

# Natural V—Getting Up for the Potency Drug Wars

“The drugs are about sex and love, but for the pharmaceutical companies, it’s war,” says reporter Linda Loyd in the July 17, 2003 online issue of the *Philadelphia Inquirer*. “The famous blue pill Viagra that transformed treatment of impotence in men five years ago is about to face two new rivals.”

First, there is the orange pill Levitra, an erectile-dysfunction drug from GlaxoSmithKline PLC and Bayer AG, which has received U.S. regulatory approval “in time for a marketing blitz during National Football League games this fall,” says Loyd.

The yellow pill, Cialis from Eli Lilly & Co. and Icos Corp., is likely to be approved by federal regulators this year as well.

Viagra had some \$1.7 billion in sales for Pfizer Inc. in 2002. But the newcomers seek to make significant inroads into a market Viagra has dominated for some five years. Levitra has just signed a three-year sponsorship deal with the NFL and signed on former Chicago Bears coach Mike Ditka to be a spokesman.

Although each drug works by blocking the phosphodiesterase-5 (PDE-5) enzyme and facilitating increased blood flow to the genitals, each is also a little different. Levitra is said to work at lower dosages in as little as 16 to 25 minutes, lasting four to six hours. On the other hand, Cialis is being called “the weekend pill” because it lasts 24 to 36 hours.

## THE HEALTHY LIVING VIEWPOINT

We think these pills are at best a mixed blessing. It is true most men and women don’t like having to time their sex to the effects of a pill and that Cialis allows couples more spontaneity. Nonetheless, doctors are concerned about side effects from having a drug in



the body for up to 36 hours.

For example, men using Viagra had a 20 to 30 percent incidence of headaches and flushing and about 10 percent had stomach upset and occasional visual disturbances. “These are fairly high side effect rates as medicines go,” says a health expert. “Be careful!”

For Levitra, clinical trials found 15 percent of men with headaches, 11 percent with flushing, and 9 percent with rhinitis.

The most common side effects reported with Cialis were headache, myalgia (muscle pain), dyspepsia (upset stomach following meals), and back pain. The severities of these side effects were minimized with lower doses.

Quite apart from concerns with side effects, a physically out of shape man who can experience normal sexual function only with the help of a drug is still only an out of shape man who needs a drug to enjoy healthy sexual function.

And why do so many otherwise healthy men think it is okay to take a drug to enhance their sexual pleasure? Is this a symptom of a drug-dependent society?

## NATURAL V—A HEALTHY LIVING NON-DRUG ALTERNATIVE

In both men and women, sexual stimulation causes activity in the nervous system that, in turn, causes local release of nitric oxide (NO) in the genitals, stimulating a substance called cGMP that increases blood flow and sexual arousal—an erection in men and clitoral enlargement in women.

Herbal medicines also facilitate nitric oxide release and improve sexual function. Their advantage is that they rarely cause side effects and they usually end up providing an underlying boost to overall health. For example, many prosexual herbs and nutrients naturally rejuvenate the endocrine glands, leading to much-needed middle-aged boosts of the sex hormones.

Traditional herbs “have been a revolutionary breakthrough in the management of erectile dysfunction and have become known world-wide as an ‘instant’ treatment,” notes A. Adimoelja, of the School of Medicine, Hang Tuah University, Teaching and Naval Hospital, Surabaya, Indonesia. “Phytochemicals focus their mechanism of healing action to the root cause, i.e., the inability to control the proper function of the whole body system. Hence, phytochemicals manage

### FYI:

#### Natural V for Women

According to a 1999 report in the *Journal of the American Medical Association*, more than 40 percent of women between the ages of 18 and 59 have expressed a lack of sexual desire. But until recently, women’s sexual needs have been largely ignored.

“There’s definitely a need to help women too, since their needs have been disregarded by the medical community,” notes Mark Olson, MRM President and CEO. “We designed Natural V to help both sexes.”

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## Natural V—Getting Up for the Potency Drug Wars *continued from page 14*

erectile dysfunction in the frame of sexual dysfunction as a whole entity.”

