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ERECTIONS – FIRST “USER’S GUIDE” eBook BUSTS TABOOS TO HELP MEN DEAL WITH SEXUAL PROBLEMS

Erection: The User's Guide is the first definitive guide for men, written by the international expert on the subject, Dr Ronald Virag. Aimed at 'the man in the street' and also non-specialist doctors, the book provides essential and accessible information on how erections work, what can go wrong with them, and how any problems can be effectively treated. The book is not only positive and reassuring it also reflects the huge experience and enthusiasm of its distinguished author for his subject.

Dr Virag says: "Erections matter hugely to men. They are central to their self-esteem and male identity. But many men know very little about the biology of their erections and they also worry about their size, shape and performance. Many men's anxieties have been reinforced by the now easy availability of explicit pornography. But social taboos force men to keep their worries to themselves, even when they experience serious problems, such as being unable to achieve an erection. My book will help to change this."

The book, which is published in a digital eBook format to make it both accessible and affordable, has a particular focus on erectile dysfunction (ED), a very common male health problem. Most cases are caused by cardiovascular disease, diabetes, neurological problems and urological surgery. ED is now known to be an early warning sign of coronary artery disease, making it essential that the condition is accurately diagnosed and treated.

Because of the embarrassing nature of the condition, many men delay seeking help. On average, men wait 2.5 years before seeing a doctor.¹ This increases

their stress and anxiety, can affect their relationships, and means that the underlying causes are not identified and addressed. An increasing number of men are now trying to treat themselves by buying drugs online.ⁱⁱ These drugs may not be genuine, may sometimes be dangerous, and men who self-treat in this way will not be diagnosed by a health professional leaving them at risk from the underlying causes.

Despite the significance of ED, there is a lack of clear, independent and authoritative information for men about its symptoms, causes and treatments. *Erection: The User's Guide* fills this gap. Its eBook format also makes it possible for men to read it discreetly and via a medium with which many feel very comfortable. The eBook will help men to overcome their embarrassment about erection problems and to seek the help and support they need from a qualified professional.

10 things you didn't know about erections (until you read *Erection: The User's Guide*):

1. Humans are the only mammal whose male reproductive organ contains no bone.
2. Only two-thirds of the penis is externally visible; the remaining third is hidden and attached to the pubic arch.
3. There are three main erection shapes: the "straight on" (where the penile trunk is tubular), the "Eiffel Tower" (shaft wider at the base than the top), and the "baseball bat" (narrower where it joins the abdomen than at the tip). All these shapes are normal.
4. The average length of an erect penis is 15 cms.
5. The average girth of an erect penis is 14 cms.
6. The penis requires about 130 ml of blood to become stiff.
7. Nocturnal erections occur to oxygenate the penis and maintain the quality of erectile tissue.
8. Erection problems can provide early warning of heart disease – the penile arteries, because they are very narrow, are among the first to become blocked by fatty deposits.
9. The effectiveness of oral drug treatments for erectile dysfunction has been overestimated by the pharmaceutical industry – in fact, oral drug treatments are effective in just one case in three and only partially effective in another third.
10. Every man can recover his erections, whatever the cause of the problem.

Notes to editors

1. *Erection: The User's Guide* by Dr Ronald Virag is published by Clément Editions (www.clement-ed.com). It was first published in France in May 2013. Copies of the book are available for review on request from Peter Baker. A sample of the book can be viewed without charge at http://www.amazon.co.uk/Erection-the-users-guide-ebook/dp/B00CMDI30W/ref=sr_1_1?ie=UTF8&qid=1371484628&sr=8-1&keywords=virag+erections#reader_B00CMDI30W

2. The eBook can be purchased and downloaded from:

- http://www.amazon.co.uk/Erection-the-users-guide-ebook/dp/B00CMDI30W/ref=sr_1_1?ie=UTF8&qid=1371484628&sr=8-1&keywords=virag+erections (£6.79)
- <https://itunes.apple.com/fr/book/erection-the-users-guide/id645247610?mt=11> (€9.49)
- https://play.google.com/store/books/details/Ronald_Virag_Erection_the_user_s_guide?id=FNuis_sZ-lkC&feature=more_from_author#?t=W251bGwsMSwyLDEwMywiYm9vay1GTnVpc19zWi1sa0MiXQ (£6.90)
- http://www.kobobooks.com/ebook/Erection-the-users-guide/book-ox-iYdtbUK5oQIITGrgZQ/page1.html?s=JfWcIWtq_kG382ynGbUN3Q&r=2 (£8.10)
- <http://www.lulu.com/shop/ronald-virag/erection-the-users-guide/ebook/product-21081692.html> (£8.49)

3. Dr Ronald Virag (born 7 December 1938) is a French cardiovascular surgeon who specializes in sexual dysfunctions at the Centre d'Explorations et Traitements de l'Impuissance in Paris. He invented the first medical treatment for erectile dysfunction (injections with papaverine) as well as many of the modern techniques of diagnosis for the condition and was closely involved in the early development of sildenafil (the brand name of which, Viagra, bears an uncanny resemblance to his own). In 1985, the American Urology Association presented him with the John Lattimer prize for a discovery that changed the course of a specialty. In 1997, he was honoured by the European Society for Sexual Medicine, for the entirety of his work. He was elected a permanent member of the French National Surgery Academy in 2012. Over a 30-year period, he has treated about 15,000 men for erection problems. Dr Virag is available for interview on request.

4. Estimates of the prevalence of erectile dysfunction vary but one multinational study of almost 28,000 men aged 20-75 identified an overall rate of 16%. ED becomes more common with age – some studies have found that over 50% of men in their 70s are affected by ED.ⁱⁱⁱ

5. There is evidence that men with ED have a 1.3-1.6 times greater risk of experiencing a cardiovascular event within a 10-year timeframe than men without ED.^{iv}

6. Follow news about the eBook via Twitter: @DrRVirag.

ⁱ A. Salonia, et al, 'Delay in seeking medical help in patients with new-onset erectile dysfunction remained high over and despite the PDE5 era--an ecological study', *The Journal of Sexual Medicine* 2012 Dec;9(12):3239-46.

ⁱⁱ G. Jackson et al, 'Assessing the Problem of Counterfeit Medications in the United Kingdom', *International Journal of Clinical Practice* 2012;66(3):241-250.

ⁱⁱⁱ A. White, *The State of Men's Health in Europe. Extended Report* (EU, 2011).

^{iv} G. Jackson et al, 'Erectile dysfunction and coronary artery disease prediction: evidence-based guidance and consensus', *International Journal of Clinical Practice* 2010;64(7):848-857