

Provider of fix for premature ejaculation changes company name

Makers of PROMESCENT®, a Leading Medical Solution for Premature Ejaculation, Changes Company Name to Absorption Pharmaceuticals

Absorption Pharmaceuticals' new corporate name aligns with its core technology - transdermal absorption of pharmaceutical agents. PROMESCENT, Absorption Pharmaceuticals' topical spray for premature ejaculation, enables users to quickly deliver controllable amounts of lidocaine to the dermis and subcutis/hypodermis in order to reduce sensitivity of the penis and delay ejaculation.

Los Angeles, CA - August 7, 2011 – The developers of the leading over-the-counter topical treatment for premature ejaculation, PROMESCENT®, announced today a change in corporate name from G & H Brands to Absorption Pharmaceuticals LLC. The new name aligns with the company's core technology, the ability to achieve transdermal absorption of pharmaceutical agents. PROMESCENT, Absorption Pharmaceuticals' first product, employs a proprietary, eutectic mixture of lidocaine and other compounds that enables users to quickly deliver controllable amounts of anesthetic to the penis and delay ejaculation.

Absorption Pharmaceuticals was founded in 2009 by Dr. Ronald Gilbert, MD F.A.C.S, former chief of the Department of Urology at Hoag Hospital and assistant clinical professor at the University of California, Irvine School of Medicine. "I have seen thousands of unhappy patients seeking help with premature ejaculation," says Dr. Gilbert. "I've always felt that a topical anesthetic would provide the best results with the least side effects if only it could be made to absorb more efficiently. Through my research, I've learned that the improved absorption of the anesthetic into the dermis and subcutis/hypodermis of the penis is the key to achieving the control my patients are looking for."

The absorption technology used to create PROMESCENT's eutectic mixture of compounds was developed at a major U.S. university's school of pharmacy and is licensed exclusively to Absorption Pharmaceuticals. PROMESCENT is in compliance with the FDA monograph, "External Analgesic Drug Products for OTC Human Use" under the OTC monograph 21 C.F.R Part 348. "Our absorption technology distinguishes PROMESCENT from other lidocaine-based anesthetics for premature ejaculation," continues Dr. Ronald Gilbert, founder and chief medical officer of Absorption Pharmaceuticals. "In addition to enjoying sexual spontaneity, a man may want to adjust the sensitivity of the penis depending upon a variety of personal and physical factors, and good absorption is critical for controlling the desired effect."

PROMESCENT is available in a metered-dose spray bottle on-line and directly from urologists and therapists in the United States and Puerto Rico.