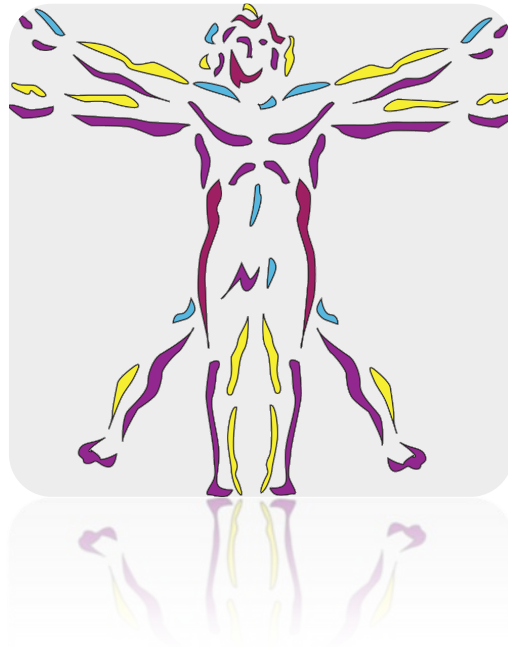


MARKET RESEARCH REPORT



NUTRACEUTICAL SUPPLEMENTS SEXUAL HEALTH INDUSTRY

Report created by:



BOTANICAL SCIENCE FOR A HEALTHY LIFESTYLE

April 28, 2012

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About NutriCellulla

NutriCellulla, Inc. is a nutraceutical development and marketing company whose mission is to build partnerships with scientists, researchers, formulators, manufacturers, and professionals in the nutritional and supplement industry to benefit the global community and distribute quality products that deliver genuine health-enhancing benefits.

Nutraceuticals help maintain and support good health, good body function and a healthy lifestyle. The global nutraceuticals product market is primarily categorized on the basis of functional food, functional beverages and dietary supplements.

NutriCellulla sources its botanical supplements from all over the world. It utilizes two manufacturing facilities in the US and one research facility in Italy.

Nutraceutical Definition

Nutraceutical, a portmanteau of the words “nutrition” and “pharmaceutical”, is a food or food product that reportedly provides health and medical benefits, including the prevention and treatment of disease. A nutraceutical is demonstrated to have a physiological benefit or provide protection against chronic disease."

US Dietary Food Supplement Industry

The U.S. Dietary Food Supplement industry posted 4.4% growth in 2010 to reach \$28.1 billion in consumer sales according to Nutritional Business Journal estimates.

Erectile Dysfunction (ED)

According to the Massachusetts Male Aging Study [MMAS], erectile dysfunction, or ED as it is commonly called, is a condition that affects an estimated 52 percent of men between the ages of 40 and 70 which is In fact, over 30 million men in the U.S. experience ED to some degree. Erectile dysfunction (ED) refers to the condition of being unable to develop or maintain an erection of the penis.

Pharmaceutical ED Industry

The pharmaceutical industry has found the ED market to be lucrative, with the top 3 companies posting sales of \$3.1B in 2006 and forecasters called for a 74% increase in sales to U.S. \$6.6 billion by 2012. Pfizer's Viagra was the first drug to effectively treat the condition. Since its introduction in 1998, Bayer and Eli Lilly have also entered the ED market with the drugs Levitra and Cialis in 2003. Mexico is the biggest market for Viagra in the developing world, with about \$55 million in sales last year. Patrick Ford, a former F.B.I. agent who leads the company's security operations in the Americas, says Viagra is the most counterfeited product in the world.

Natural Male Enhancement Supplement Industry

The Natural Male Enhancement supplement industry nets over \$5 billion in revenue per year with a profit of over \$900 million. It is increasingly being driven by novel applications to compete with the lower-priced generics on the horizon. Worldwide sales of erectile dysfunction drugs grew 6.9 percent in 2010, to about \$5 billion, and 4.7 percent in 2009, according to the industry data firm IMS Health.

Female Sexual Enhancement

\$2 Billion market for female sexual enhancement industry to treat FSD.

Muscle Enhancement

Muscle supplements is a \$1 billion a year category. The sports nutrition supplement category increased up 9% in annual growth on \$3.2 billion in sales in 2010.

