



## **Horphag's Prelox® provides over-the-counter solution**

### **In battle against erectile dysfunction**

*Research shows men experienced almost 100% increase of overall satisfaction*

GENEVA, Switzerland (Dec. 3, 2007) – For couples worldwide, erectile dysfunction (ED) is one of the leading contributors to a man's inability to perform. As millions of men in America each year look for a solution, many seek alternative treatments to prescription medications and surgery that may have dangerous side effects. A new published study reveals that Prelox®, a patented and proprietary blend of Pycnogenol®, (pic-noj-en-all), an antioxidant plant extract from the bark of the French maritime pine tree, combined with L-Arginine aspartate, an amino acid, is the natural answer to enhancing erectile quality.

The study, to be published in an upcoming edition of the *International Journal of Impotence Research*, shows improvement in men with ED after just one day. The study investigated the mechanism involved in relaxation of arteries as it is required for improved blood flow in erectile function. Prelox® was found to cause a markedly increased nitric oxide production, the key mediator involved in expanding arteries for elevated blood flow during erections. By the end of the study, all men taking Prelox® experienced almost a 100 percent increase of orgasmic function, sexual desire, intercourse satisfaction and overall satisfaction.

Prelox® is a patented unique blend of two circulation-enhancing ingredients including Pycnogenol®, which contains powerful bioflavonoids that originate from plants and help keep blood vessels dilated for optimal blood flow. L-Arginine, an amino acid found in many foods, is the other ingredient coupled with Pycnogenol® that ultimately promotes blood flow.

"Pycnogenol® and L-Arginine work together to enhance nitric oxide, a crucial chemical for sexual arousal," said Steven Lamm MD, from New York University School of Medicine "Prelox® is the perfect solution for men who want the same outcome as other prescription nitric oxide enhancers, but with a natural approach."

The randomized placebo-controlled study was conducted at the Medical University of Sofia, Bulgaria. Fifty patients with moderate erectile problems were asked to take two Prelox® or placebo tablets in the

morning and evening. The erectile quality of men was monitored using the same methodology as applied in clinical trial with pharmaceutical drugs - in a diary consisting of a questionnaire. In addition, semen, spermatozoa and blood samples were collected to measure nitric oxide and testosterone. The study consisted of a four-week period, followed by a wash-out period, another four-week period, and a final washout.

At the end of the treatment period, patients treated with Prelox<sup>®</sup> achieved high questionnaire scores, whereas the placebo group had no significant effects. The erectile function score of men (mean age 37 years) at trial start was in average 14 out of a maximum 30. After one month on Prelox<sup>®</sup>, the erectile function score increased to 27, which resembles almost completely healthy values such as those found in twenty year old men. Parallel to the increase of erectile function, the mean number of intercourse more than doubled during treatment for those who took Prelox<sup>®</sup>. Treatment with Prelox<sup>®</sup> produced a steep increase of nitric oxide activity in most patients and no changes were indicated for the placebo group.

"This European study confirms my experience in a clinical trial with Prelox<sup>®</sup> I carried out two years ago", said Lamm. "This is the third clinical study showing that men can achieve greater erectile quality with Prelox<sup>®</sup>, move past their performance anxiety and get more satisfaction from their sex lives."

Blood analysis revealed an increased testosterone level during supplementation with Prelox<sup>®</sup>. This is not a direct result of the supplement but is typical for men with increased sexual activity. The men in this trial reported a dramatic increased frequency of morning erections. Moreover, their partners noted a higher interest for sex as well as better performance.

Past research on Prelox<sup>®</sup> scientifically demonstrated its effectiveness in increasing and enhancing sexual performance in three clinical studies in the United States and Europe. In these studies, almost 85 percent of Prelox<sup>®</sup> users said it improved erectile function and more than 70 percent of Prelox<sup>®</sup> users said it was easier to initiate and sustain an erection. In a study at the New York University School of Medicine, more than 80 percent of male subjects rated Prelox<sup>®</sup> as effective in improving their ability to engage in sexual activity.

Furthering evidence of its effectiveness, Prelox<sup>®</sup> has been awarded a U.S. patent (U.S. 6,565,851 B2) for the relief of the symptoms of erectile dysfunction. NHS and Horphag Research have granted exclusive product licenses to several companies world-wide. Horphag Research just announced a new partnership with Xion Corporation. Xion will launch Prelox<sup>®</sup> to practitioners in North America.

Prelox<sup>®</sup> is safe and easy to use – two tablets, twice a day for the first two weeks; then one to two tablets, twice a day to maintain and sustain enhanced pleasure and performance. Prelox<sup>®</sup> is exclusively available at [Purity Products](#), [Herbalife](#), [GVI](#) and Xion. For more information visit [www.prelox.com](http://www.prelox.com).

### **About Prelox®**

Prelox® is a clinically tested and patented combination of two potent ingredients, L-Arginine aspartate, an amino acid that plays an important role in nitric oxide mechanisms in the body, and Pycnogenol®, a natural plant extract originating from bark of the Maritime pine that grows along the coast of southwest France and expands and supports healthy blood vessels. Research shows that Prelox® helps protect, restore and sustain blood flow to the genital area, naturally enhancing erections and the body's sexual response. For more information, visit the Prelox® Web site at [www.prelox.com](http://www.prelox.com).

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