

Preface

I have been a practicing urologist for more than thirty years. A little more than ten years ago I first made the disturbing observation that an increasing number of American men were suffering from what I call penis weakness.

At that time, there was little discussion within the urologic community about the significance of this problem in male genital health. It struck me that as much as the stigma of penis weakness was plaguing men in modern times, it had probably been plaguing men throughout all of history, and I began to speak out and write about the principal characteristics of this pandemic. Thus I discovered that the vast majority of males have suffered from physical or psychological penis weakness or both.

In most cases the debilitating effects are compounded by a lack of knowledge by both men and women. Men who have suffered from the self-doubt and anxiety caused by penis weakness have done so with shockingly little support from the medical community.

I realized something had to be done, and the book *Superpotency*—an all-inclusive guide to overcoming the medical and psychological factors that lead to penis weakness—was the result.

In 1993 *Superpotency* hit bookshelves in the United States and was translated into more than twelve languages. Thousands of copies were sold to men *and* women, straight couples, gay couples, and everyone in between. The overwhelming response was that the information contained in the book was vital and generated a sense of sexual enlightenment. Those individuals and couples who used the knowledge they gleaned from *Superpotency* developed the skills and the confidence to

address the problems surrounding male genital health and sexual potency. The important information about male sexual health I set out to share had become the cornerstone for a new phase of the sexual revolution.

Fast-forward to 2015.

With the commercial success of major pharmaceutical drugs designed to aid erectile dysfunction and their international advertising campaigns, some of the significant issues in male genital health have become part of the general social consciousness. Still, penis weakness is rampant around the world. As a physician and a husband, I am saddened to see how many men and their partners deprive themselves of the complete sexual satisfaction and enjoyment they deserve. Insecurity and uncertainty about sexual performance are the top problems for my patients, most of whom are uninformed about the nature of their penises and their bodies in general. They are also frighteningly misinformed about the medical resources available today.

In my professional lifetime I have seen more than two hundred thousand patient penises. While each is unique, all are also remarkably alike anatomically. More important, there is enormous variation in *how* each functions in its sexual capacity. The differences in functional ability and capacity have little to do with the anatomy of a particular penis or even with a man's physical size, looks, or level of success. Mainly, they have to do with how men *perceive* their own penises. Every man must not only learn the penis's biological functions but understand that it is much more than the condition of its blood vessels and nerves—it is an organ of expression.

Penis power is a transformative concept based on positive thinking. Applying the power of positive thought to your penis can change your entire life. Your penis is what you think it is.

This is the message of *The Ultimate Guide to Male Sexual Health*. Although one of my objectives is to educate the public, this is not a medical textbook. Nothing in these pages is overly technical. And this is not a psychology book. Plenty of writers have given us treatises on the treatment of sexual dysfunction. My purpose is more practical. I am concerned with average men, men who are misinformed or confused

about their penises, and extraordinary men who think they know everything but still have a lot to learn. This book is concerned with the attitudes and beliefs of men as sexual beings and the direct relationship between their personal attitudes and their penis attitudes.

Although *The Ultimate Guide to Male Sexual Health* is not a sex manual either, you will find many practical tips, including exercises and lifestyle changes for improving penis power, sexual control, and confidence, and instructions on how to achieve a healthy, happy, and active sex life.

I want all my readers to become penis experts—to know about how the male genital system works, how and why it does not work, and how to get it to work again for as long as possible. Ultimately, I want every man to understand that no matter what his personal problems may be, as long as he makes the effort to learn how to fully express his sexual potential, he will overcome physical and psychological barriers. He will become a superpotent man, a man with penis power.

Although this book is about male sexuality and male physiology, as I wrote, I imagined myself speaking to both male and female readers, heterosexuals and homosexuals. The information offered is blind to gender and sexual orientation. The principles presented apply to wives, husbands, girlfriends, boyfriends, or partners. Because it is awkward to keep writing “he or she” every time I refer to a man’s partner, I have alternated pronouns: sometimes the partner in an example is male, sometimes female. As you read, think of your own partner and insert the appropriate pronoun.

A lot of information in these pages will surprise you. Some of it might shock or outrage you. I firmly stand behind my observations with one purpose only: to end the plague of penis weakness and the attendant cynicism, despair, and frustration that prevent the sexual happiness that all men and women deserve. Harnessing penis power to achieve superpotency is the natural birthright of every man. Its full exercise will render our lives more vigorous, healthier, and more enjoyable in every respect. A simple shift in attitude and an adjustment in your behavior patterns can give you the strength and confidence you need to achieve happiness in your sex life and ultimately in every aspect of who you are as a human being.