Energy Supplements

The market for energy drinks/shots alone topped \$2 billion in sales last year. This market began over a decade ago with large 16oz –to- 20oz, soft-drink type “energy” drinks such as Monster, Rock-Star and others, evolving to the most popular energy drink/product on the market currently, the 5-hour energy shot. The next evolution of this product is the gel cap.

US Retail Store Supplement Industry

The US health supplement store industry includes 5,000 companies operating about 10,000 stores with combined annual revenue of about \$6 billion. Major companies include GNC, Vitamin World, and Vitamin Shoppe (formerly VS Holdings). The industry is fragmented: the top 50 companies generate 40 percent of sales.

Health Professionals Supplement Industry

Health-care professionals engage in this practice, a survey published in March 2010 by the Nutrition Business Journal, a trade publication, of 600 medical doctors, naturopathic physicians, chiropractors, nutritionists, and other practitioners revealed that 76 percent sell supplements in the office. A significant number of mainstream medical professionals are now vying for a share of the \$26.7 billion-a-year U.S. supplement market. Indeed, industry analysts predict that health-care practitioners could be among the fastest-growing sales channels for supplements over the next decade.

MLM Marketing Channel

In 2010, sales figures for MLM companies in the United States were \$24.8 billion. Asia’s MLM market is estimated to be the world’s largest. With Green and “healthy-lifestyle” products poised to become the next big thing in MLM.

Erectile Dysfunction (ED)

Definition

Erectile dysfunction is defined as the constant inability to maintain an erect penis sufficiently for sexual intercourse. Failure to achieve an erection less than 20% of the time is not unusual and treatment is rarely needed. Failure to achieve an erection more than 50% of the time, however, generally indicates there is a problem requiring treatment. Approximately 30% of men at age 50, 50% at age 60 and 70% at age 70 suffer from some type of ED and only 8% of these men are completely impotent.

Causes

An erection requires three conditions to occur:

1. Proper functioning of the nerves that supply the penis.
2. Adequate blood circulation to the penis.
3. There must be a stimulus from the brain.

A full erection will be prevented if there is something interfering with any or all of these conditions.

Anatomy of the Male Reproductive Tract Most ED is caused by a physical condition that affects the nerves or blood vessels responsible for erections. Diseases associated with ED include heart disease, atherosclerosis, iron overload, hypertension, multiple sclerosis, vascular disease, Parkinson’s disease, diabetes, surgery or radiation therapy for prostate cancer, psychological factors such as stress, depression, and performance anxiety, injury to the penis and hormonal imbalances such as imbalances of thyroid hormones, prolactin and testosterone. Chronic illness, tobacco, alcohol, drug use and certain medications can also cause ED.

In almost 80% of the cases, the cause is an organic disease such as penile arterial insufficiency or drug side effects. There are many drugs that are associated with ED and the most common are listed below:

- Diuretics and Antihypertensives such as Hydrochlorothiazide, Furosemide, Methyldopa, Clonidine, Verapamil, Nifedipine, Hydralazine, Enalapril, Propranolol, Atenolol, Spironolactone and other.
- Antidepressant, anti-anxiety and antiepileptic drugs such as Fluoxetine, Sertraline, Amitriptyline, Amoxipine, Chlordiazepoxide, Diazepam, Phenytoin and other.
- Antihistamines such as Dimhydrinate, Diphenhydramine, Hydroxyzine, Meclizine and Promethazine.
- NSAIDs such as Naproxen and Indomethacin.
- Parkinson's disease medications such as Biperiden, Levodopa and other.
- Antiarrhythmics such as Disopyramide.
- Histamine H2-receptor antagonists such as Cimetidine, Nizatidine and Ranitidine.
- Muscle relaxants such as Cyclobenzaprine and Orphenadrine.
- Prostate cancer medications such as Flutamide and Leuprolide.
- Chemotherapy medications such as Busulfan and Cyclophosphamide.

Other substances that may cause ED by suppressing the central nervous system and/or cause damage to the blood vessels include:

- Alcohol
- Amphetamines
- Barbiturates
- Cocaine
- Marijuana
- Methadone
- Nicotine
- Opiates

Erectile dysfunction should not be taken lightly as it might be a warning of poor cardiovascular health due to atherosclerotic plaque. Men with ED are at high risk of coronary occlusions and strokes.

