



## **VIAGRA COSTS RISE 20 PERCENT: WHAT'S A GUY TO DO?** *"SEXPERT" GENIE JAMES OFFERS HEALTHY, LOWER-COST ALTERNATIVE*

**JACKSONVILLE, Fla. (April 20, 2009)** – As drug companies and hospitals aggressively increase prices to boost revenue, consumers are already crying foul over the higher cost of their prescriptions. According to a new report in the Wall Street Journal, drug makers are raising prices on medications like Viagra by 20 percent, according to data from Credit Suisse. The move comes just as government and private insurers are seeking ways to control rising health care costs.

[Genie James](#), M.M.Sc, Executive Director of the [Natural Hormone Institute](#), says there's a safe, affordable alternative for men taking Viagra, and it won't break the bank. "You can begin a regimen of bio-identical testosterone shots for as little as \$60 per month," says James. "Men taking Viagra for sexual dysfunction often pay up to several hundred dollars a month for their 'little blue pill.' Now that the price is going up by 20%, it's time for them to think about other ways to maintain a healthy sex life."

According to C W. Randolph Jr., M.D., all-natural testosterone is identical to the hormone produced in a man's body and can be administered in the form of an injection or a gel. Clinical studies have proven bio-identical hormone replacement for men in the form of low doses of testosterone achieves the same result as Viagra – without any unpleasant side effects. In fact, contrary to previous thinking, recent studies released by Harvard Medical School indicate that boosting lagging testosterone levels actually helps protect against prostate cancer.

"Men on the regimen report increased vitality and energy, and also, a much improved libido," says James. "They have no trouble maintaining an erection. It's a much better alternative than Viagra – less expensive, and without the side effects of Viagra, such as a headache or runny nose. In addition to the sexual benefits, bio-identical testosterone replacement has many health benefits including prostate health, increased bone density, reduced fat/improved body composition and a healthier heart."

Dr. Randolph and Ms. James are the co-founders of the Natural Hormone Institute. Their new book, "In the Mood Again," will be published in January of 2010 by Simon & Schuster and educates both men and women about natural hormone replacement and other holistic treatments designed to help them regain lost libido. In the meantime, they encourage men upset over the rising cost of Viagra to check out alternatives.

"You don't have to take pharmaceuticals to enjoy a healthy sex life," she James. "All you really need to do is replenish what Mother Nature gave you."