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ArginMax for Male Sexual Fitness Announces New Formulation

MOUNTAIN VIEW, CA, May 4, 1999 -- The Daily Wellness Company today announced the launch of a newly developed powder formulation of ArginMax for Male Sexual Fitness (www.arginmax.com) to address the demand of consumers who would like to take ArginMax daily, but who would prefer not to swallow pills. ArginMax is the only non-prescription nutraceutical in the sexual health category that has completed a placebo-controlled clinical study in men with impotence. Pilot clinical studies of ArginMax were previously published in the 5th Internet World Congress for Biomedical Research, and the December issue of the Hawaii Medical Journal. The placebo-controlled study will be presented at the 14th Annual World Congress of Sexology.

The published pilot study was conducted in collaboration with physicians affiliated with the University of Hawaii School of Medicine and Albany Medical College, and was the first report documenting the importance of dietary supplementation for male sexual performance. Following a four-week daily regimen of ArginMax, 89% of the men improved their ability to maintain an erection during sexual intercourse, and 75% improved in their satisfaction with overall sex life.

"Since a lot of people don't like to swallow pills, ArginMax in powder provides an excellent alternative," says Kaye Kawahara, M.D., director of cancer research at Queen's Medical Center in Hawaii. "This will make it easier for people to stay on it for the initial 4 weeks to really start feeling a difference."

"ArginMax powder provides convenience and a great taste," says nutritionist Aileen Trant, Ph.D. of Daily Wellness. "The great taste is really important because it makes the experience of taking ArginMax a real pleasure that people can look forward to every day."

ArginMax is developed and patented by the Daily Wellness Company and is proposed to enhance the Nitric Oxide (N.O.) pathway. N.O. is a key signaling molecule for male erection and female arousal. ArginMax consists of highly standardized extracts of botanicals including ginkgo biloba, American ginseng, Korean ginseng, the amino acid L-Arginine, plus 13 essential vitamins and minerals including Vitamins A, C, E, B-complex, Selenium, and Zinc.

Based in Silicon Valley, The Daily Wellness Company is a leader in the innovation of products designed to revolutionize the way people enhance their health and wellness on a daily basis. ArginMax is distributed in over 3,000 stores in the US, including Longs Drugs, SavOn, Osco, Lucky, Acme, Ralph's, Albertson's, Andronicos, leading health food stores, online at www.sexualfitness.com, or at 1-800-STAMINA (800-782-6462).

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