Herbal Therapeutic Protocol

Exercise, diet and nutritional supplements are very important as well as psychotherapy if needed. Physical means such as vacuum constrictive devices and penile prosthesis have also been used with some success but with few complications and a large patient drop out. Author: SavvasIoannides N.D.

A Brief History of the Male Enhancement Industry

Male Enhancement products overpopulate the internet and flood e-mail inboxes. There are literally thousands of companies that promise increased size and sexual performance. It seems as if more companies are appearing every day. According to basic economic theory, the reason that more companies keep entering the market is because people keep buying the products. If there was no profit to be had, companies would begin to exit.

Here is a brief history outlining how the male enhancement industry became what it is today.

- Back when the idea of male enhancement began, most of the products sold were mechanical. Penis pumps and stretching devices were commonplace among male enhancement advertising. Although there was the promise of a quick fix (like many diet ads today), there was no real legitimacy with these products. Therefore the common man was still somewhat skeptical.
- There were two occurrences that helped male enhancement explode in popularity. The development of the internet meant the development of the porn industry. This created perfect targeted advertising for male enhancement companies. When a man is watching porn and see's a male porn star's penis, he will naturally feel inadequate. When a banner ad for male enhancement appears, he is much more likely to click it.

- Around the same time, the invention of Viagra transformed the male enhancement industry. Now that erectile dysfunction could be cured with a pill, male enhancement companies could convince consumers that other things could be cured with a pill. The mainstream success of Viagra created legitimacy within the market that promoted pills for penis growth.
- Now, the male enhancement industry nets over \$5 billion in revenue per year with a profit of over \$900 million. That's not even including the legitimate pharmaceutical products like Viagra and Cialis. As long as there is a market for male enhancement, that number will continue to rise.

The Most Popular Male Enhancement Pills

When pills are concerned, male enhancement refers to the health of an erection. Anyone who promises an increase in penis size through a pill or an ointment is a scam. That being said, anybody who suffers from erectile dysfunction can find a real benefit in taking the right medication. These are the most popular pills for this particular type of male enhancement.

- Viagra is by far the most well known and most respected male enhancement drug that is out there. Produced by Pfizer starting in 1998, Viagra sold over \$1 billion in capsules in just over 2 year's time. Viagra works by relaxing the smooth muscle cells of the penis, allowing blood flow to enter and cause erection. The amazing part is that Viagra only does this when the man is actually aroused. Viagra's market share has dropped since the introduction of its rivals, but that does not diminish the effectiveness of the product.
- Levitra was the first major rival of Viagra. Approved in 2003, Levitra works very similarly to Viagra. A man just needs to take the recommended dosage 60 minutes before sex, and it will relax the smooth muscle tissues in the penis to cause erection.
- Created just three months after Levitra was Cialis. The drug company began research on what would become Cialis in 1993. After multiple rounds of testing and an application to the FDA, Cialis was finally approved for male enhancement in 2003. Cialis separates itself from the competition because it reportedly can work for up to 36 hours after ingestion. This means that a man can take it at anytime, and it will do what it needs to do when the time is right.
- Each male enhancement drug carries its own set of side effects, so consumers need to be aware of them before buying anything.

Female Sexual Enhancement Research

Several medical studies over the years report that about 40% of women don't enjoy sex. There are many issues that contribute to a low sex drive in women. A lack of sexual desire, the inability to be aroused sexually, lack of sexual climax and painful intercourse are all factors that restrict women from having a fulfilling sexual experience. The sexual enhancement industry has produced an assortment of products to help women lubricate their vagina and stimulate their sexual desire. Female sexual enhancement pills have been on the market for several years and they do help treat the symptoms of female sexual dysfunction, but not all women are satisfied with the results.

There are physiological, as well as psychological elements involved in sexual arousal. If one of the elements is missing, a woman may experience symptoms of FSD or female sexual dysfunction.

