

## **Nutritional Supplement ArginMax<sup>®</sup> Enhances Response to Viagra<sup>®</sup> According to Landmark Double-Blind Placebo-Controlled Study**

Mountain View, CA (July 1, 2005) Approximately 25 million men in the U.S. today have some form of erectile dysfunction. Viagra<sup>®</sup>, introduced in 1998, has provided a non-invasive, reasonably well-tolerated, and important solution for the condition. However, the scientific literature shows as many as 43 percent of men using Viagra<sup>®</sup> did not achieve a satisfactory clinical response.

A double-blind, placebo-controlled study on the role of a nutritional supplement (ArginMax<sup>®</sup> for Men), reports significant improvement in sexual performance and satisfaction for men who did not previously respond sufficiently to Viagra (Pfizer). According to the study's lead author, William C. Baker MD, FACS, Assistant Professor of Urology at the U.C. Davis School of Medicine and Chief of Urology at the Veterans Administration Medical Center in Sacramento, CA, a review of 27 clinical trials conducted on Viagra involving 6,659 subjects, only 57 percent of men had a higher percentage of successful intercourse while taking Viagra (Archives of Internal Medicine, 2002).



In the double-blind, placebo-controlled study, subjects with mild, moderate, to severe erectile dysfunction who indicated dissatisfaction with the outcome of Viagra use were recruited. They were first placed on a four-week run-in period with Viagra (50mg) to establish their response to Viagra alone. Following the four-week period, subjects were assigned, in a randomized, double-blind fashion, to a daily regimen of ArginMax or placebo (sugar pill). Concurrently, they were allowed to use Viagra on an as-needed basis during the four-week period while they took ArginMax or the placebo on a daily basis.

Of the 26 subjects that successfully completed the protocol, 60 percent of the men taking ArginMax reported a clinically significant increase in their sexual response versus 22 percent on placebo.

While using Viagra alone during the first four weeks of the study, the subjects were able to achieve an erection sufficient to have satisfactory intercourse about half of the time. (IIEF erectile domain parameters #1-5, with a mean improvement of 1.16 points over baseline scores). However, during the subsequent four weeks when these same subjects were given ArginMax or placebo (sugar pill) on a daily basis while taking Viagra concurrently, 60 percent of the individuals in the active group (ArginMax + Viagra) were able to achieve a satisfactory erection much more than half of the time. (IIEF erectile domain parameters #1-5, with a mean improvement of 2.22 points over baseline scores), while only 22 percent of those in the placebo group (placebo + Viagra) were able to reach this level (IIEF erectile domain parameters #1-5, with a mean improvement 1.23 point improvement over baseline scores). There were no significant side effects noted in either group.

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“These results point to the importance of nutrition and lifestyle factors in sexual health and wellness,” says Dr. William C. Baker, Chief of Urology at the Veterans Administration Medical Center in Sacramento, and lead author of the study. “Nutritional supplementation may play a role in enhancing the sexual function of patients who are poor-responders to Viagra<sup>®</sup> which could account for as many as 43 percent of men, and it may also make a satisfactory sexual function improvement possible requiring lower doses of Viagra<sup>®</sup>.”

Given the strong consumer interest in nutritional supplementation for sexual health and function, this is an extremely important area of research for the future. As the nutritional category leader in the United States for sexual health and wellness, The Daily Wellness Company is committed to scientific excellence, and continues to expand clinical research of ArginMax<sup>®</sup> in collaboration with leading physicians and medical institutions to establish the highest level of credibility and consumer trust.

ArginMax is a patented nutritional supplement that contains ginseng, ginkgo, L-arginine, and 13 vitamins and minerals. ArginMax is available nationwide in leading drug stores, GNC, online at [www.arginmax.com](http://www.arginmax.com), or at 1-800-STAMINA.

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