

Claimax®

More energy and pleasure FOR HIM

CLAIMAX® is a nutritional supplement based on extracts from the kernel of the walnut tree (*Juglans regia*), Maca (*Lepidium mejenii*), Ginseng (*Panax ginseng*), Ginkgo (*Ginkgo biloba*), enriched with Arginine and Vitamin C and E, ideal to restore vitality and vigour to the organism.

CLAIMAX® CONTAINS:

Walnut kernel

The walnut tree originally came from Asia (slopes of the Himalayas), and was introduced into Europe in ancient times for its edible fruits.

The walnut is a resilient tree, characterised by a tree trunk which is sturdy, high, straight and of majestic bearing.



The fruit is a drupe, composed of an exocarp (walnut husk) which is fleshy and fibrous, it blackens as it matures and frees the woody endocarp, or the nut properly so-called, consisting of two valves which enclose the kernel, which has a high content in polyunsaturated fatty acids and trace elements.

The popular saying that walnuts (*Juglans regia*) are good for human health has also been confirmed by many scientific studies which demonstrate the importance of a diet rich in polyunsaturated fatty acids and antioxidants (tannins catechins and flavonoids, - tokoferol) but also L-arginine, especially for prevention of cardiovascular incidents.

Polyunsaturated fatty acids are said to be “essential” substances because the organism is unable to produce them itself, so they must be introduced through one’s diet. Omega-3 fatty acids, contained in walnut kernels, are of fundamental importance for optimisation of the body’s hormonal messages, and above all to protect the endothelial structures of cells.

Whole endothelial cells are absolutely essential for cardiovascular protection but also for prevention of erectile dysfunction in men (difficulty in having and maintaining an erection), for the endothelial cell itself is the place of synthesis and release of nitric oxide, an indispensable substance for proper erectile activity. CLAIMAX® contains walnut kernel extract, microencapsulated, capable of retaining the maximum amount of polyunsaturated fatty acids naturally present in the fruits.

Ginseng

Ginseng (*Panax ginseng*) is regarded in the collective imagination as a plant which contains tonic properties, as well as adaptogenic, anti-stress, psycho-stimulant and aphrodisiac properties. Recent scientific literature has revealed the many



biological properties of the extract of *Panax ginseng* root:

- Ginseng extract enhances the psychophysical performance of the individual.

- It improves reaction time, attention and the feeling of well-being, and reduces the feeling of tiredness.
- Ginseng extract has been adjudged a safe and effective remedy for the enhancement of physical performance especially in the sexual area, by the Department of Family Medicine of the University of Virginia, Health Sciences Center (Charlottesville, VA, USA) (Price, 2003).
- Many clinical studies to date confirm the effectiveness of Ginseng in improving the libido or sexual desire, revealing a superiority of 50 % compared with a placebo.

Maca

Maca (*Lepidium meyenii Walp*) is a crucifer, very similar to our turnip and indigenous to the Peruvian Andes.

It is a typical food of the peoples of this region because it grows well at such altitudes and is rich in proteins, essential amino acids, trace elements etc.

Popular tradition recommends this food as a tonic and to improve strength and vitality, hence it is used to enhance performance in sport and to reduce the length of convalescent periods.

- Scientific studies have shown that Maca is capable of enhancing sexual performance in laboratory animals and that it has increased the number of matings and



reduced the latency period.

- Maca has been shown to enhance sexual desire also in men, hence it has a notable aphrodisiac effect.
- It is considered to be the best nutrition integrator in a person's diet, with occasional deficits in the sexual sphere.

Ginkgo

Ginkgo (*Ginkgo biloba*), used for cognitive disorders, has the following biological effects:

- antioxidant action
 - endothelial protection
 - improvement of exchange of oxygen between blood and body tissues.
 - relaxant action on the smooth musculature of cavernous bodies
- (Paik J-S, J.Urology, 1996)



L-Arginine and vitamin C and E

L-arginine integration is important for the production of nitric oxide, an essential substance for proper erectile function.

The antioxidant action of vitamin C and E is well-known.

Claimax®

THE SEXUAL ENHANCER

CLAIMAX® FOR:

- sexual fatigue
- exhaustion
- poor libido
- loss of desire

1-2 tablets as required, between meals

The duration of intake depends completely on the individual.

