

**FEMALE AROUSAL AND ORGASMIC COMPLAINTS IN A
DIVERSE CANCER POPULATION TREATED WITH ZESTRA: A
TOPICAL APPLIED BLEND OF BOTANICAL OILS**

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Acknowledgements

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Innovus Pharma's Overview

Commercial Products:

- **Zestra[®]**- Superior topical product to increase arousal, desire and satisfaction in women
 - ❖ Only commercially available and clinically proven product in over 276 women with FSI/AD (a large & growing unmet market)
 - ❖ Zestra[®] is a superior female sexual satisfaction solution for consumers and health care professionals
 - ❖ Commercially available in the USA and Canada through large retailers, drug wholesalers and online
- **EjectDelay[™]**- Topical treatment for Premature Ejaculation (PE)
 - ❖ Launched in Q2 2014 online in the US
 - ❖ Extending availability to large retailers and drug wholesalers in H2 2014
- **Sensum+[™]**- Topical product to increase penile sensitivity
 - ❖ First partnership signed with Ovation Pharma for Morocco and expecting first commercial batch delivery in Q4 2014
- **Zestra Glide[®]**- Water based lubricant for women
 - ❖ Only water based lubricant with high viscosity to allow long lasting activity

Company Background

- Headquartered in La Jolla, California, is an emerging pharmaceuticals company that delivers innovative health solutions through its OTC medicines and consumer and health products
- Innovus is dedicated to providing solutions based on real science
- Products: Ejectdelay, Circum serum
- Mission:
 - Innovus Pharma's mission is to in-license, acquire or develop over-the-counter and consumer healthcare products designed for in-home treatment of medical conditions and ailments to help people take care of themselves and their families in order to live healthy lives



A Commercial High Value Asset

- Zestra[®], acquired in end of 2013, is the only clinically-proven **COMMERCIALLY SOLD** consumer care product with statistically significant clinical efficacy in women with FSI/AD, a disorder estimated to affect 10 million women
- Over **11 MILLION DOSES** of Zestra[®] have been sold
- Zestra[®] is **WOMEN APPROVED**:
 - 92% of users said that they would recommend to a friend and 78% said they would use it again
 - Zestra[®] is currently being sold in retailer such as **Walmart** and through distributors such as **McKesson**, and **Cardinal Health**.
- **EXCELLENT SAFETY PROFILE**: 2 in 1 million reported minor adverse events from over 11 million doses sold since launch
- Zestra[®] **PATENT PROTECTED** until 2021

Zestra



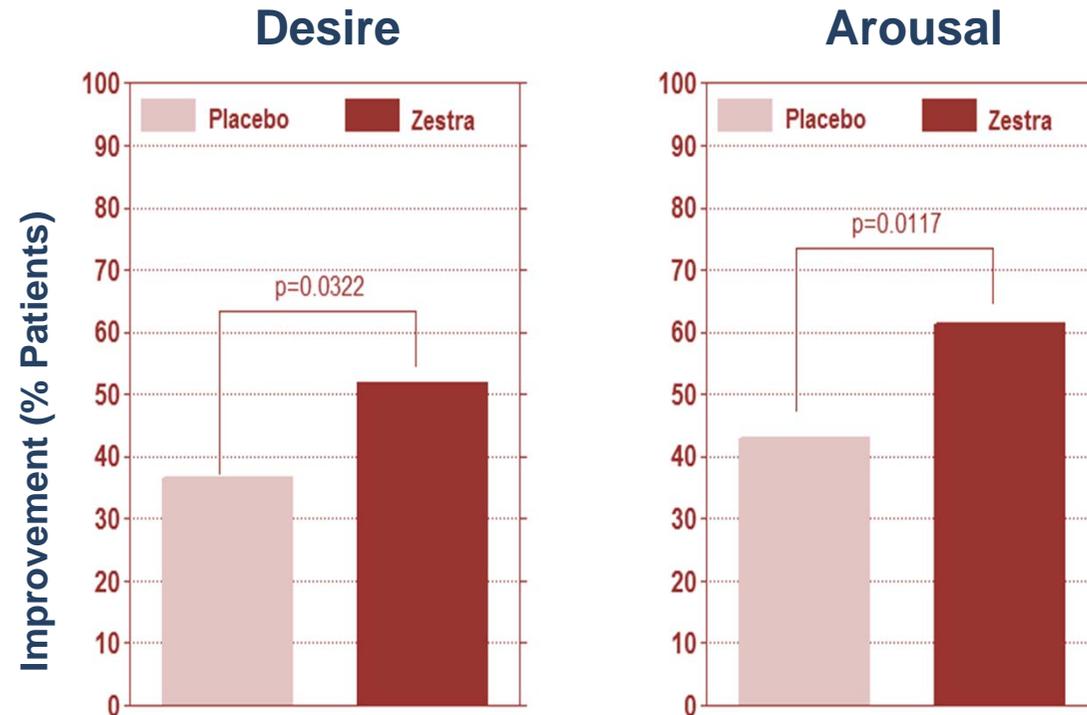
Each Zestra packette is filled with essential oils.

