



MEDIA RELEASE

Statistics Reveal Loss Of Libido Hits All-Time High For Women Of Any Age

With proven physical and psychological elements causing a decrease in libido, new product launches to meet women's need to increase desire.

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St. Charles, IL— Fatigue, constant responsibility, the dual demands of work and home, even the difficulty of maintaining a healthful diet during a busy schedule, can all have detrimental effects on sexuality. When women add that to ongoing hormonal changes, emotional changes, medications (such as antidepressants and birth control pills), stress, and aging, it's no wonder so many women find their sex life at the bottom of their priority list. In fact, low libido is one of the most common complaints among women today. Research statistics shows that one third to one half of all American women, regardless of age, report that they experience some difficulty with sex. In response, Lyriana (www.lyriana.com), a clinically proven, all natural topical gel designed to increase libido and sexual pleasure, has been introduced to the American market with rave reviews.

"Hormonal imbalance is a huge factor affecting a woman's ability to feel desire, particularly as she moves into the menopausal years," states Chris Guill, President of Lyriana (www.lyriana.com). "Other hormonal changes can occur in a woman's body at any age, which decrease estrogen levels causing the vaginal tissues to thin leading to dryness or irritation."

The factors altering a woman's hormonal balance include physical and psychological factors such as emotions, medications, stress, fatigue and aging. Guill adds, "All of these factors can lead to disruption in the complex relationship between a woman's physical and psychological manifestation of desire."

Disruptions such as anti-depressants or even contraceptive drugs can have a huge impact on a woman's sex drive. Anti-depressants, called Selective Serotonin Re-uptake Inhibitors (SSRIs), have been noted to negatively affect women's libidos and sexual functions. Women taking SSRIs have noticed a decrease in arousal, an increase in vaginal dryness and even difficulty reaching orgasm.

The contraceptive pill has been linked to a number of side effects (such as migraines, blood clots and weight gain). However, recent studies have proven that another side effect is prominent when taking the pill. Those studies show that contraceptive drugs decrease testosterone levels, which plays a critical role in women's libido, slowing down the production of hormones in the ovaries and raising levels of sex hormone binding globulin (SHBG).

Lyriana is designed to not only enhance sexual pleasure, but also to help the body repair the delicate tissues and membranes surrounding the genitalia, alleviating discomfort for females experiencing vaginal dryness. Lyriana is the only worldwide patented formula with the active ingredient, Visnadin that promotes blood circulation, sexual stimulation, and natural lubrication of the vaginal wall. Visnadin is a natural product extracted from the Amm Visnaga plant, known to Egyptian medicine as an antispastic and vasodilatory substance.

For more information regarding Lyriana, please visit <http://www.lyriana.com> or phone 800-933-3640.

About Lyriana—The female libido enhancing topical gel, called Lyriana, has been clinically tested and evaluated to maximize results in treating the symptoms associated with different forms of female sexual dysfunction. Lyriana was developed by Indena S.P.A. of Milan, a privately owned Italian company dedicated to the research, development, and production of active ingredients derived from plants for use in pharmaceutical, health, and cosmetic industries. Indena is made up of 700 employees and operates in over 40 countries worldwide. Indena has successfully developed anti-cancer treatments and products to treat dysfunctions of the central nervous system. With over 80 years of expertise in botanical science, Indena has become one of the world's leading companies in the research and production of standardized plant-based extracts and active ingredients. For additional information about Lyriana, female sexual dysfunction, or Indena S.A., please visit <http://www.lyriana.com> or call 800-933-3640.

