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For immediate release

A CREAM TO MAKE MEN (AND WOMEN) HAPPY ☺

Erectile Dysfunction

Erectile Dysfunction (ED) is defined as the inability to achieve or maintain an erection sufficient for satisfactory sexual performance. It has been concluded that age is the single most significant physiological factor affecting erectile function, and hence this condition is observed more commonly in older men. The presence of ED is found in men as early as in their thirties:

'A population based cross sectional study of 729 men aged 30 and above in Singapore was conducted...Overall, 51.3% of the respondents reported some degree of erectile dysfunction...The prevalence of ED increased from 42.8% for men in their forties to 77.4% in their sixties.' (*Singapore Medical Journal 2003 Vol 44(I): 020*)

There are often misconceptions and social stigmas surrounding ED, which unfortunately cause many men not to seek help when faced with the condition. Some may think that ED is related to their lack of manhood. Others may believe that ED is an inevitable by-product of old age.

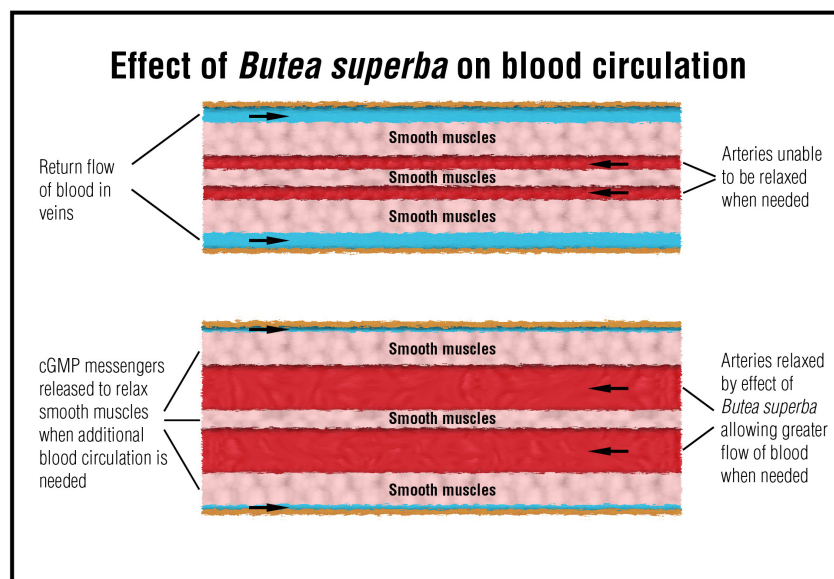
As Singapore faces a growing graying population, ED inevitably becomes a significant health problem with an increasing number of sufferers who can be as young as in their thirties. This would mean that the problem of ED is more common and critical than the average man on the street might think.

What Causes Insufficient Firmness?

The penis comprises a spongy mass of tissues perforated with blood vessels. The latter are normally in a constricted state, resulting in restricted blood circulation. Upon sexual arousal, the penis releases cGMP messengers which relax the blood vessels, allowing more blood to rush through them. The resulting engorgement of the penis also causes the veins that are situated on the surface to be compressed, hindering the return flow of blood, thereby keeping the penis firm.

After orgasm, the penis releases an enzyme called PDE-5. This enzyme breaks down the cGMP messengers, causing the blood vessels to return to their constricted state. This results in the penis becoming flaccid again.

With ageing, some men tend to accumulate higher levels of PDE-5 permanently in their blood vessels. The accumulated PDE-5 will prematurely break down the cGMP messengers released during arousal, thereby reducing blood circulation and preventing a firm and sustained erection.





***Butea superba* and How It Works**

Nature has been kind to men - A herb known as *Butea superba*, known to exist only in Thailand, has been trusted by Thai men for centuries as the weapon of choice against ED to improve male vitality. *Butea superba* has no documented side effects.

Scientists believe that *Butea superba* extract helps reduce the PDE-5 enzymes to youthful levels and hence allows the blood vessels to relax when a firm erection is needed (*Please refer to Annex A for abstracts taken from published articles on Butea superba.*)

Unfortunately, the full potential of this amazing herb *Butea superba* has never been realised till ANDRO[®] Cream For Men was developed. *Butea superba* has traditionally been available in the form of brewed concoctions or in pill form. The disadvantage of the oral route is that active components become subject to metabolism within the gastrointestinal tract before being assimilated into the bloodstream. This process brings about dilution of the active component, ultimately resulting in a low concentration of *Butea superba* reaching the penis for the desired effect.



ANDRO[®] Cream For Men

ANDRO[®] Cream For Men is specially formulated with 10% *Butea superba* extract, the highest concentration in the market. Built upon Lynk Biotechnologies' proprietary Transdermal Technology platform (see Annex B), the product brings a high concentration of *Butea superba* extract through the skin directly into the tissues of the penis. This allows the maximum concentration of *Butea superba* to be brought to where it is needed without the unwanted effects on other parts of the body.