Such is the case with newly introduced **Natural V™** from MRM, which is an important supplement not only for men but also for women.

### NATURAL V FOR GREATER HEALTH & SEXUAL PLEASURE

Let’s look at how each of the herbs and nutrients in this men’s and women’s formula works to boost not only sexual but also overall health.

**Cnidium monnieri** has long been used in China as an herbal medicine to improve male sexual dysfunction. In a published study, the herb provided a powerful relaxant effect on corpus cavernosum even in the presence of drugs and chemical toxins such as indomethacin and tetradotoxin. The researchers state the herb leads “to the release of NO... mediating relaxation of cavernosal smooth muscle...”

**Xanothoparmelia scabrosa** is a natural source of the core molecules in several impotence medications and is thought to help to sustain longer erections. One health expert says that the combination **Xanothoparmelia scabrosa** and **Cnidium monnieri** can significantly increase blood flow and is the “perfect team to increase nitric oxide release, which in turn produces cGMP,” thereby facilitating prolonged smooth muscle relaxation and allowing the penis or clitoris to engorge and remain filled with blood.

**Longjack** (also known as **tongkai ali** or **Eurycoma longifolia**) is a Malaysian herb that was called the “Asian Viagra” in a May 1999 report in the *New Sunday Times*. This herb is now taking central position in discussions about natural herbs with aphrodisiacal effects. The compelling research on longjack shows it is a natural and effective hormone booster. It naturally boosts testosterone levels, and the bodybuilding world is buzzing about its androgenic benefits.

In 2002, researchers from the School of Pharmaceutical Sciences, University Science Malaysia, Penang, studied the effect of longjack extracts on libido among middle-aged male rats.

The results showed that a high dose of all longjack extracts significantly increased mount frequency over that of untreated controls. The results of this study show that *E. longifolia* extracts “can increase libido in middle-aged male rats.”

Perhaps more intriguing is a 1998 study among sexually naïve male rats. The aim of this study was to provide evidence on the aphrodisiac property of longjack. Even with physical barriers put in place, those rats receiving the herb were far more willing to overcome their challenges to reach receptive females in the goal cage. Results showed that *E. longifolia* “continued to enhance and also maintain a high level of both the total number of successful crossovers, mountings, intromissions and ejaculations during the 9-12th week observation period.” In conclusion, these results further enhanced and strengthened the aphrodisiac property of *E. longifolia*. Similar good results have been reported for sexually experienced animals as well.

**Tribulus terrestris**, a fruit which resembles the cloven hoof of a cow, has long been used in Europe, as well as in the traditional Chinese and Indian systems of medicine, as an effective, safe way to boost testosterone levels and enhance sexual desire, arousal and performance (including strength of erection). Studies also show that the herb enhances women’s libido.

Because of its ability to raise androgens, tribulus is widely used for its anabolic effect in bodybuilding and can also be used for improving the body’s response to stress, as well as for improved glucose control among diabetics, and as an anti-microbial and anticancer agent.

Both traditional usage and many scientific studies validate this herb’s indication as a premiere prosexual. What’s more, the herb, while not providing

instantaneous benefit, is relatively quick acting. It seems to work by both raising androgens and their precursor molecules, as well as by inducing nitric oxide production, which facilitates erectile function.

In a 1993 clinical trial at the Andalas University, School of Medicine, Padang, Indonesia, the effectiveness of tribulus in treating impotence and male libido disorders was studied among 11 men. Of them, 4 had been diagnosed with low or nonexistent libido and 7 were experiencing erectile dysfunction (ED). Tribulus was administered for two weeks without any additional vitamin supplements or pharmaceutical therapeutics. Half the men with reduced libido reported increased sex drive after treatment. Nearly 60 percent of men with ED experienced improved erection, including prolonged duration of erection after treatment. According to the researchers, “This trial suggested that even a short period of treatment... was effective in treating these two conditions. Furthermore, as with previous trials, no adverse side-effects were observed.”

In another 1993 study from the Reproductive Medicine Faculty, University of Denpasar, Indonesia, a clinical trial was conducted to study the sex drive, erection, ejaculation and orgasm improvement among 53 married men who had been diagnosed with sexual dysfunctions. The men were given tribulus for three months. They reported, “significant improvement in sex drive in the majority of our trial constituents, without any evidence of adverse effects.”

