

THE STORY OF OÖNA

Valerie Otto, founder of Becoming, Inc., created Oöna as a natural extension of her current company. Becoming, Inc. is recognized for its trendier fashions tailored to women undergoing cancer treatment. It is a company that addresses the lifestyle needs of women by accenting intellect, values and style. According to Otto, “This is all about empowering women with the knowledge and products to make their own health-related decisions. We do the homework and then put it in our product.”

Otto started Becoming, Inc. in 1995 while helping her mother through a mastectomy and witnessing firsthand the difficulties cancer recovery patients must endure to get back to every day life. Later in 1999, realizing the risks of hormone replacement therapy (HRT) and its connection to breast cancer, Otto set out to find an approach other than traditional drug treatments for menopausal symptoms. (She was beginning to experience mild symptoms herself at 39.)

Her research brought her to several black cohosh-based products made across Europe that many women swear by; and have used safely since the 1960s. This anecdotal evidence is backed by the respected German Commission E Studies. Otto set out to bring the best aspects of these products into one solution and manufacture, package and distribute a premier black cohosh product. After two years of rigorous work, including research and formulation, Otto created Oöna, which as it turns out, translates as “the one.”

“Oöna works. It’s safe and allows most of us healthy women a chance to approach menopause as a natural progression of womanhood without the risks and many side effects of prescription therapies. This generation of women who are entering midlife are very different – they are healthy, feel younger than their years and have very active lives and careers. And it will be the same for all of us who follow. We don’t want to be sidelined by menopausal symptoms and we’re not convinced that the benefits of HRT outweigh the risks. This is the reason for Oöna,” says Otto.

While there are other herbal menopause products available on the market, Oöna is superior as a result of its combination of black cohosh and chaste tree berry. Chaste tree berry is also well researched and backed by the German Commission E Studies. Oöna is extremely effective and starts working much sooner (generally in 10-14 days) than many other products (as long as 12 weeks)*.

Understanding that many women's products are grossly overpriced, Otto worked to make Oöna affordable. A 96-package of Oöna, a one-month "gear-up" supply or two-month maintenance supply, costs \$24.95.

Oöna is now available in all-natural tablets at independent pharmacies, over the internet at www.oonausa.com, and toll free at 1-888-596-5754.

*This statement has not been evaluated by the Food and Drug Administration. This product not intended to diagnose, treat, cure or prevent disease.

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**EDITOR'S NOTE: FOR MORE INFORMATION, PRODUCT SAMPLES,
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