

PM LifePro^{Max} for Women: Take Control of Your Own Sexual Wellbeing
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There is a common presumption that older women are less sexually active and have a lowered libido, particularly after menopause. There is some truth to this conception – population studies show a significant, steady decline in sexual arousal, sexual interest and the frequency of sexual activity when assessing women from the early stages of menopause through to the post-menopausal phase [1, 2]. Yet in spite of the high prevalence of sexual problems and normal changes in the physiology of the sexual response incumbent with increasing age, sexual retirement is not mandatory for older women.

Far from it!

Sexual activity represents an important form of communication and expression in any relationship. It is therefore not surprising that a high proportion of women remain sexually active until advanced old age despite a decreased sexual response [3]. To this end, LifePro^{Max} for Women has been designed to help mature members of the fairer sex regain some of their fire...

How LifePro^{Max} Can Help

LifePro^{Max} for Women differs from other products on the market in that it is a treatment for ongoing sexual health – not just a libido enhancer. The unique combination of ingredients in LifePro^{Max} is designed to rejuvenate libido and sexual function in a balanced, controlled manner in what can otherwise be a tumultuous time in menopausal women's lives. During menopause, the ovaries begin to function erratically. A woman's monthly cycle becomes less predictable, periods begin to skip and, eventually, cease altogether as the ovaries effectively cease to produce progesterone and the oestrogens, oestradiol and oestriol. The resultant fluctuations in hormonal balance may then lead to a host of unwanted side effects – around two-thirds of women will

experience vasomotor symptoms such as hot flushes and night sweats. Other common symptoms include accelerated bone loss, urogenital atrophy, urinary tract infections, incontinence, vaginal dryness, sleep and mood disturbances, sexual dysfunction, decreased libido and loss of skin elasticity [4, 5]. It is little wonder that sexual activity may not be foremost on their minds.



LifePro^{Max} for Women contains Epimedium sagittatum, which has been used traditionally as an aphrodisiac and sexual performance enhancer in Chinese medicine for thousands of years. Epimedium sagittatum contains the phytoestrogen, icariin, which has been shown in numerous studies [6-8] to cause the relaxation of cavernosal smooth muscle cells such as those in the female clitoris. The downstream effect of this smooth muscle relaxation is increased clitoral blood flow, size and sensitivity, culminating in increased female sexual arousal.



Chasteberry is also included in the LifePro^{Max} formula for its recognised ability to help regulate the female hormonal cycle and minimise the occurrence of many undesirable symptoms associated with PMS, menstruation and menopause [9]. By helping restore balance to women's hormone levels and decreasing the incidence of symptoms such as headaches and mood swings [10-12], chasteberry can effectively promote sexual response, mood and health among women.

Vitamins B9 and B12 are also included in the LifePro^{Max} formula to improve energy levels, help maintain the patency of the circulatory and nervous systems and promote vitality for the maintenance of a healthy sex life.



Also included in LifePro^{Max} is Panax ginseng, a clinically proven immunomodulator [13, 14] which may help protect the body from disease as well as promote libido. Along with tyrosine, ginseng may help

during times of stress and undue fatigue [15-18].



Sex is an important part of life. As our bodies change and mature, so to do our sexual needs and responses. For women during menopause, hormonal levels may be so erratic that while sexual activity may still form a central part of their relationships, physically, it can be harder to manage. LifePro^{Max} for Women is designed to help restore balance, empowering women to take control of their own sexual health, performance and wellbeing.

References

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