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## **FORMER NFL PLAYER RELEASES FREE CONSUMER GUIDE ON TESTOSTERONE** **Focuses on helping to navigate the complex world of testosterone therapy and optimization**

Los Angeles, Calif. (October 2, 2017) Former NFL wide receiver Chas Gessner has a message for men considering testosterone optimization therapy: "Learn from my mistakes."

"When I was looking for answers, I discovered the information available online was confusing and unreliable at best," said Gessner, a 7-year pro who earned a Super Bowl ring with the New England Patriots. "When I finally started optimization therapy, I had to schedule doctor visits and travel back and forth every week, taking valuable hours from work days. Sitting in the waiting room with others was awkward, to say the least. I'm here to tell you, you need accurate information and a program that respects your privacy."

"I knew there had to be a better way," he added.

Gessner, a two-sport All American at Brown University, harnessed his Ivy League credentials and post-football experience in the medical sales industry to team with Integrative Medicine and Anti-Aging specialist Dr. Garret Wdowin. Together, they launched [Vitality Rx](#), a mobile testosterone optimization program with a unique initial offering: a free, no-pitch guide to hormone and testosterone optimization therapies.

"It's shocking that there is virtually no direct, unbiased information online about testosterone therapy," Gessner said. "Men need educational material that isn't a sales pitch. We decided our first product would be our free, just-the-facts [consumer awareness guide](#) to emphasize education first around an issue that affects every man as they age."

More men are looking to safely improve energy and physical shape as awareness rises that testosterone naturally decreases with age and can cause a myriad of symptoms, Gessner said.

"I want every man to have what I couldn't find: the information you need to decide whether or not to take a closer look at hormone therapy." Gessner said. "Men need to be [educated consumers](#), first and foremost. They don't need another sales pitch."

The guide provides an overview of testosterone, reviews the symptoms and diagnosis of low testosterone, how various therapeutic optimization programs can improve the quality of men's lives and even discusses natural ways to increase testosterone levels.

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Gessner said another key void he uncovered searching for the right therapeutic option was the need for convenient, [private consultation](#) and treatment. “At Vitality Rx, we definitely don’t just dispense high doses of testosterone to everyone that comes calling. We feel that is not medically responsible or physically beneficial.”

“Our aim is to gradually and safely return testosterone to optimal levels,” Gessner said. “No higher, no lower.”

“We designed [our service](#) around what the ideal evaluation and treatment program could and should be,” he said. “We schedule a home visit with you that is thorough and personal. After a private in-home evaluation of your physical condition and symptoms accompanied by extensive blood tests, a custom-designed treatment regimen is prescribed and dispensed, to be self-administered in the privacy and comfort of your own home.”

“No office visits or awkward waiting room moments.”

Gessner thinks no man should start any testosterone therapy program, however, without a solid foundation of knowledge on the topic. The internet or a non-specialized primary care Doctor simply can’t be relied on for accurate and thorough information. “That’s the void our Consumer Awareness Guide fills,” he added.

The free Vitality Rx Consumer Awareness Guide is available and can be download at [www.VitalityRx.com/VRX](http://www.VitalityRx.com/VRX)

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