



Contact: Erica Nadboy  
Marina Maher Communications  
212-485-6863  
[Zestra@mahercomm.com](mailto:Zestra@mahercomm.com)

**WOMEN INVITED TO START THE CONVERSATION, CHANGE THEIR LIVES AT  
[WWW.ZESTRA.COM](http://WWW.ZESTRA.COM)  
-New Online Resource Focuses on Women's Sexual Satisfaction-**

Saddle Brook, NJ, April 2009 – Thirty million women in the U.S. experience sexual dissatisfaction, yet women's sexual satisfaction is rarely if ever discussed outside the context of their relationships or reproductive health. Even in doctors' offices, the conversation appears to be virtually non-existent – only three to five percent of Ob/Gyns talk to their patients about sexual enjoyment and satisfaction. The makers of Zestra®, a safe, patented blend of botanical oils and extracts clinically proven to increase a woman's feelings of desire and arousal, have launched a new online resource. This resource is dedicated to helping women start this important conversation, with both each other and medical professionals, and to improving their sexual experiences.

Zestra.com provides much needed information on women's sexual satisfaction, including how women's bodies change over time and common obstacles to sexual enjoyment. The site also includes important information about Zestra, the first product established in clinical trials to improve a woman's level of desire, arousal and sexual satisfaction. An exciting feature of the Web site invites women to share their own personal experiences and read real-life stories about how Zestra has worked for them.

Visitors can also:

- Find answers to frequently asked questions...or ask their own questions to a medical professional
- Learn how Zestra works
- Find out why doctors and women's healthcare professionals recommend Zestra
- Purchase Zestra online

## **Zestra®**

Zestra® is a safe, patented blend of botanical oils and extracts that creates deep pleasurable sensations. Zestra is hormone-free, paraben-free and topically applied. The botanical ingredients in Zestra include Borage Seed Oil, Evening Primrose Oil, Angelica Extract, Coleus Forskholii Extract, Theobromine, and the Anti-Oxidants Vitamin C and Vitamin E. Zestra's botanical ingredients work together to safely and effectively enhance female sexual pleasure, sensation, sensitivity and satisfaction. Zestra was first introduced in June 2002. The development of Zestra stems from over 5 years of research performed by pharmaceutical researchers and sexual health experts.

## **Semprae Laboratories, Inc.**

Semprae Laboratories, Inc. is a unique company founded by women and focused on improving women's sex lives in meaningful ways. An integral part of this mission is starting the conversation on women's sexuality from the woman's perspective and providing a comfortable space for women to ask questions, get information, and express themselves. And beyond the conversations, Semprae Laboratories, Inc. provides innovative, credible options based on real science with demonstrated efficacy in clinical settings - including the flagship product, Zestra. Zestra has clinical evidence that it boosts sexual arousal, sensation and satisfaction in women - offering a solution unlike anything else on the market.

For more information about Semprae Laboratories, Inc., please visit [www.semprae.com](http://www.semprae.com).

###