

# **Zestra(TM) - First Clinically Proven Arousal Solution for Women Addresses Decreased Sexual Sensation**

New Study Reveals More Than 48% of Women Suffer From Decreased Sexual Sensation

CHARLESTON, S.C., June 1 /PRNewswire/ -- A new study published in the American Journal of Obstetrics & Gynecology (ACOG, Vol. 192, No. 5, May 2005) by researchers at Yale School of Medicine and the Albert Einstein College of Medicine reports, "female sexual dysfunction (FSD) affects 48.2 percent of women and that these women had decreased sensation in the clitoris, which increased the risk of sexual dysfunction." This finding is a landmark development in female sexual function research and provides the underlying reason why major drug companies have been unsuccessful in developing an effective prescription drug treatment for FSD.

Topical Solution Specifically Designed To Increase Female Sensation and Pleasure

In 1996, pharmaceutical researcher Martin Crosby recognized that the primary research direction of major drug companies exploring potential treatments for FSD were focused on increasing genital blood flow in women. However, they overlooked the complex "pleasure pathways" crucial for women to experience sexual sensation, arousal and pleasure. Crosby founded QualiLife Pharmaceuticals and began work on a non-prescription, all-natural solution for women suffering from many widespread sexual problems. The result -- the development of patented Zestra(TM) Feminine Arousal Fluid -- the only topical product clinically proven to increase female sexual sensation, arousal and pleasure in most women.

Only Clinically Proven, Medically Published Topical Product Available

In 2003, the Journal of Sex & Marital Therapy published the results of Zestra's(TM) clinical trial. The study, designed and conducted by independent sexual medicine experts, found that "Zestra improved level of desire, satisfaction with level of sexual arousal, genital sensation, sexual pleasure, ability to have orgasms and enhancement of sexual experiences in normal and FSAD women." No other topical product for women is proven in a published clinical study to provide these benefits.(1)

Recently, several leading medical journals have cited the benefits of Zestra(TM) for women suffering from sexual difficulties. Citations include:

-- Obstetrical and Gynecological Survey published a Continuing Medical Education (CME) Review Article that acknowledges the benefits of Zestra(TM) for both arousal and orgasmic difficulties. The objective of

the CME Review Article titled "Female Sexual Dysfunction: Principles of Therapy" is to provide the most current clinical information available to Obstetricians, Gynecologists and Family Practice physicians on the topic of female sexual dysfunction and the principles of diagnosis and therapy.(2)

- The May 2005 edition of Clinical Proceedings, a publication by the Association of Reproductive Healthcare Professionals (ARHP), cited Zestra(TM) an option for women with sexual arousal difficulties. Clinical Proceedings is part of the Nurture Your Nature initiative, a joint program of ARHP and the National Women's Health Resource Center to raise awareness about sexuality as a natural and valued aspect of American women's lives, with a focus on menopausal women.(3)
- "Rediscovering Intimacy" published in the Multiple Sclerosis Association of America's publication Motivator.(4)
- "Female Sexual Dysfunction. Potential Therapy for Pharmacotherapy" published in Drugs.(5)
- When It Comes to Botanical Prosexual Preparations, Clinicians and Consumers Beware!" published in Women's Health Care.(6)

"Zestra(TM) was embraced by physicians and nurse practitioners attending the American College of Obstetricians and Gynecologists Conference (ACOG), in San Francisco May 7-11, 2005," said pharmacist Martin Crosby, QualiLife Pharmaceuticals' Chief Scientific Officer and inventor of Zestra(TM). Crosby added, "Those already familiar with Zestra(TM) said their patients were raving about it and those who first learned of Zestra(TM) at the conference were delighted to have a proven product with published clinical study results to recommend to their patients." Zestra(TM) was part of several presentations about female sexual problems and menopause made by doctors at the conference.

"Since the introduction of Viagra(R) in 1998, there has been an industry scramble by drug companies to develop what is often referred to as 'Viagra for Women,'" continues Crosby. "Oral prescription erectile dysfunction drugs work by increasing blood flow via the nitric oxide pathway, which facilitates engorgement of male erectile tissue. For years, many researchers thought that the same robust benefits could be achieved in women by increasing genital blood flow. However, several well-designed, well-controlled clinical studies conducted by sexual medicine researchers have shown that increasing blood flow to the female genital tissues does not necessarily provide an increase in female sexual sensation, arousal or pleasure."

About Non-Prescription Zestra(TM) Feminine Arousal Fluid (U.S. Patent 6,737,084)

Zestra(TM) is a blend of pure botanical oils and other natural ingredients scientifically formulated to heighten sexual sensation, arousal and pleasure for 30 to 45 minutes when topically applied. The natural botanical ingredients in Zestra are not found in any other women's sexual product and no other product is proven to be more effective for increasing female sexual sensation, arousal, pleasure and satisfaction.

Ingredients: PA-Free Borage Seed Oil, Evening Primrose Oil, Angelica Extract, Coleus Extract, Vitamin C, Vitamin E and natural fragrances. More information is available at <http://www.zestraforwomen.com> .

Zestra(TM) is currently available at Walgreens pharmacies nationwide and Duane Reade drugstores throughout New York City. Zestra(TM) will also be available in CVS pharmacies by mid-June and is expected to be available at other major pharmacy chain stores by mid-summer 2005.

About QualiLife Pharmaceuticals, Inc.

QualiLife Pharmaceuticals, Inc. is a science-driven company focused on developing clinically proven consumer products for Women's Health. Since 1996, the privately-held Company has leveraged its expertise in pharmacology, pharmaceutical technology and women's sexual health to "design and develop" selected plant-derived principles as patented consumer products with significant commercial potential. The Company applies its integrated scientific platform with natural products to specific target areas where it has substantial expertise. QualiLife Pharmaceuticals believes this "design and develop" strategy increases the chances of successfully developing effective and widely embraced consumer products. These target areas primarily involve female sexual health, and other late-stage pipeline products that deliver substantial quality of life enhancements in women's health.

\* Viagra(R) is a registered trademark of Pfizer Inc.

- (1) Ferguson D, Steidle C, Singh G, et al. 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. J Sex Marital Ther 2003; 29:33-44.
- (2) Rachel N. Pauls, MD, Steven D. Kleeman, MD, and Mickey M. Karram, MD. Female Sexual Dysfunction: Principles of Diagnosis and Therapy. Obstetrical and Gynecological Survey. 2005; 60 (3): 202-205.
- (3) Women's Sexual Health in Midlife and Beyond.. Clinical Proceedings. 2005 May; 26-27.
- (4) Sabitha Pillai-Friedman, PhD, LSW, Part III: Regaining Intimacy. MS Motivator. 2004 Fall; 15.
- (5) Jean L. Fourcroy. Female Sexual Dysfunction. Potential for Pharmacotherapy. Drugs. 2003; 63(14): 1445-1457.
- (6) Susan Kellogg-Spadt, MSN, CRNP, PhD. When It Comes to Botanical Prosexual Preparations, Clinicians and Consumers Beware! Women's Health Care. 2003 Nov; 2 (11).

Media Contact: Emily Ross  
314.290.2156  
[eross@kupperparker.com](mailto:eross@kupperparker.com)

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*Web Site: <http://www.zestraforwomen.com>*