In a 1997 study published in the *International Journal of Impotence Research*, researchers noted the correlation between low circulating levels of dehydroepiandrosterone-sulfate (DHEA) levels with the incidence of low sex drive and higher occurrences of impotence among men with diabetes mellitus. They conducted a clinical trial with 30 non-diabetic men with ED, 30 non-diabetic men without ED and 15 diabetic men with ED. These men were given 250 mg of tribulus, three times



per day, for three weeks. The men experienced a significant increase of DHEA levels in diabetic and non-diabetic subjects after treatment and a significant increase in the frequency of successful intercourse by 60 percent in both the diabetic and non-diabetic groups with or without ED.

Many additional studies validate tribulus as a prosexual.

Although there are many tribulus formulas available, it is important to recognize that the active ingredients cited most often are saponins, especially the saponin known as protodioscin.

**Natural V** uses the most potent form of *Tribulus terrestris* (with 70 percent steroidal saponins and 10 percent protodioscin) now available in health food stores.

**Horny goat weed** (also known as *Epimeidum grandiflorum* or **yin yang huo**) grows in high altitude mountainous regions of China. Its first uses were documented in classical Chinese medicinal texts dating back more than two millennia.

Chris Kilham, a health reporter for Discoveryhealth.com, knows a secret that many more men probably wish he would reveal. "Behind the funny name of horny goat weed stands a time-tested aphrodisiac that increases libido in men and women, and improves erectile function in men," notes Kilham. So intrigued was Kilham by the legend surrounding this popular sex-enhancing herb, he traveled to China to learn firsthand about its uses for igniting the flames of passion.

"While the exact way that horny goat weed works remains unknown, the plant has long been employed to restore sexual fire, boost erectile function, allay fatigue and alleviate menopausal discomfort," he says. In Shanghai, Kilham met with several medical doctors, including Dr. Diao Yuan Kuang, all of whom were trained

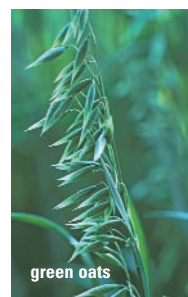
in the art of Traditional Chinese Medicine. "We have all used epimedium for decades in our practices," Dr. Kuang told Kilham. "It is the very best sexual tonic for both men and women."

Both Drs. Kuang and Xiao Tong Shen told Kilham that in clinical practice, they have used epimedium to "successfully treat erectile problems, boost waning libido, and to rebuild youthful sexual vitality."

"It gives you back your sexual strength," Dr. Kuang said.

In addition, the herb is thought to greatly aid in preventing bone loss, another very positive health benefit.

**Green oats** (*Avena sativa*) have long been studied for their sex-boosting and stamina-enhancing benefits. Clinical trials carried out by the Institute for Advanced Study of Human Sexuality demonstrated very



positive results in enhanced male sexuality, including boosting circulating levels of free testosterone.

The formula also provides **niacinamide, zinc and vitamin B<sub>6</sub>** as a means of supporting healthy sexual function. Impotence is sometimes caused by zinc-vitamin B6 deficiency. In addition, the vitamin is required in order for histidine to be made into histamine by the body. The release of histamine is associated with an orgasm. Without adequate histamine releases, orgasm may be difficult or even impossible to achieve. Niacinamide also aids histamine release and promotes blood flow to the genitalia. ■

#### PRESCRIPTION FOR HEALTHY SEXUAL FUNCTION

**Natural V** should be used daily to address underlying health conditions that can impair sexual function in men and women. Increased sexual desire and stamina, together with improved overall health, should be noticeable within a short time. Men and women, thanks to the herbs in this formula, should feel more desire, overcome inhibitions, and enjoy sex to a greater degree—naturally.

**Dosage**—Take three capsules daily with meals.

**Availability**—**Natural V** from MRM is available nationwide at natural health centers and from health professionals. Contact MRM directly to find a store near you. The toll-free number is (800) 948-6296.



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