ANDRO[®] Cream For Men provides a permanent solution to most forms of ED within two to four weeks of application. However, to combat the natural effects of aging, continued usage of ANDRO[®] Cream For Men is necessary for maintenance of youthful vitality.

ANDRO[®] Cream for Men retails at \$69 and is available at Guardian, Unity and Watsons outlets, as well as selected independent pharmacies and TCM stores.

Visual References



ANDRO® Product Shot



***Butea superba* tuber**



About LYNK Biotechnologies

Lynk Biotechnologies was spun-off from the National University of Singapore in 2000. It was founded by Dr. Lee Chee Wee, an Associate Professor of the Yong Loo Lin School of Medicine, National University of Singapore. Dr Lee is currently CEO and Director of Lynk. Lynk specialises in the development of innovative and effective healthcare products through the use of a proprietary Transdermal Technology. Lynk has a team of experienced and dedicated researchers, and also possesses state-of-the-art manufacturing capabilities. Besides ANDRO[®] Cream For Men, other flagship products of the Company include TGC (Transdermal Glucosamine Cream) and Oestro Cream.

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Lynk Biotechnologies website: www.lynkbiotech.com

ANDRO[®] Cream for Men website: www.androformen.com

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Annex A

Articles Relating to Andro Cream For Men

Butea Superba

Andro Cream for Men contains *Butea Superba* extract as an active ingredient. *Butea Superba* is a native herb in the family Papilionaceae, that is known to exist only in Thailand. It has been consumed for centuries as a nutritional supplement to improve male vitality. Scientists believe that *Butea Superba* extract helps blood vessels relax when enhanced blood circulation is needed. *Butea Superba* has no known side-effects.

Articles

1. Clinical trial of *Butea superba*, an alternative herbal treatment for erectile dysfunction

W. Cherdshewasart, N. Nimsakul

Asian J Androl 2003 Sep; 5: 243-246

Abstract: Aim: To study the effect of *Butea superba* on erectile dysfunction (ED) in Thai males. Methods: A 3-month randomized double-blind clinical trial was carried out in volunteers with ED, aged 30 years ~ 70 years, to evaluate the therapeutic effect of the crude preparation of *Butea superba* tubers on ED. Results: There was a significant upgrading in 4 of the 5 descriptive evaluations of the IIEF-5 questionnaire. Estimation of the sexual record indicated that 82.4 % of the patients exhibited noticeable improvement. Haematology and blood chemistry analysis revealed no apparent change. Conclusion: The plant preparation appears to improve the erectile function in ED patients without apparent toxicity.

URL: http://www.4avela.com/artiles/Clinical_trial_of_Butea_superba.pdf

2. Effects of Long-term Treatment of *Butea superba* on Sperm Motility and Concentration

Chainarong Tocharusa, Rattima Jeenapongsaa, Thanasak Teakthonga, Yuthana Smitasirib

Naresuan University Journal 2005; 13(2): 11-17

Abstract: *Butea superba* has been used to enhance sexual performance in men with unknown long-term effects on spermatozoa. This study aimed to investigate effects of chronic treatment of *B. superba* on sperm motility and concentration in rats and mice in correlation with testicular damage. Adult male rats and mice were orally administered distilled water or *B. superba* alcoholic extract (0.01, 0.1 or 1.0 mg/kg BW/day) for 6 months. At the end of the treatment the animals were sacrificed and their spermatozoa recovered from the distal cauda epididymis were analyzed for sperm concentration and motility in vitro. The testes were processed for histological examination. The results show that long-term treatment with *B. superba* extract significantly increased the sperm concentration and delayed the decreased motility with time. None of signs of sperm anomalies and testicular damages were observed. This suggests that chronic use of *B. superba* increases the sperm motility in vitro while produces no changes on sperm morphology. Therefore, chronic use of *B. superba* alcoholic extract may be useful in fertilization.

URL: [www.nu.ac.th/nu_journal/pdf/journal/13\(2\)11-17.pdf](http://www.nu.ac.th/nu_journal/pdf/journal/13(2)11-17.pdf)



Annex B

Why Transdermal?

Water-soluble drugs are normally not able to cross the skin as the skin is a natural barrier to water. Hence they are traditionally made in an oral form to be absorbed into the blood stream through our digestive system.

When consumed orally, these drugs get metabolised by the digestive system resulting in only a small proportion finally reaching the blood stream. Furthermore, high dosage of certain drugs may cause distress to our gastrointestinal tract.

Lynk Biotechnologies has developed a breakthrough transdermal delivery platform that enables water-soluble drugs to be carried through the skin directly into the blood stream.

Using this technology, *Butea superba* extract (a water-soluble compound) has been incorporated into ANDRO[®] Cream For Men at 10% concentration for targeted delivery to the tissues of the penis where it is needed.