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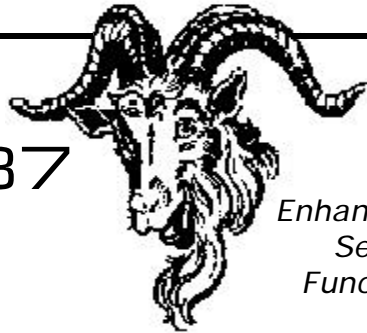
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OVER 400 EXTRACTS AND FORMULATIONS

APRIL, 2000

Product Focus

Male Herbal Formula D-37



Enhancing
Sexual
Function

Viagra. Yohimbe. Horny Goat Weed. "Horny Goat Weed? You gotta be kidding!" exclaimed the confused shopper. Confusion is understandable while the number of products addressing impotence and other male libido problems has grown explosively in the last 2 years, offering consumers a large harem of choices. Viagra, of course, leads the pack and a new drug called Uprima is opening at a drugstore near you this summer.

As the stratospheric sales revenues of Viagra can attest, there is a heady market demand for male sexual enhancement products. It is estimated that as many as 50% of US males over 40 experience some degree of impotence at some point in their lives. That represents a market in the neighborhood of 30 million men. No wonder there is an erectile gold rush for products.

But many of these products are not without their problems. Viagra, which works by relaxing smooth muscle tissue in the penis that normally constrict incoming blood flow, can cause headaches, nasal congestion, blurred vision, and flushing. Uprima, which raises dopamine activity and causes an increase in nerve transmissions to the penis, can cause nausea, dizziness, and in some cases, even sudden unconsciousness. Yohimbe, which is a natural herb, can be dangerous for those with kidney or liver disease and also has a range of side effects.

• Is there a better natural solution?

Impotence is often a symptom of underlying health problems. Psychological issues aside, impotence can be a result of poor nutrition, lack of exercise, smoking, atherosclerosis, diabetes, adrenal stress, low energy levels, or low testosterone levels. According to Traditional Chinese Medicine (TCM), impotence is one of the symptoms of "kidney yang deficiency", which is, in turn, characterized by many of the above factors. For many men, a lifestyle change is sufficient to reverse the condition. A properly balanced and targeted herbal formula can also offer needed support while minimizing side effects. Surprise! It just so happens that Draco has precisely the formula to help! Draco's Formula D-37 is an Action

Synergized Formulation™ designed according to the principles of TCM to enhance male libido. D-37 comprises the following herbs in a finely tuned proprietary balance: *Epimedium saggitatum*, *Astragalus complanatus*, *Panax ginseng*, *Cuscuta chinensis*, *Scolopendra subsnipes multidentis*, and *Cervi Cornu Parvum* (Velvet Deer Antler).

• "Horny Goat Weed? You gotta be kidding!"

In fact, the goats that grazed in a patch of Epimedium were indeed found later to be "kidding". This led to Epimedium's common name, as well as a number of studies on its activity. Considered a kidney yang tonic in China, Epimedium is the "King" herb, or most important herb, in the formula. The herb has been found to have aphrodisiac qualities, increasing the production of sperm, filling the testes, thereby stimulating the sensory nerves, and indirectly promoting sexual desire. It also stimulates growth of the testes and the levator rector muscle, and dilates the blood vessels leading to the penis.

Astragalus complanatus helps to fortify the sperm, prevent premature ejaculation and tonify kidney yang. *Panax ginseng* supports the formula as a wide ranging adaptogen and kidney yang tonic. It also enhances the relaxation of penile smooth muscle to add to erectile strength by increasing the production of nitric oxide. *Cuscuta* seed is a testosterone enhancer, also working to stimulate cAMP metabolism. *Scolopendra* has a warming effect and helps with vasodilation. Velvet deer antler invigorates blood circulation and also tonifies the kidney yang, qi, and blood. Specially balanced for safe usage, this TCM formula is remarkable for its enhancement of a wide range of physiological influences supporting male sexual health. Draco's Action Synergized Formula D-37™ is available for your private label use. Please call us for more detailed information. ❖

News

NNFA's "Natural Foods Day" in DC

Draco's 3rd year participating in this annual industry lobbying event at our nation's capitol.

Tuesday, April 4th was the day for National Nutritional Foods Association to host their annual "Natural Foods Day" at the capitol in Washington, DC. Draco's sales director Jennifer Higgins and marketing director Matt Humphrey attended to participate in a day of learning and lobbying about legislation affecting the Natural Products Industry. The morning session consisted of talks and a crash course in lobbying. For the afternoon, attendees were unleashed on Capitol Hill to lobby the issues in the legislative offices of their respective home states. The event was capped by an evening awards reception honoring industry supporting Senators Tom Harkin and Orrin Hatch, as well as Reps Dan Burton and Dennis Kucinich.

Our participation in this event is especially critical this year as concerns were voiced by NNFA organizers and congressional members alike that DSHEA may be threatened. A rash of anti-supplement articles from the Washington Post and other papers are making waves on Capitol Hill stating that dietary supplements are responsible for "a Rising Toll in Illness and Death". This could cause legislators to turn against DSHEA. The articles erroneously accuse DSHEA of removing FDA regulatory authority over supplements.

Attendees were also armed with info on other relevant lobbying issues. Support is needed for additional funding of ODS (Office of Dietary Supplements, which is part of NIH), support for a bill proposed to include supplements in the federal food stamp program, and the Access to Medical Treatment Act.

Draco is committed to supporting NNFA and our industry's relevant legislative issues, and we urge you to write or call your area legislator and emphasize your support of these issues, too. ❖

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See
the Light

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