In order to achieve these stages, blood flow must reach all the blood vessels in genital area, as well as in the brain. The clitoral area should experience an increased level of sensitivity and the vaginal area should be well lubricated. Some prescription female sexual enhancement pills help lubricate the vagina and increase blood flow, but may not have an impact on the mental aspect of the sexual experience.

Dietary Supplement Health and Education Act

Under the Dietary Supplement Health and Education Act of 1994 (DSHEA), a dietary supplement is defined as a product intended to supplement the diet and contains any of a number of ingredients such as: vitamins, minerals, herbs or other botanicals or amino acids. Dietary supplements are meant to be taken orally and are come in pill, capsule, tablet, powder or liquid form. They are most often used to fuel metabolism, immunity, growth, organ function, weight management and energy levels. Dietary supplements are regulated by the Food and Drug Administration's (FDA) Center for Food Safety and Applied Nutrition (CFSAN).

Recognizing that dietary supplements play a valuable role in promoting improved health and well-being, in 1994 the Congress enacted a comprehensive new law changing the way in which vitamins, minerals, herbs and specialty supplements are regulated by the federal government. Called the Dietary Supplement Health and Education Act (DSHEA), this law gives considerable power to the federal government to ensure the safety of supplements and the accuracy of health claims. At the same time, DSHEA recognized the importance of funding additional scientific studies on the relationship between supplements and disease prevention and created the Office of Dietary Supplements within the National Institutes of Health to coordinate this research.

We founded the DSIB to ensure that the goals of the Dietary Supplement Health and Education Act (DSHEA) are met by providing meaningful information about the health benefits and responsible use of dietary supplements to all Americans.

Because DSHEA set up a new framework for regulating dietary supplements, questions persist about how these products are regulated at the federal level. Accordingly, what follows is a review of the regulations now in place to ensure that only safe, beneficial, and quality supplements are marketed to the American public.

Dietary Supplements: Establishing a Formal Definition

In passing DSHEA, Congress recognized that consumers would benefit from having expanded and well-informed access to properly regulated vitamins, minerals, amino acids, herbs and other substances. For this reason, DSHEA defines a "dietary supplement" as a product that:

- Contains one or more of the following dietary ingredients: a vitamin, a mineral, an herb or other botanical, an amino acid, a dietary substance used to supplement the diet by increasing the total daily intake, or a concentrate, metabolite, constituent, extract or combination of these ingredients
- Is intended for ingestion in pill, capsule, tablet or liquid form, unless...
- It is not represented for use as a conventional food or as the sole item of a meal or diet
- It is labeled as a "dietary supplement"

An Emphasis on Safety

Before DSHEA, there was considerable confusion over how to regulate dietary supplements. Specifically, *the U.S. Food and Drug Administration (FDA)* regulated these products either as foods or as drugs, depending on their intended use, or sometimes as food additives like artificial colors. To resolve these inconsistencies, Congress determined that *the FDA* should regulate supplements with the same safety requirements that the agency applies when regulating commonly used foods. This means that like most other foods, it is the manufacturer's responsibility to ensure that the company's products are safe and properly labeled prior to marketing.

Just as *the FDA* doesn't require pre-market approval for foods with a very long history of safe use, the new law applies the same principle to dietary supplements that do not contain new dietary ingredients. For products

containing a new ingredient (one not marketed in the U.S. before 1994), DSHEA requires manufacturers to submit data to *the FDA* demonstrating that the new ingredient does not present a safety risk under the conditions of use. Another option is for manufacturers to petition *the FDA*, asking the agency to establish the conditions under which the new dietary ingredient would reasonably be expected to be safe.

In addition, *the FDA* has considerable enforcement authority over dietary supplements that are on the market. Specifically, *the FDA* has the power to:

- Stop any company from selling a dietary supplement that is "adulterated" or misbranded
- Stop the sale of a dietary supplement that makes false or unsubstantiated claims
- Take action against any dietary supplement that poses "a significant or unreasonable risk of illness or injury"
- Stop any company making a claim that a product cures or treats a disease
- Require dietary supplements to meet strict manufacturing standards, including potency, cleanliness and stability

Comprehensive Labeling Requirements

Like foods, dietary supplements are required to carry ingredient labeling. This information must include the name and the net quantity of contents on the principle display panel. The label must also list all ingredients that do not appear in the supplement facts information panel in the order of their amount in the product.