- Patented blend of:
 - Borage seed oil
 - Evening primrose oil
 - Angelica root extract
 - Coleus forskohlii extract
- Designed to increase sexual sensation, arousal and pleasure
- No drug/ drug interactions
- Topically applied:clitoris and outer genital areas
- Only AE in trials: skin irritation-greatest on mucous membrane

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- Two clinical studies are in the published medical literature that support its use in clinical sexual medicine treatment paradigms.

- Ferguson, David M. , Singh, Gita S. , Steidle, Christopher P. , Alexander, J. Steven , Weihmiller, Mary K. and Crosby, Martin G.(2003) 'Randomized, Placebo-Controlled, Double Blind, Crossover Design Trial of the Efficacy and Safety of Zestra for Women in Women With and Without Female Sexual Arousal Disorder', Journal of Sex & Marital Therapy, 29: 1, 33 — 44
- Ferguson, David M. , Hosmane, Balakrishna and Heiman, Julia R.(2010) 'Randomized, Placebo- Controlled, Double-Blind, Parallel Design Trial of the Efficacy and Safety of Zestra® in Women With Mixed Desire/Interest/Arousal/Orgasm Disorders', Journal of Sex & Marital Therapy, 36: 1, 66 — 86

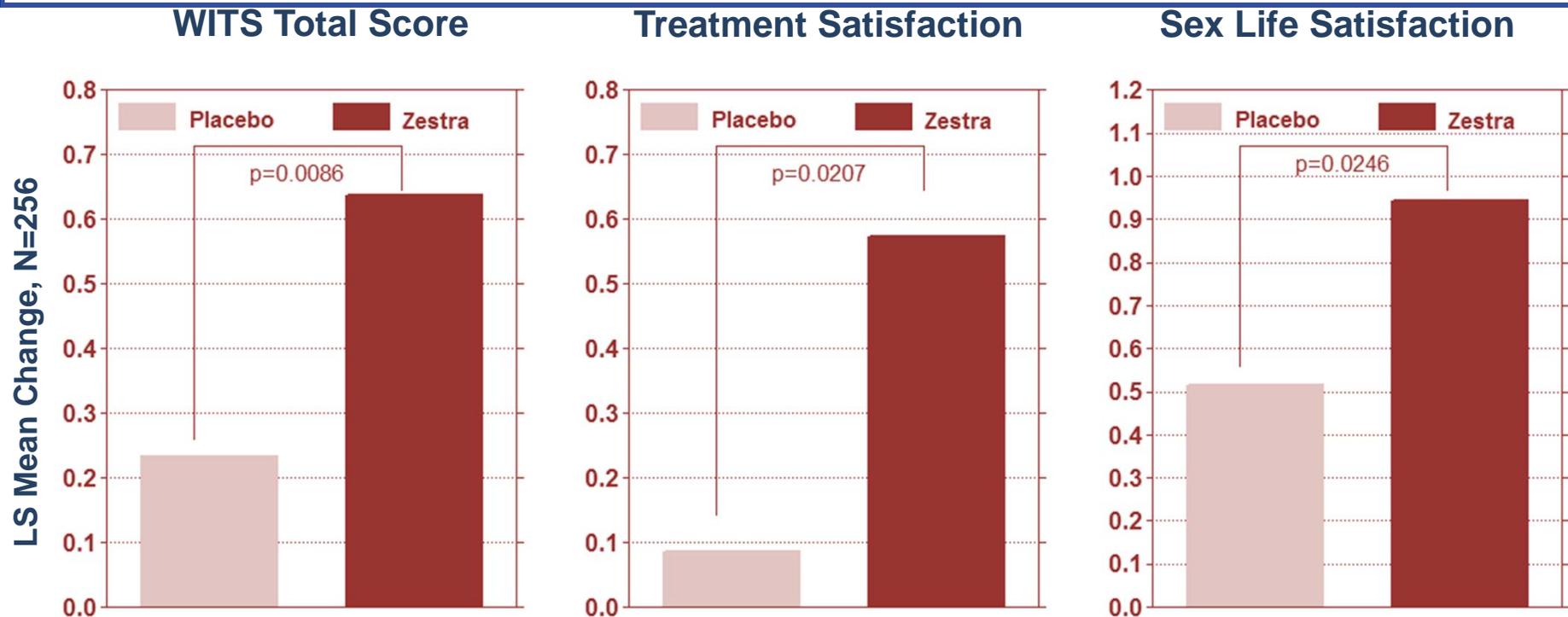
Zestra[®] Clinical Efficacy: Primary Endpoint Female Sexual Function Index (FSFI)



Zestra[®] Induced a statistically significant increase in Desire and Arousal in women using the product as compared to placebo

**2003 & 2007 Zestra[®] Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010*

Zestra[®] Clinical Efficacy-Secondary Endpoint Women's Inventory of Treatment Satisfaction (WITS)



- Women using Zestra[®] were 6 times more satisfied with their treatment as compared to placebo
- Women using Zestra[®] were twice more sexually satisfied as compared to placebo

**2003 & 2007 Zestra[®] Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010*

Patient Experience

- Patients report importance of
 - All natural ingredients
