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Breaking New Ground in Female Sexual Function; Physicians Report Findings on Role of Nutrition and Sexual Well Being

MOUNTAIN VIEW, Calif.--(BW HealthWire)--Oct. 26, 1999--The Daily Wellness Company today announced the scientific presentation of a ground-breaking, double-blind placebo-controlled study on ArginMax for Female Sexual Fitness (www.arginmax.com), a nutritional supplement for the enhancement of female sexual health.

ArginMax study results were presented at the international symposium entitled "New Perspectives In The Management of Female Sexual Dysfunction" held at Boston University. A summary of the presentation is available to the press.

According to report published by the Journal of the American Medical Association, female sexual dysfunction impacts the lives of over 40 percent of women between the ages of 18 to 59 in the United States. Yet, it is an under-researched arena. Unlike male erectile dysfunction, which has received abundant attention through the launch of Viagra by Pfizer, female sexual dysfunction is a problem which is just beginning to receive attention.

The double-blind placebo-controlled study conducted on ArginMax is the first of its kind, and was conducted using the Female Sexual Function Index (FSFI), a validated instrument for the evaluation of female sexual function. In the double-blind study, women with sexual dysfunction were placed on a four-week course of either ArginMax or placebo. At the end of the study, 76 percent of the participants in the active group reported improvement in sexual desire compared to 38 percent in the placebo group.

Seventy-two percent of participants in the active group reported improvement in satisfaction with their overall sex life, compared to 33 percent in the placebo group. Sixty-four percent of the active group participants reported improvement in satisfaction of sexual relationship with their partner, compared to 33 percent in the placebo group. Fifty-two percent of the participants in the active group reported improvement in frequency of orgasms, compared to 25 percent in the placebo group. There were no reported side effects.

"This is a critically important area of research for women," says Mary Lake Polan, M.D., Ph.D., Chair and Professor of the Department of Gynecology and Obstetrics at Stanford University School of Medicine, and a leading expert in the area of women's health. "Sexual dysfunction in women is a complex issue and a major problem that is not frequently discussed. The ArginMax

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research demonstrates that nutrition clearly plays a key role in female sexual health."

ArginMax is a proprietary dietary supplement developed and patented by the Daily Wellness Company based on the observation that certain specific combinations of natural products may impact sexual performance and arousal. Ingredients found in ArginMax have a long history of use and safety in humans. ArginMax for Female Sexual Fitness consists of highly standardized extracts of botanicals including ginkgo biloba, Korean ginseng, Damiana, the amino acid L-Arginine, and 14 vitamins and minerals including vitamins A, C, E, B-complex, Zinc, Iron, and Calcium.

"After the birth of my second child, my libido seemed to have totally disappeared," says Alice Brown, a 44 year-old ArginMax consumer. "This went on for nearly nine years and was very difficult on our marriage. I saw my internist and gynecologist and tried everything from counseling to hormone replacements, but nothing worked until now," adds Alice. "Since I've been on ArginMax, my libido is back, I enjoy sex more, and both my husband and I are overjoyed with our revitalized sex lives."

Based in Silicon Valley, The Daily Wellness Company is a leader in the innovation of nutritional analogs designed to revolutionize the way people enhance their health and wellness on a daily basis. ArginMax is distributed in several thousand stores in the US, including Longs Drugs, SavOn, Osco, Lucky, Acme, Albertson's, leading health food stores, online store at <http://www.arginmax.com>, or at 1.800.STAMINA (800.782.6462).

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