But unlike foods, the law spells out a number of labeling requirements for dietary supplements that are unique. Specifically, these rules call for:

- Inclusion of the term "dietary supplement" (or similar terms such as "herbal supplement") as part of the statement of identity
- Stating the quantity of each dietary ingredient or for combination products, the total quantity of all dietary ingredients in the blend

Most importantly for consumers, the new law requires that dietary supplements provide nutritional labeling. This labeling, called a "Supplement Facts" information panel, lists the amount of calories, calories from fat, total fat, saturated fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugars, protein, vitamins, and minerals. The Supplement Facts panel must also include the quantity per serving for each dietary ingredient (or blend) and may describe the source of a dietary ingredient (for example, "calcium from Calcium gluconate").

Regulating Health Benefit Claims

To help consumers make informed decisions about using dietary supplements, the law sets out very stringent requirements for when manufacturers can make claims about the health benefits of their products. Based upon DSHEA and specific food labeling laws, FDA has issued regulations that allow dietary supplement manufacturers to make three types of claims: 1) nutrient-content claims, 2) health claims, and 3) structure-function claims.

With nutrient-content claims, the regulations are straightforward: based on FDA's requirements, when a supplement contains a high enough level of a nutrient, the product can carry a claim such as "high in calcium" or "an excellent source of vitamin C." FDA also authorizes health-related claims for foods and dietary supplements when there is a documented link between a food/dietary supplement and a health-related condition. Here, FDA has by regulation established approved health-related claims based on a review of the scientific evidence for significant scientific agreement, or based upon an authoritative statement from a scientific body like the National Academy of Sciences. The following six claims apply to dietary supplements:

- Folic acid and a decreased risk of birth defects

- Calcium and a lower risk of osteoporosis
- Potassium and the reduced risk of high blood pressure and stroke
- Psyllium seed husk (as part of a diet low in cholesterol and saturated fat) and a reduced risk of coronary heart disease
- Soy protein and the reduced risk of coronary heart disease
- Plant sterol/stanol esters and the reduced risk of coronary heart disease

Finally, the law allows information describing the supplement's effect on the body's structure or function, such as Vitamin E supports a healthy heart, or fiber maintains bowel regularity. To use these claims, manufacturers must have scientific data to substantiate the statement and the product label must bear this notice: "This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease." In addition, FDA requires marketers to inform the agency of the use of the claim no later than 30 days after the product is first marketed and to certify that they can substantiate the claim, if challenged. Knowingly filing a false certification is a crime.

While DSHEA permits manufacturers that qualify to make structure-function claims, the law specifically prohibits disease claims for dietary supplements. For this reason, FDA has developed regulations that distinguish between a structure-function claim and a disease claim. Under these regulations, for example, a product cannot carry the claim "cures cancer" or "treats arthritis" or make statements that the product is a substitute for an approved therapy.

Regulating Advertising

While FDA has primary responsibility for regulating the safety and labeling of dietary supplements, the Federal Trade Commission (FTC) has authority over claims in advertising, infomercials, catalogs, web sites, and direct marketing materials. Accordingly, FTC issued "Dietary Supplements: An Advertising Guide for Industry" in which the agency states that both strong scientific substantiation and a careful presentation of the facts are the criteria that FTC relies on in regulating the advertising and Internet marketing of dietary supplements.

- When FTC determines that the claim is unfounded, the agency has the power to:
 - Challenge and stop advertising that is not adequately substantiated
 - Investigate complaints or questionable trade practices. Here, the agency has the power to require a company to produce documents, give testimony, and provide answers to written questions
 - Negotiate a consent order or work through the administrative and/or federal courts to obtain a cease and desist order, which can be very broad in scope
 - Seek preliminary or permanent injunctions to stop false advertisements or other marketing practices
 - Seek civil penalties from violators

As this description makes clear, the dietary supplement industry is subject to extensive laws and regulations at the federal level, all of which are designed to ensure that safe, beneficial and quality supplements are available for health promotion and disease management. When viewed in this manner, the public can have confidence that the regulatory framework now in place gives consumers greater access to a wide range of dietary supplements while making sure that products that don't meet government requirements are removed from the market.

