



When Sex Is a Dry Subject ... Zestra for Women Provides a Solution

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CHARLESTON, S.C., Sep 30, 2003 /PRNewswire via COMTEX/ -- For the 55 million U.S. women currently nearing or at menopause, for the 43 million on Selective Serotonin Reuptake Inhibitor (SSRI) Anti-Depressants and for yet other women simply at the mercy of their cycling bodies, sex can be a "dry experience," leading to discomfort, loss of sexual pleasure and satisfaction that often leads to sexual avoidance.

Six years ago, with this growing population in mind, Martin Crosby, a research pharmacist in Charleston, S.C., began developing Zestra(TM) for Women. Zestra(TM) is the female arousal solution that was created by pharmacists from bioactive components found in certain plants. The topical application of Zestra(TM) combined with tender massage helps to lubricate delicate tissue. This patent pending formulation significantly increases arousal, pleasure and satisfaction in women.

Clinical study results for Zestra(TM) were first reported in Boston at the prestigious International Society for the Study of Women's Sexual Health (ISSWSH) and were recently published in two respected peer-reviewed medical journals -- The Journal of Sex & Marital Therapy and Drugs. Gita S. Singh, M.D., M.S., a UroGynecologist at Northeast Indiana Urology and sexual medicine researcher at Northeast Indiana Research in Fort Wayne states, "In the trials we conducted here at our research facility, Zestra was quite efficacious both for normal women and women on antidepressants. My patients were very happy to have a product that helped with arousal. They also liked that it is a topical product and thus they didn't need to take a pill."

Two of Zestra's ingredients are botanical oils containing specific "essential fatty acids" (EFAs) that few women get enough of in their diet. These particular oils (Evening primrose oil and Pafree Borage seed oil) are sometimes used in very expensive facial cosmetics due to their unique ability to help moisturize, smooth and soothe dry skin. They contain specific essential fatty acids important in overall health due to their high GLA content. Not only is GLA found in the milk of breast-feeding women, its biological importance makes these oils a common additive in infant feeding formulas.

There are other topical preparations that profess to increase female pleasure which merely use known chemical irritants that cause sensation by vaginal tissue irritation or numbness. (i.e. menthol, orange oil, peppermint oil, etc). Amazingly, most of those products also contain LArginine, which can re-activate an outbreak of genital herpes.

Worse yet, a pill touted on TV commercials and print advertising claims to be a "treatment for female sexual dysfunction" with no published trials in the medical literature. That product, with packaging that resembles a prescription drug product, is a non-FDA approved herbal product. Safety warnings published in pharmacy trade journals say, "There are several safety concerns about the use of the ingredients in that particular product. Salvia or Sage leaf, which is identified by product information as a 'primary component' ... contains the neurotoxin thujone. Sage is safe for occasional use in foods as a spice, but higher doses for prolonged periods might result in thujone toxicity resulting in nausea, vomiting and hallucinations." One journal even goes on to state, "Tell women not to waste their money."

In contrast, "The unique ingredients in Zestra(TM) for Women are gentle, safe, clinically-tested and proven effective by recognized sexual medicine experts," explains pharmaceutical scientist Martin Crosby, President & CEO of QualiLife Pharmaceuticals, Inc.

For more information about female sexual health and Zestra(TM) For Women, or a complete look at the clinical study, visit www.zestraforwomen.com.

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