 - Non hormonal nature of the product
 - No drug interaction
 - No concern with cancer treatment interaction
- Can be used on nipples as well for increased sensation
- Only mild genital burning is the only AE
- Topically applied to clitoris, mons, or outer vaginal area

Material and Methods

- We present a case series of 10 women who presented with self reported delayed arousal and poor orgasmic response and decreased orgasmic intensity
- Patients were evaluated and assessed using a standardized protocol previously described by a sexual medicine gynecologist.

Results

- Patient demographics included median age of 55.4 years.
- Cancers: Breast, rectal, uterine, ovarian and lung.
- All women were diagnosed by strict criteria to have genital syndrome of menopause
- Marital status
1 single 1 divorced 8 married
- All women were sexually active with a functional partner.



- **Hormone Ranges**

- 7/10 women had normal hormones
- though the majority had testosterone levels in the lower one third.
- All women had Estradiol levels in the menopausal

- **Local Products**

- 10 on vaginal moisturizers
- 10 on lubricants
- 3 on Estradiol cream
- 1 on DHEA suppositories.

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- At 4 week follow up, all patients reported

Efficacy with improved

- Intensity of orgasmic response
- Decreased latency of time to achieve orgasms
- Improved sexual experience and satisfaction

Conclusions

- Treatment for malignancy impacts
 - genital arousal and orgasmic function
- Several OTC products that purport to improve sexual satisfaction for women.
- All women treated in this case series reported
 - increased intensity of orgasmic response
 - decreased latency to orgasm
- Further randomized clinical trial study with standardized screeners and questionnaires with set endpoints is necessary to establish the generalizability of these preliminary case findings are planned and underway