Competitive Product Research

- Competitor Product Name
- Company Name & Information
- Competitor Product Branding
- Pricing

Male Enhancement – Pharmaceutical Products

- Viagra
- Levitra
- Cialis

Male Enhancement - Natural Supplements

- ProMagnum
- MAGNA RX
- Vimax
- Enzyte
- ProSolution
- Extenze
- VigRX Plus
- Rockhard Weekend
- Sex Voltz


Anti-Aging

- Regenisis™
- Antagex
- Resveratrol

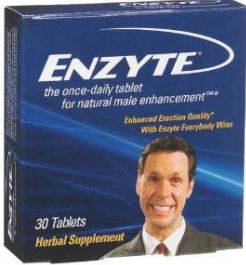
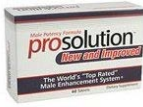



Athletic Performance

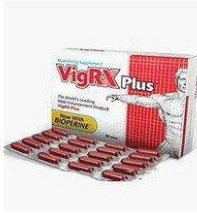
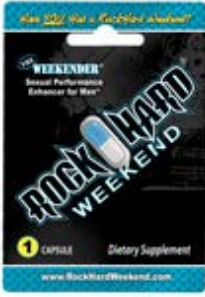


- HGH
- Yellow Bullet
- Lipodrene Ephedra
- Tonalin CLA

Male Enhancement – Pharmaceutical




Competitor Product Name	Company Name & Information	Competitor Product Branding	Pricing
<p>Viagra</p>	<p>Pfizer http://www.pfizer.com *Available in doses of 25 mg, 50 mg, and 100 mg Pricing is from an online at certified pharmacy per prescription only that is endorsed by Pfizer. Pricing does not include shipping costs.</p>		<p>\$99.00 for 3 Tablets \$163.00 for 5 Tablets \$309.00 for 10 Tablets \$839.00 for 30 Tablets</p>
<p>Levitra</p>	<p>Bayer http://www.bayer.com * 20mg dose Pricing is from an online at certified pharmacy per prescription only that is endorsed by Bayer. Pricing does not include shipping costs.</p>		<p>\$99.00 for 3 Tablets \$148.00 for 5 Tablets \$278.00 for 10 Tablets \$409.00 for 15 Tablets \$519.00 for 20 Tablets \$729.00 for 30 Tablets \$1,404.00 for 60 Tablets \$2,057.00 for 90 Tablets</p>
<p>Cialis</p>	<p>Eli Lilly Company http://www.lilly.com * 20 mg dose Pricing is from an online at certified pharmacy per prescription only that is endorsed by Lilly. Pricing does not include shipping costs.</p>		<p>\$109.00 for 3 Tablets \$179.00 for 5 Tablets \$343.00 for 10 Tablets \$964.00 For 30 Tablets</p>

<p>Vimax Pills Male Enhancement Penis Enlargement Pills</p>	<p>Vimax OA Internet Services Ltd. Montreal, Canada http://vimaxofficialsite.com</p> <p>Contains EpimediumSagittatum 4:1 Ext (bark) TribulusTerestris Powder</p>		<p>30 Capsules \$19.95</p> <p>3 Month Supply \$99.95</p>
<p>Enzyte Natural Male Enhancement, 30 tablets</p> <p>Enzyte Male Enhancement Formula 30 Ct (Pack of 6) 30 X 6 = 180</p>	<p>Berkeley Premium Pharmaceutical</p> <p>* Fielded many consumer complaints due to verbiage on its packaging.</p> <p>*Has problems with the FDA, BBB, and FTC ; Has been fined several million dollars.</p> <p>* Corporate executives were convicted of fraud charges.</p> <p>Ingredients: Tribulusterrestris(puncture vine) NiacinPanax ginsengEpimediumAvena sativa (oat) Zinc oxideLepidiummeyenii (maca) MuirapuamaGinkgo bilobaL-ArginineSaw palmetto</p>		<p>30 Tablets \$18.95</p> <p>30 Ct (Pack of 6) 30 X 6 = 180 \$81.99</p>


