

Zestra™ for Women Increases Genital Sensation and Sexual Arousal, Desire, and Pleasure in Women™

(CHARLESTON, SC) December 4, 2001 /PRNewswire.com/ - QualiLife Pharmaceuticals, Inc. today announced the final results of its pilot safety and efficacy study of Zestra™ for Women. 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 study was: RANDOMIZED, PLACEBO-CONTROLLED, DOUBLE BLIND, CROSSOVER DESIGN PILOT TRIAL OF THE EFFICACY AND SAFETY OF ZESTRA™ FOR WOMEN IN WOMEN WITH, AND WITHOUT, FEMALE SEXUAL AROUSAL DISORDER by D. Ferguson, C. Steidle, G. Singh, S. Alexander, K. Weihmiller, and M. Crosby. Zestra™ for Women was studied in 10 normal women and 10 women with Female Sexual Arousal Disorder (FSAD), in at-home use. Zestra™ for Women showed statistically significant ($P < .05$) benefits over placebo for both groups in the primary efficacy variable, diary-based satisfaction with level of arousal (Female Sexual Encounter Profile©, question 3). Secondary efficacy variables that showed significant improvement included level of desire (Both, $P < .001$), level of arousal (Both, $P < .01$), genital sensation (Both, $P < .001$), and sexual pleasure (Both, $P < .01$). FSAD women showed increased frequency of orgasms ($P < .05$), while the normal women indicated an enhanced ability to attain orgasm ($P < .05$). Zestra™ for Women was well tolerated by both groups.

"This study is a landmark in testing non-device products in women with FSAD. This is the first study to show positive results in at-home conditions." said Dr. Ferguson, a prominent researcher in sexual dysfunction studies and consultant for QualiLife who managed the study.

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. The Company will exhibit at the Sexual Medicine Society of North America conference in Charleston December 7th - 9th.

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Industry: Health, Pharmaceutical
Keywords: South Carolina, Delaware