Most manufacturers and retailers of natural products can attest that despite social advances that might indicate otherwise, women are still the primary shoppers for the family, especially when it comes to supplements and medical treatments. Presumably because of this, women are perhaps more open to discussing issues of health than men might be.

So when it comes to sensitive subjects like benign prostatic hyperplasia (BPH), or the enlarging of the prostate, and erectile dysfunction (ED), retailers are wise to keep in mind not only the personal nature of the matter, but the prevalence of these issues and how they can best help their customers in a tactful, informative manner.

BPH

Though often kept private by those who suffer from it, BPH affects more than half of men in their 60's and as many as 90 percent of men in their 70's and 80's, according to the National Kidney and Urologic Diseases Information Clearinghouse (NKUDIC).

“These statistics demonstrate a steady number of men who may desire supplemental support for prostate health.”

Hitting Below the Belt

Targeting Natural Treatments for BPH and ED

BY MELISSA KVIDAHL
“People are looking to self treat rather than spend huge amounts of money on co-pays for patented drugs. We like to say sales have risen with virility!”

—Lauren Clardy, Vice President, Sprunk-Jansen, LLC
Men's Health

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have unwanted side effects, but can also result in psychological dependency, Tallman continued. "This is not so bad for men who suffer from full-blown erectile dysfunction, but for the millions of men who use these drugs for an extra boost in their sexual performance and confidence, this can be a very damaging side effect," he said.

Men who seek help with ED through the use of a natural product or supplement, however, experience no such dependency because supplements are not intended for a "quick fix." Because they are taken daily, Tallman noted, they offer an overall boost in sexual performance and confidence, and there is no need to take a pill right before a sexual encounter and risk psychological dependence.

LIFE SPAN Labs' 112 Degrees for sexual performance contains bute superba for increasing sexual vigor; tribulus terrestris, an Indian plant used to support production of steroid hormones; panax ginseng for the increase of nitric oxide and the improvement of erectile functions; and acai as a source of antioxidants.

Also supporting the production of healthy sex hormones is Jarrow's UpDrive libido formula. Containing horny goat weed, fenugreek extract and maca root, it also promotes greater adrenal health and faster recovery.

From Sprunk-Jansen is Masculine, which taps into the abilities of main active ingredient asafetida, a sex enhancer that works by dilating blood vessels and thereby allowing more blood to flow. Masculine is a once-a-day tablet that reduces fatigue while promoting energy, improves overall libido and performance, and increases sperm count, Clancy said.

Yet retailers beware: according to Tallman, the best thing retailers can do for their shoppers is remain proactive in the search for quality products. "This category is notorious for unscrupulous business practices and companies who will do or say anything to sell their products," he warned, noting that retailers should always check that the product was manufactured in a verified GMP facility, was tested for purity, and that the research and spokespeople for the product can offer reputable science. "Don't be afraid to promote this category," encouraged Tallman. "Although this will always be somewhat of a sensitive category requiring tact and care in promoting, it is a huge market, and becoming a trusted retail resource for products in the category could be quite profitable." VR

For More Information:

- Health Plus Inc., (909) 627-9393
- Jarrow Formulas, (310) 204-6936
- LIFE SPAN Labs, (503) 292-0537
- Nature's Healthy Supplements, Inc., (888) 768-3836
- Sprunk-Jansen, LLC, (888) 9-SPRUNK

RECLAIMING DIGESTIVE HEALTH

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preservatives," said Misty Householder, Pflueger, marketing manager. "These toxins can cause indigestion, constipation and diarrhea to name a few symptoms. By using Pflueger USA and Derivatio together, digestive disorders will be comprehensively treated."

On the Horizon

Health Plus' Kohli said overall, the company has been intrigued by certain phytochemicals in broccoli/broccolli sprouts and potential to thwart H. pylori in the gut. "but we are waiting for more scientific validation," he added.

Lisa Peterson Love, marketing director with Sedona Labs, said the company would like to see more of the probiotic research focused on functional digestive disorders like constipation and bloating and detoxification of the colon.

"Colon detox can mean anything from a straight laxative to herbs that help colonic health to probiotics and prebiotics that support normal, ongoing detoxification of the colon. Good research on this area is needed," Love said.

For National Enzyme Company, improvements in blended formulas will be most notable. "Enzyme blends to target specific digestive issues will continue to grow as we learn more about the causes and effects of those digestive challenges," said Dockery. "Unique enzyme blends will also be formulated to enable our bodies to better utilize the macronutrients and micronutrients that are important to good health. Probiotics continue to be very popular and specific blends of probiotics will probably eventually take prominence as we uncover more about how specific microorganisms interact together in the body."

Also, Dockery added, in our quest to make the most of what we do eat, we should see an increase in products especially formulated to enhance the bioavailability/bioaccessibility of particular nutrients. VR

For More Information:

- Deerfield Enzymes, (770) 919-8307
- Enzymedica, (941) 505-5565
- Health Plus, Inc., (800) 822-6225
- JIVA Supplements, (800) 517-7608
- Maximum Living, (800) 445-2345
- National Enzyme Company, (417) 546-4796
- Pflueger USA, (877) 735-8672
- Sedona Labs, (888) 816-6804
- Specialty Enzymes & Biochemicals, (909) 613-1660

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