

Lavasta Pharma launches family welfare product into the UAE



Dubai, Sep 25, 2019 ([IssueWire.com](http://www.IssueWire.com)) - At 2 events held on September 19th and 20th, 2019 respectively, at the V Hotel in Dubai, Lavasta Pharma hosted medical professionals from across the UAE to announce the launch of its brand, Zestra®.

Lavasta Pharma acquired the rights to commercialize Zestra, from the global license holder; Innovus Pharmaceuticals, Inc., an over the counter consumer goods and specialty pharmaceutical company, engaged in the commercialization, licensing and development of safe and effective non-prescription medicine and consumer care products to improve men's and women's health, vitality and respiratory diseases. Innovus signed an exclusive distribution agreement with Lavasta to market and sell Zestra® products in over thirty countries in the Middle East, North Africa and West Africa.

At the event Dr Sandrine Attallah, MD, MHM, FECSM, ECPS a consultant in sexual medicine and a certified psychosexologist, presented the benefits of the family welfare health product in improving women's marital, and subsequently overall, quality of life.

Dr. Sandrine, setting the agenda, said: "Intimacy within the marriage has an impact not only on the family as a whole but on the woman as an individual and her quality of life. With chronic conditions such as diabetes and hypertension, coupled with hormonal changes like the menopause, postpartum and Polycystic Ovary Syndrome (PCOS) as well as mental or emotional issues such as; depression, low self-

esteem, anxiety, stress and marital discord on the rise across the Middle East region modern medicine needs to bring the family back to its core. Today we are here to tackle one of the most prevalent emotional, physical and social issues facing women today, Female Sexual Dysfunction (FSD).

“According to an independent online survey, conducted in the Middle East, the prevalence of FSD affects as many as 60 percents of women aged 18-59. Marital intimacy has many positive intellectuals, physical, emotional and social benefits, in addition to many positive impacts on health in general, so tackling this one element in the lives of women can alleviate a host of associated issues. We have been discussing male intimate issues for some time, now is the time to focus on the female and family unit. It's common for couples who have been married or committed to each other for a long time and have busy lives, to drift apart. The good news is that if you've lost the spark you once had, you can rediscover the lost feeling and get back on track. Thanks to Zestra.”

Dr. Huda Al Suwaidi, Director of Family Development Department at the Community Development Authority said: “We are pleased to have this event allowing us to focus on strengthening matrimonial relationships and supporting the stability of UAE families.

“I see this issue as both social and medical. Socially, I can tell you that intimacy problems between couples are cited as the cause of up to 30 to 40 percent of divorces here in the UAE. The other issue we face socially is of course that we do not talk about it. Women need to be made aware it is their right to enjoy their relationship at home, they do not need to suffer in silence, and we are here to help. Medically, if nothing is done about FSD, the woman's body becomes congested. Congestion will likely lead to a multitude of medical issues in the future. Tackling the issue at its source will save emotional, social and physical illness in the future. Anxiety, depression, adjustment difficulties and relationship issues are common in the UAE. Distress between married couples has been associated with an increased risk of psychological disorders and diminished productivity.

“There is a sharp rise in the demand for healthcare in the UAE and as a result a plan to make Dubai a hub for medical tourism. The health authority of Abu Dhabi and the ministry of health have announced schemes to open more hospitals and healthcare centers in the Emirates with the focus placed on maternal and child wellbeing. There are numerous facilities and services that are available to women seeking help, but there is very little awareness around it. Today marks a giant leap forward in our social awareness of women's issues affecting the family. I am delighted to be a part of it and am looking forward to continued growth across the region.”

Tara Banasi, Lavasta President, said: “We are a pharmaceutical company that offers niche, unique medications, based on the latest scientific innovations that defy current therapeutic conventions. The energy behind this mission is the expertise and passion of our team to identify successful medicines and adapt impactful strategies for market introduction. Zestra is a unique, in-demand product in the MENA region, as it is the first and only clinically proven formulation indication to treat FSAD and we believe it will be a hugely successful product in this region in a relatively short period of time.

We really believe in Zestra because we believe in women, and in today's society women are under so much pressure; to have the right image, pressure to perform and conform, to balance between family life and work challenges as more and more women are working and earning and all this puts pressure on women's performance and quality of life. Therefore, we as an organization believe that someone needs to step up and support these women, so, we have ventured where no company in the region has ventured before, sailing through uncharted territory to bring these disorders to light and we have met

with great support from various reputable associations in the region to help strengthen our cause.”



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