

June 2004

# Pharmacy Times

www.pharmacytimes.com

*Practical Information for Today's Pharmacist*

## Hot OTC

QualiLife Pharmaceuticals, Inc., a privately-held research and development company announces its new "Passionate Packaging" of Zestra™ Feminine Arousal Fluid, designed to bring the recently patented new product to drug and cosmetic store shelves nationwide. The purple and orange box with a drop of dew on a petal contains 9 individual single use foil packets (sachets).

The topical application of Zestra™ combined with tender massage helps to lubricate delicate tissue. The formulation has been found to significantly increase arousal, pleasure and satisfaction in women.

Clinical study results for Zestra™ were first reported in Boston at the prestigious International Society for the Study of Women's Sexual Health (ISSWSH) and were published in two respected peer-reviewed medical journals -- The Journal of Sex & Marital Therapy and Drugs.

Sexual problems are more common in women than men, with 43 percent of women age 18 to 59 reporting a prolonged problem compared with 31 percent of men, according to a study published in the Journal of the American Medical Association in 1999.

Medical experts indicate that menopause, hysterectomy, SSRI antidepressants, birth control pills, rapid weight loss and other circumstances often produce female sexual difficulties. Non-prescription Zestra™ Feminine Arousal Fluid is the "first-line" choice of women's healthcare professionals and pharmacists for increasing female sexual pleasure and satisfaction.

According to a recent CBS MarketWatch report, the sales opportunity waiting to be captured in the female sexual satisfaction market is estimated at \$1.5 to \$3 billion.

For additional information visit: [www.zestraforwomen.com](http://www.zestraforwomen.com) or call 1.877.493.7872.

