Pharmactive’s X-LIBOOST® is a phytotherapeutic product made of 100% natural damiana leaves extract (Turnera diffusa W.), an aphrodisiac mexican shrub. Damiana is known for its aphrodisiac properties. The first register of its use dates of 1699, when Spanish missionary Salvatierra wrote about how mexicans indians where using damiana leaf as a sexual stimulant (Nuevas cartas sobre Californias).

Damiana has proven to be effective as libido and sexual desire enhancer; helping men with erectile dysfunction problems and women with inhibited orgasms:

**X-Liboost® - The way it works**

X-LIBOOST® is a sexual enhancer that causes excitement in the genital area helping to increase sexual appetite. This pro-sexual effect of the extract is attributed to the mechanism of action of flavonoids found in damiana leaves, invigorating active compound that increases energy counteracting stress and fatigue, mind a physical states that can affect sexual desire.

A phytochemical investigation of Turnera diffusa afforded 35 compounds, comprised of flavonoids, terpenoids, saccharides, phenolics, and cyanogenic derivatives, including five new compounds and a new natural product. These compounds were characterized as luteolin, apigenin, and laricitin.

Pharmactive’s X-LIBOOST® is standardized in flavonoids.

Damiana extract compounds, pinocembrin and acaceitin could supress aromatase (enzyme responsible for the synthesis of estrogen) activity, this inhibition have been reported to have the potential use in maintaining the testosterone level. Damiana extract might have an adaptogenic activity that reduces some disorders such as tiredness and sexual impotence.
Stimulating property of *Turnera diffusa* and *Pfaffia paniculata* extracts on the sexual behavior of male rats

**ABSTRACT** - Sexually potent and sexually sluggish/impotent male rats were treated orally with different amounts of *Turnera diffusa* and *Pfaffia paniculata* fluid extracts (0.25, 0.50, 1.0 ml/kg). While having no effect on the copulatory behavior of sexually potent rats, both plant extracts - singly or in combination - improved the copulatory performance of sexually sluggish/impotent rats. The highest dose of either extract (1 ml /kg) (as well as the combination of 0.5 ml/ kg of each extract) increased the percentage of rats achieving ejaculation and significantly reduced mount, intromission and ejaculation latencies, post-ejaculatory interval and intercopulatory interval. Neither extract affected locomotor activity. These results seem to support the folk reputation of *Turnera diffusa* and *Pfaffia paniculata* as sexual stimulants.

*Turnera diffusa* Wild (*Turneraceae*) recovers sexual behavior in sexually exhausted males

**ABSTRACT** - In folk medicine, *Turnera diffusa* Wild (*Turnera diffusa*, Turneraceae) is considered as an aphrodisiac, but its ability to restore copulation in sexually inhibited subjects has not been reported. The aim of the study is to determine whether *Turnera diffusa* recovers sexual behavior in sexually exhausted (SExh) male rats and to identify the main components in an aqueous extract.

Aphrodisiac properties of *Turnera Diffusa*

**ABSTRACT** - The purpose of this investigation was to determine if the tea plant *Turnera diffusa*, more commonly known as damiana, had a measurable effect on sexual behaviors in mice. Injections of damiana suspended in peanut oil (for test groups), or peanut oil alone (for control groups), were given to male and female mice. After two weeks, male mice were introduced to female mice following induction of estrus. Five sexual behaviors (number of mounts, intromissions, ejaculations, latency period, and lordosis) were monitored independently by two investigators in real time or using videotape. The results showed that the number of mounts and intromissions for the test mice were significantly higher than that of the control mice. Results from ejaculations, latency period, and lordosis were not statistically conclusive. No litters were obtained from test or control groups. SExh females, suggesting that the peanut oil may have altered fertility. Accordingly, damiana does appear to exhibit some aphrodisiac properties in mice. Further studies may be done to determine the differential effects of damiana on male versus female mice.

Anti-aromatase activity of the constituents from damiana (*Turnera diffusa*)

**ABSTRACT** - The purpose of this investigation was to determine if the tea plant *Turnera diffusa*, more commonly known as damiana, had a measurable effect on sexual behaviors in mice. Injections of damiana suspended in peanut oil (for test groups), or peanut oil alone (for control groups), were given to male and female mice. After two weeks, male mice were introduced to female mice following induction of estrus. Five sexual behaviors (number of mounts, intromissions, ejaculations, latency period, and lordosis) were monitored independently by two investigators in real time or using videotape. The results showed that the number of mounts and intromissions for the test mice were significantly higher than that of the control mice. Results from ejaculations, latency period, and lordosis were not statistically conclusive. No litters were obtained from test or control groups. SExh females, suggesting that the peanut oil may have altered fertility. Accordingly, damiana does appear to exhibit some aphrodisiac properties in mice. Further studies may be done to determine the differential effects of damiana on male versus female mice.

*X-LIBOOST®* is a damiana leaf extract suitable for dietary supplements that can be dosed as capsules and tablets.

**Pharmactive recommends the following daily dosage:**

650 - 800 mg, 2 or 3 times per day for sexual enhancement purposes. **Maximum dose per day is 15 gr.**

Damiana has been reported to be no-toxic in humans.

**Scientific References**