

## **Zestra™ for Women Increases Sexual Pleasure In Women with FSAD**

**(CHARLESTON, SC)** November 20, 2001 - QualiLife Pharmaceuticals, Inc. today announced the interim results of its pilot safety and efficacy study of Zestra™ for Women presented at the "Female Sexual Function Forum" (FSFF) in Boston on October 27, 2001 by David M. Ferguson, PhD, MD. Zestra™ for Women is a topically applied, botanical feminine massage oil formulated to enhance female sexual pleasure, increase warmth, sensitivity & sensation, & facilitate arousal when applied to the clitoris, labia, and vaginal opening. Zestra™ for Women is not a drug. This product is not intended to diagnose, treat, cure, or prevent any disease and has not been evaluated by the FDA.

The title of the presentation was: RANDOMIZED, PLACEBO-CONTROLLED, DOUBLE-BLIND, CROSSOVER DESIGN PILOT TRIAL OF THE EFFICACY AND SAFETY OF ZESTRA™ FOR WOMEN IN WOMEN WITH FEMALE SEXUAL AROUSAL DISORDER. Zestra™ for Women was studied in 10 women with Female Sexual Arousal Disorder (FSAD), in at-home use. Zestra™ for Women showed statistically significant ( $P < .05$ ) benefits over placebo in desire, sexual pleasure, and arousal.

"These results are impressive considering the size of the study," said Dr. Ferguson, a prominent researcher in sexual dysfunction studies and consultant for QualiLife who managed the study. "When the results from the second treatment period are analyzed, the endpoints for orgasm may also become significant. I look forward to confirming these results in a large multi-center trial." Other authors included Christopher Steidle, MD, Gita Singh, MD, Steven Alexander, MD, PhD, and Kathy Weihmiller, RN, MSN.

**For complete study details and results, and a copy of the slide presentation from the conference, please visit [www.zestra-women.com](http://www.zestra-women.com)**

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

QualiLife Pharmaceuticals, Inc. is a privately held Delaware corporation based in Charleston, SC. To maximize the commercial opportunity of the proprietary Women's Sexual Health consumer product Zestra™ for Women, the Company intends to seek a corporate partner such as a major pharmaceutical company with a strong consumer products division or a global consumer products company.

Industry: Health, Pharmaceutical

Keywords: South Carolina, Delaware