

MALESSENTIALS.COM Press Release
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MALESSENTIALS PROVIDES QUICK & EASY DESTINATION FOR MEN'S
ENHANCEMENT, MAINTINENCE.

SAN FRANCISCO - Can you imagine a group of guys, just kickin' around life, talking about erections, hair restoral, and skin care? Neither can we. In this gaping hole of men's collective self-esteem, Chris Adishian has struck gold. His company, Malessentials, supplies the male-enhancement products—yes, even *that* kind—that men are mortified to admit they use. Adishian caters to a universal male need: to stock up on Rogaine, Horny Goat Weed, and triple-action facial scrub with no one the wiser.

“Why shouldn't guys care about how they look and feel?” Posits Adishian, a canny observer of the male condition. “You know their wives and girlfriends do.”

Adishian, a Berkeley and Loyola Law grad, came up with the idea for Malessentials while a financial consultant for start-up companies. Malessentials' catalogue covers all the major bases: health, hair & skin care, “relationship products,” and even smoking. In one online shopping sesh, you can pick up razor blades, allergy medicine, Nicorette gum, and BetterMan Chinese Herbal Supplement for Men.

That last item is the crux of Malessentials's mission: buying products like ‘herbal viagra’ as an adult is a lot like buying condoms as a teen-ager—yes, you need them, but you don't want to buy them where everyone can see you. All Malessentials products come shipped in a plain brown wrapper. Whether it's male-potency products, Nicorette gum, or the Minoxidyl ten-pack, Malessentials built its reputation on protecting that of its customers.

Because when it comes down to it, you want to spend less time shopping for your “male enhancement products,” and more time enjoying them. And for the optimists, forty-packs of Trojans are available.