)) Publisher: Adis International

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