

Zestra(TM) For Women Teams With Healthcare Professionals To Create A Nationwide Health Network Focused On Female Sexual Pleasure

CHARLESTON, SC -- (INTERNET WIRE) -- 08/05/2002 -- QualiLife Pharmaceuticals, Inc. (Women's Consumer Product Division) -- announces increased access to Zestra(TM), the leading women's topical consumer product for increasing female sexual pleasure.

Zestra(TM) for Women is the only topically applied consumer product which has been clinically-proven to increase female sexual pleasure in double-blind, placebo-controlled crossover clinical studies conducted by independent sexual medicine experts. Zestra(TM) has been in widespread use by healthcare professionals at university affiliated clinics and private practices specializing in female sexual health since January 2002.

Zestra(TM) for Women - The Proven Solution for Better Sex

Beginning with Pfizer's introduction of Viagra(R) for men in 1998, global pharmaceutical and consumer product companies have been racing to develop a meaningful women's product that would directly enhance female sexual pleasure. This widespread desire for better sex is an important quality of life issue for many women and couples alike which until now, has been largely unsatisfied. After more than five years of research, development, consumer testing and highly successful clinical study results -- QualiLife Pharmaceuticals is now satisfying this important need with the recent launch and expanded availability of Zestra(TM) for Women.

Increasing Female Sexual Pleasure

Zestra(TM) was designed by pharmaceutical scientists and sexual health researchers with a single purpose in mind -- to produce highly pleasurable effects for women during vaginal intercourse.

As a result of Zestra(TM)'s unique scientific formulation and robust clinical results, Zestra(TM) is already widely embraced by physicians who are leading sexual medicine experts, the women's health community and knowledgeable consumers.

Zestra(TM) was first made available for purchase from the official Zestra(TM) website www.zestraforwomen.com during the June 2002 American Urological Association (AUA) conference held in Orlando.

Introducing the Zestra(TM) Health Network

In addition to the discreet purchasing offered via the internet, women want the option of buying Zestra(TM) directly from their local healthcare providers.

QualiLife is pleased to respond to this strong consumer demand and physician interest with "The Zestra(TM) Health Network". This program further expands the availability of Zestra(TM) directly through the offices of healthcare professionals nationwide including urologists, gynecologists, psychiatrists, sex therapists and others.

Zestra(TM) - The Women's Personal Care Product Unlike Anything Before

While numerous "novelty-type" creams, gels, and lotions have continued to surface over the past few years - most of those "novelty-type" products contain menthol, which is classified as an "irritant" (Remington's Pharmaceutical Sciences 18th Edition) as the primary ingredient used to generate topical sensation.

Healthcare professionals and consumers now recognize that no other topical consumer product has been clinically-proven to increase female sexual pleasure in controlled clinical studies except for Zestra(TM) (patent pending blend of scientifically-selected botanical oils and extracts).

The botanical ingredients in Zestra(TM) were specifically chosen because they safely and naturally increase female sexual pleasure without the use of irritating chemical substances or artificial ingredients.

Where Can I Purchase Zestra(TM)?

In addition to the websites www.zestraforwomen.com, www.newshe.com, www.seekwellness.com, www.hisandherhealth.com, and www.sexualhealth.com, you'll also find Zestra(TM) available from local healthcare professionals and female sexual health centers in your area.

If they don't already have Zestra(TM) in stock, you can ask them to become part of the Zestra(TM) Health Network. Healthcare professionals interested in joining the Zestra(TM) Health Network should visit the following link address: www.zestraforwomen.com/healthnetwork.html

About QualiLife Pharmaceuticals, Inc. (Women's Consumer Product Division)

QualiLife Pharmaceuticals, Inc. is a privately held Delaware corporation based in Charleston, SC. Formed in 1997, the Company conducts research, development and marketing of clinically-tested natural consumer products that improve the quality of life with its primary focus on sexual health.

For more information, visit the company's website at www.zestraforwomen.com or contact: QualiLife Pharmaceuticals, Inc. at Sixty-One West Medical Center, 1483 T. Gadson Blvd. – Suite 105, Charleston, SC 29407. Voice: (843) 402-0901. Fax: (843) 402-0919. Email: info@zestra-women.com

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