<p>Vianda - Enzyte, 1494 mg, ONE box of 30 Tablets</p>	<p>Vianda 7165 East Kemper Road, Cincinnati, Ohio 45249 https://www.viandalife.com</p> <p>* Recently purchased Berkeley Premium Pharmaceuticals</p>		<p>30 Tablets \$29.29</p>																		
<p>ProSolution Pills 1 Month - Male Enhancement Penis Enlargement Pro Solution</p>	<p>ProSolutions http://www.prosolutionpills.com</p> <p>*Product "harness the power" L-Dopa creating an intense, pleasureable sensation</p> <p>*Ingredients on home page.</p>		<p>I Month Supply \$59.43</p>																		
<p>Extenze 30 Tablet Box Each</p> <p>Extenze Plus 30 Tablets, 6 5-Pill Packs</p> <p>Extenze Male Enhancement, Maximum Strength, Big Cherry Flavor, 2 ct.</p> <p>Extenze-30 Liquid Gelcaps-Extended Release-Maximum Strength</p>	<p>ExtenZe</p> <p>BiotabNutraceuticals, Inc. 401 E. Huntington Dr. Monrovia, CA 91016 https://www.extenze.com</p> <p>* Contains 600mg of Tribulus Extract as well as 18 other plant/animal based ingredients.</p>	   <table border="1" data-bbox="938 1486 1219 1808"> <thead> <tr> <th colspan="3">Supplement Facts</th> </tr> <tr> <th>Serving Size: 1 Tablet</th> <th>Amount per Serving</th> <th>% Daily Value*</th> </tr> </thead> <tbody> <tr> <td>Male Enhancement Blend</td> <td>600mg</td> <td>100%</td> </tr> <tr> <td>ExtenZe Male Enhancement Blend</td> <td>60mg</td> <td>100%</td> </tr> <tr> <td>ExtenZe Bio-Enhancement Blend</td> <td>20mg</td> <td>100%</td> </tr> <tr> <td>ExtenZe Sexual Response Enhancement Blend</td> <td>60mg</td> <td>100%</td> </tr> </tbody> </table>	Supplement Facts			Serving Size: 1 Tablet	Amount per Serving	% Daily Value*	Male Enhancement Blend	600mg	100%	ExtenZe Male Enhancement Blend	60mg	100%	ExtenZe Bio-Enhancement Blend	20mg	100%	ExtenZe Sexual Response Enhancement Blend	60mg	100%	<p>30 Tablets \$15.99</p> <p>6 5-Pill Packs \$14.99</p> <p>2 Shots \$3.69</p> <p>30 Liquid Gelcaps \$40.85</p>
Supplement Facts																					
Serving Size: 1 Tablet	Amount per Serving	% Daily Value*																			
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ExtenZe Sexual Response Enhancement Blend	60mg	100%																			



<p>VigRX Plus</p>	<p>VigRX Plus Leading Edge Health c/o 129 Rowland Drive Johnson City, TN 37601 United States of America</p> <p>http://www.vigrxplus.com</p> <p>Ingredients http://www.vigrxplus.com/ingredients.html</p> <p>Clinical studies conducted by Vedic Lifesciences Pvt. Ltd. http://www.vigrxplus.com/clinical.html</p>		<p>1 Month \$34.00</p> <p>2 Months \$57.99</p> <p>3 Months \$119.00</p> <p>4 Months \$200.94</p> <p>6 Months \$260.00</p> <p>12 Months \$419.00</p>
<p>Rockhard Weekend</p>	<p>RH Laboratories Atlanta, GA http://www.rockhardweekend.com</p> <p>Retail partners are GNC, CVS, Kroger, Rite Aid, Circle K, Murphy USA, Pilot, Love's & Travel Centers of America.</p>	 	<p>3- Count \$12.99</p> <p>8-Count \$9.99 (SALE)</p> <p>VIP Subscription RockHard Weekend (8 Count Carton)</p> <p>Save \$10 per month - \$19.95 vs SRP of \$29.99!</p> <p>12 Month Supply Billed Monthly</p>
<p>Sex Voltz</p>	<p>Beamonstar Products Inc. 18705 E. Business Park Dr. Ste.#103 Queen Creek, Arizona 85142 http://www.beamonstar.com</p> <p>*They also sell Velexta (female enhancement), Enzyte and adult toys on their website.</p>		<p>1 Capsule \$6.99</p> <p>2 Capsules \$12.99</p> <p>10 Capsules \$36.99</p> <p>2 -10 Capsule Bottles \$64.73</p> <p>Buy 4 get 5TH FREE \$147.99</p>

