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For Immediate Release

PMS MEETS ITS MATCH

Oöna Health, Inc. announces launch of two new products and a proprietary extract that take PMS head-on. It's no longer your mother's PMS.

NEW YORK, NY, February 27, 2004. – Providing relief to the approximate 85% of women who suffer from the many symptoms of premenstrual syndrome (PMS), Oöna Health announces the launch of its new defense against PMS with OönaPMS1 and OönaPMS2. OönaPMS1 combats the physical and psychological symptoms of PMS by using herbs to balance certain hormones that can mitigate the onset of PMS while OönaPMS2 uses a proprietary cramp bark extract to battle safely painful menstrual cramps. Both products were developed by Oöna Health, a women's healthcare company that addresses the wide spectrum of women's healthcare needs.

“We are fighting PMS from not only the technical point of view, but also, from a lifestyle point of view,” comments Valerie Otto, president and founder of Oöna Health. “One of Oöna PMS1's primary ingredients is a very fine chaste tree berry extract, which is used in many products but in a lesser grade than ours. It is not until OönaPMS1 that it has been tableted conveniently. With other products, you would have to take a minimum of four tablets a day to feel any relief. Who can remember that? Our formulations are made for today's women. The herb needs to be in your system throughout the month, but with PMS1, one pill per day brings relief. We believe that until now, chaste tree berry has not had its day.”

By using herbs to help regulate the production of hormones, and thus, the menstrual cycle, OönaPMS1 relieves PMS' physical symptoms of bloating and breast tenderness and psychological symptoms of PMS, such as anxiety and mild depression. OönaPMS1's main ingredients are the chaste tree berry and black cohosh, which were chosen because of growing evidence that they influence hormonal activity through the pituitary gland and hypothalamus. The effect is that the body works to regulate itself. There are no hormones

in OönaPMS1. Unlike most chaste tree berry based products, which contain 60 mg. of extract that require at least four servings each day to be effective, OönaPMS1 is formulated with 275 mg. of chaste tree berry, requiring only one pill a day. OönaPMS1 comes with an additional tablet of passionflower extract. Passionflower calms mild anxiety and has been shown to act as an anti-spasmodic to sooth menstrual discomfort.

OönaPMS2, whose active ingredients are a proprietary cramp bark extract and ginger, was formulated to alleviate the onset of more physical symptoms such as uterine cramps, nausea and heavy bleeding. Cramp bark has the active constituent verbenalin, a muscle relaxant that eases menstrual cramps by working as a uterine relaxant and general antispasmodic. OönaPM2's cramp bark is standardized to a specific amount of verbenalin so each capsule is of equal strength. No other product has this. OönaPMS2 also contains ginger, which has gingerol. Gingerol eases menstrual cramps by lowering prostaglandin, whose overproduction causes menstrual cramps.

“I use cramp bark to combat cramps, but I was taking a tincture all day, which varied from one another in quality. I wanted a solution to this problem so I worked with the brightest minds in the business to isolate a marker compound in cramp bark and create a standardized extract that can be taken less often and be more reliable in efficacy. It took a couple of years, but we got what we wanted,” says Otto. “Too many women use contraceptives and antidepressants as the first line of defense against PMS instead of educating themselves on less toxic solutions, such as herbs, nutrition and exercise.”

OönaPMS1 and OönaPMS2 are nationally available at natural health food stores, independent pharmacies, national retailers such as Vitamin Shoppe and Fred Meyer, online at drugstore.com and oonahealth.com, and telephone at 888-596-5154.

Oöna Health is a women's healthcare company that addresses the wide spectrum of women's healthcare needs. Oöna Health develops and distributes herbal products that improve the quality of life for women suffering from the symptoms of PMS and menopause. Products currently available in the Oöna Health line include OönaPMS1, OönaPMS2 and Oöna.