GUNA’s Pharmacology Insights for Sexual Wellness: love, sex and their molecules.

New possibilities from Low Dose Medicine.

Alessandro Perra, Scientific Director of Guna-Italy

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Why 2 Guna Mars and Guna Venus for sexual disorders

• 19% of WOMEN of childbearing age and 40% of women who are going through menopause present sexual disorders especially in terms of sexual desire and excitation (Laumann et al, 1994 – Rosen et al. 1993).

• 33% of adult MEN present sexual disorders (especially premature ejaculation) with a prevalence of erectile dysfunction (14%).

• and... maybe much more.
Why 2 Guna Mars and Guna Venus for sexual disorders

✓ Because understanding the biological bases of love and sex will help millions of men and women who are not able to fall in love or for love suffer or will help them to live their emotions and sex life more serenely and intensely.

✓ Because today we can handle the molecules of love and sex.

✓ Because today we know many aspects of the chemistry of love and knowing and understanding the biological bases of love will not take off fascination from it.

✓ Because for love and sex we enjoy or die or become sick.

From where we have started at Guna Laboratories...

• 2 Meds active both on mind and body (PNEI Network)

• 2 Meds able to act on all the sex’s phases

• Different sexuality of women and men

• Centrality of Dopamine and Oxytocine
2 Meds able to act on all the sex’s phases

DESIRE AND ATTRACTION

DIFFERENT SEXUALITY OF MEN AND WOMEN

DOPAMINE

OXYTOCIN
Neuro-chemistry of sex attraction

What do food, sex and drugs have in common?
Neuro-chemistry of sex attraction

Food, sex and drugs stimulate mesolimbic* DOPAMINERGIC neurons.

*Limbic System: part of the brain that controls emotions, mood and passions

DOPAMINE

• Attention
• Motivation
• Desire and attraction
• Passion
• Reward
• Disinhibition

• Exaltation
• Euphoria
• “Delirium”
Activation of mesolimbic dopaminergic neurons by drugs

- HEROIN
- COCAINE

- GABA
- Re-uptake of Dopamine

Activation of mesolimbic dopaminergic neurons by natural stimuli

- FOOD
- SEX

Nucleus accumbens

DOPAMINE
Trend of Vasopressin during the different phases of sex in MALE AND FEMALE SUBJECTS

Male subjects

Female subjects
Trend of Epinephrine and Norepinephrine during the different phases of sex in **MALE AND FEMALE SUBJECTS**

- **Male subjects**
- **Female subjects**

Trend of Prolactin during the different phases of sex in **MALE SUBJECTS**
EVERY DISEASE IS THE EXPRESSION, THE CONSEQUENCE OF CHANGED CONCENTRATION OF MESSENGER MOLECULES
HEALTH

DISEASE

HYPER-CONCENTRATION

10^{-6}

4C – X6

PHYSIOLOGICAL CONCENTRATION

10^{-15}

HYPO-CONCENTRATION

DISEASE

GUNA MARS and GUNA VENUS are natural, innovative, easy to use and have no side effects: a discovery of Italian Research in the field of Molecular Biology and Sexology and their effectiveness and safety profiles are demonstrated by clinical trials.

GUNA-VENUS AND GUNA-MARS

- Efficacy proven by clinical studies
- No known side effects
- Easy to use
- Excellent compliance
GUNA-MARS
Clinical evaluation

Lupardini M. - Mars and venus: the low dose mediators of sexuality managing the hypoactive sexual desire disorder (HSDD) with the aid of physiological regulating medicine. Physiological Regulating Medicine 1/2010: 24-31

• Clinical single blind randomized controlled trial.
• Group verum: 15 men (age 42-58)
• Group placebo: 15 men (age 42-58)
• Evaluation at time zero and after 2 months as per recommendations in the International Index of Erectile Disfunction (IIEF-15)
• Diagnose evaluation: lack of sexual desire, erectile dysfunction, orgasm disorders, reduced sexual satisfaction during intercourse, reduced wellbeing
## GUNA-MARS

<table>
<thead>
<tr>
<th>Tested parameters</th>
<th>Mean increase with placebo</th>
<th>Mean increase with verum</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELL-BEING</td>
<td>5.0%</td>
<td>38.7%</td>
</tr>
<tr>
<td>SEXUAL DESIRE</td>
<td>5.8%</td>
<td>44.1%</td>
</tr>
<tr>
<td>ERECTILE FUNCTION</td>
<td>2.5%</td>
<td>19.6%</td>
</tr>
<tr>
<td>ORGASM</td>
<td>4.0%</td>
<td>15.0%</td>
</tr>
<tr>
<td>SEXUAL SATISFACTION</td>
<td>4.9%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

Improvement, expressed in % increase, of the parameters tested in the trial.
Clinical single blind randomized controlled trial
• Group verum: 15 women (age 34-51)
• Group placebo: 15 women (age 34-51)
• Evaluation at time zero and after 2 months as per recommendations in the *Female Sexual Function Index (FSFI)*
• Diagnose evaluation: lack of sexual desire, excitation disorders, reduced lubrication, orgasm disorders, reduced sexual satisfaction during intercourse, pain experienced during intercourse.
<table>
<thead>
<tr>
<th>Tested parameters</th>
<th>Mean increase with placebo</th>
<th>Mean increase with verum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arousal</td>
<td>5.3%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Sexual Desire</td>
<td>1.8%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Pain</td>
<td>0.0%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Lubrication</td>
<td>3.7%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Orgasm</td>
<td>6.8%</td>
<td>40.3%</td>
</tr>
<tr>
<td>Sexual Satisfaction</td>
<td>5.6%</td>
<td>62.3%</td>
</tr>
</tbody>
</table>

Improvement, expressed in % increase, of the parameters tested in the trial.
GUNA MARS E GUNA VENUS: THE FIRST DRUGS IN THE WORLD TO BE EFFECTIVE ON THE ENTIRE SEXUAL FRAMEWORK

GUNA-VENUS: USES

- Lack of sexual desire
- Decreased sexual arousal
- Discomfort during sex
- Vaginal dryness

GUNA-MARS: USES

- Lack of sexual desire
- Decreased sexual arousal
- Decreased male sexual satisfaction
- Inability to maintain erection
**GUNA-MARS and GUNA-VENUS**

**DIRECTIONS**

1 dose* a day -preferibly in the evening-
usually 30 mins before or 1 hour after eating, daily, for 2 months.

*Take the tube and turn the white milled cap. You could meet some resistance: in fact, every tube is sealed to guarantee its integrity. If you have difficulties, try to move the white milled cap back and forth, after which turn to open it.
Once you opened the tube, pull out the transparent wrapping, remove the white cap and pour the granules content under the tongue.

**Guna Mars and Guna Venus**

Wrap up in few words

Sexual Wellness, Sex Drive, Sex enhancement booster, Arousal, Sexual Desire, Intensity, Sexual Satisfaction, Well-being, Couple relationship, Natural, No side effects, Easy to use, Efficacy proven by clinical studies, Excellent compliance.
References

Lupardini M. - Mars and Venus: the low dose mediators of sexuality managing the Hypoactive Sexual Desire Disorder (HSDD) with the aid of Physiological Regulating Medicine. Physiological Regulating Medicine 1/2010: 24-31


Gessa GL. – I neurotrasmettitori dell’attrazione sessuale. MTD – It J Addict 30 – Marzo 2001


http://www.reuniting.info/science/dopamine_separation_after_orgasm

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