Female Enhancement



Competitor Product Name	Company Name & Information	Competitor Product Branding	Pricing
Provestra™	<p>Leading Edge Health c/o 129 Roweland Drive Johnson City, TN 37601 United States of America</p> <p>http://www.provestra.com</p>		<p>1 Month \$49.95</p> <p>2 Months \$84.95</p> <p>3 Months \$119.95</p> <p>4 Months \$154.95</p> <p>5 Months \$189.95</p> <p>6 Months \$224.95</p>
HerSolution™	<p>Leading Edge Health c/o 129 Roweland Drive Johnson City, TN 37601 United States of America</p> <p>http://www.hersolution.com</p>		<p>1 Month \$49.95</p> <p>2 Months \$84.95</p> <p>3 Months \$119.95</p> <p>6 Months \$194.95</p>
Lyriana	<p>Melliora LLC</p> <p>http://www.lyriana.com/female-enhancement-pills</p>		<p>1 Month \$59.95</p> <p>3 Months \$99.95</p> <p>6 Months \$149.95</p>




Anti-Aging

Competitor Product Name	Company Name & Information	Competitor Product Branding	Pricing
Regenisis™	<p>http://www.antiaginghghpills.com</p> <p>Dr. Lawrence Dornan, member of the American Academy of Anti-Aging</p> <p>Featured in Time, Newsweek, NYC Times and GQ</p>		<p>1 Mth\$49.95</p> <p>2 Mths\$99.90</p> <p>3 Mths\$149.95</p> <p>4 Mths\$199.80</p> <p>5 Mths\$239.75</p>

			6 Mths \$269.95
Antagex	Natural Herbal Products http://www.antiagingforhealth.com		1 Mth\$35.00 2 Mths\$65.00 3 Mths\$90.00 6 Mths\$140.00
Resveratrol	http://anti-aging-pill.com		1 Mth\$39.00 3Mths\$99.00 6 Mths\$179.00

Athletic Performance

Competitor Product Name	Company Name & Information	Competitor Product Branding	Pricing
HGH	http://www.hghenergizer.com/  Important role in multiple body functions from growing muscle to boosting the immune system. However, as we age, HGH levels tend to deteriorate, but they don't have to. Weight Loss, Muscle Growth	 Human Growth Hormone is one of the hottest health subjects in the media, but many don't understand it. Recent studies suggest that Healthy HGH Levels play an important role in multiple body functions from growing muscle to boosting the immune system. However, as we age, HGH levels tend to deteriorate, but they don't have to.	6 Month Supply - HGH Energizer \$299.95 \$149.95 (Buy 3 Month Supply & get 3 FREE) 3 Month Supply - HGH Energizer \$149.95 \$99.95 (Buy 2 Month Supply & get 1 FREE) 1 Month Supply - HGH Energizer \$49.95

Yellow Bullet	http://www.ephedrine-pills.com		1 Bottle - \$39.99 2 Bottles - \$37.99 (per bottle) 3+ Bottles - \$33.33 (per bottle)
Lipodrene Ephedra	Hi-Tech Pharmaceuticals http://www.ephedrine-pills.com/lipodrene-ephedra.html		1 Bottle - \$39.99 2-3 Bottles - \$38.49 (per bottle) 4-5 Bottles - \$33.99 (per bottle) 6+ Bottles - \$30.99 (per bottle)
Tonalin CLA	Dymatize http://www.i-supplements.com/dymatize-tonalin.html CLA has time and time again been shown to play a key role in the battle for increased muscle tone and reduced fat. Often overlooked as fat loss supplement due to the popularity of thermogenic formulas, CLA is a safe and stimulant free alternative approach to fat loss and has been featured on the hit TV program Dr. Oz.		\$16.99 2/\$32.99