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## **Sexual Performance: Breakthrough Research on Role of Nutritional Supplements --- Physicians to Present Double-Blind Placebo-Controlled Clinical Study**

Mountain View, CA (August 18, 1999) -- The Daily Wellness Company today announced the scientific presentation of a ground-breaking, double-blind placebo-controlled clinical study on ArginMax for Male Sexual Fitness ([www.arginmax.com](http://www.arginmax.com)), a non-prescription nutritional supplement for the enhancement of sexual performance.

The study results on ArginMax will be unveiled by medical investigators at the 14th International Congress of Sexology on August 24, 1999. A summary of the presentation materials will be available to the press subject to a full embargo until August 19, 1999.

The double-blind placebo-controlled study conducted on ArginMax is the first of its kind for a nutritional supplement in the sexual health category. In the study, following a four-week course, 87.5 percent of participants in the ArginMax group reported improvement in ability to maintain an erection during intercourse, while 22.2 percent reported improvement in the placebo group. 75.0 percent of participants in the ArginMax group reported improvement in satisfaction with their overall sex life, while 20.8 percent reported improvement in the placebo group. There were no reported side effects. Several other studies are currently in progress, including a double-blind placebo-controlled study evaluating the role of ArginMax designed for women in female sexual fitness.

The study was conducted using the International Index of Erectile Function (IIEF), the evaluation system used by Pfizer (NYSE: PFE) to validate the efficacy of Viagra, and was performed in collaboration with physicians affiliated with the University of Hawaii School of Medicine and Albany Medical College.

“The findings of this study represent a major step towards defining the role of nutritional supplements, rather than drugs, in sexual performance,” says Thomas Ito, M.D., an urologist and Associate Professor of Surgery at the University of Hawaii School of Medicine. “This opens up a whole new realm of possibilities for both men and women. As a nutritional supplement, ArginMax takes a gentle approach which is safe, and provides the spontaneity essential to a healthy sexual relationship.”

ArginMax is a proprietary dietary supplement developed and patented by the Daily Wellness

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Company based on the observation that certain botanical extracts may facilitate the conversion of the naturally occurring amino acid, L-arginine into Nitric Oxide, the key regulatory molecule for circulation, erection, and arousal.

Ingredients found in ArginMax have a long history of use and safety in humans. ArginMax consists of highly standardized extracts of botanicals including ginkgo biloba, American ginseng, Korean ginseng, the amino acid L-Arginine, 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, Andronicos, leading health food stores, online store at [www.arginmax.com](http://www.arginmax.com), or at 1.800.STAMINA (800.782.6462).

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