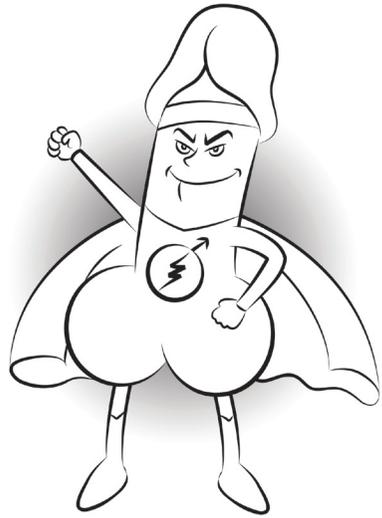
The Ultimate Guide to Male Sexual Health will elevate the mind, the heart, and the spirit—not just the penis. The man who has penis power is blessed, and so is the partner with whom he shares it.

Dudley Seth Danoff, MD, FACS

Part 1

Everything You Need to Know about the Penis

Maximizing Your Penis Power



In the more than three decades that I have been practicing urology, I have treated every conceivable problem in the male genitourinary and reproductive systems—disorders ranging from minor herpes to major bladder tumors, kidney failure, and prostate cancer. I have treated men of such great wealth they could buy the hospital and men so poor they couldn't even purchase aspirin. I have treated world-famous celebrities and the people who shine their shoes, geniuses and dunces, PhDs and dropouts, men who read voraciously and men who cannot read a word. I have treated the young, middle-aged, and elderly: heterosexuals, homosexuals, bisexuals, transsexuals, and nonsexuals; and married, single, divorced, and widowed men. I have evaluated the promiscuous, the monogamous, and the celibate. All this experience has taught me that, despite the vast differences among them, all men have certain things in common:

- Men are penis oriented. In the minds of men, the penis reigns supreme.

- Most men (and almost all women) are woefully ignorant about the male sexual apparatus.
- An alarming percentage of men are plagued by penis weakness or penis insecurity.

Men Are Penis Oriented

Penis oriented means that a man's personality, behavior, and outlook on life are governed in large part by his image of his penis. The biological and emotional signals sent to a man by his penis make him "penocentric." Usually, this idea has pejorative connotations, but I don't mean *penocentric* pejoratively. I am asserting as a fact the dominance of the penis over a man's being: his self-image, attitude, and behavior. There are extremes—the Don Juans, Casanovas, exhibitionists, and men who are obsessed with sex—but what most people don't understand is that all men are penis oriented. This is simply the way nature intended men to be.

In many respects, the penis is the organ of a man's essence, the axis around which the male body and personality rotate. This observation is obvious in our rich heritage of bawdy humor. Is any body part the subject of more jokes than the penis? You may know the famous joke about a man who says to his girlfriend, "Women don't have any brains," to which she replies, "That's because we don't have penises to put them in," or the riddle a female patient once posed to me: What do you call the superfluous skin around the penis? Answer: A man. What about the young son and daughter taking a bath together? The daughter asks her mother if that "thing" between her brother's legs is his brain, and the mother replies, "Not yet!"

Consider the vast number of nicknames assigned to the penis. A partial list of terms I've heard in my life and in my practice includes *apparatus*, *appendage*, *bat*, *battering ram*, *bone*, *bone piccolo*, *cock*, *dick*, *dingaling*, *dong*, *engine*, *equipment*, *gadget*, *gladius* (a Latin word meaning "sword"; the Latin word *vagina* means "sheath"), *goober*, *hook*, *horn*, *instrument*, *Johnson*, *John Thomas*, *joint*, *Jolly Roger*, *machine*, *manhood*, *manroot*, *member*, *mighty one-eye*, *one-eyed trouser snake*, *organ*, *pecker*,

peenie, peepee, peter, pissar, pistol, prick, putz, rod, roger, salami, schlong, schmuck, shaft, thing, third leg, tool, wang, weapon, weewee, wick, wiener, works, yard, and zipper. Individual men, and sometimes their lovers, tag their penises with affectionate nicknames. A patient's wife called his penis Helmut because its head reminded her of a helmet. A college friend called his Winchester after the rifle, but when flower power came into vogue, he dropped that in favor of Mellow Yellow. Robin Williams used to refer to Mr. Happy in his stand-up routines; Lyndon Johnson, true to form, called his Jumbo; and the King of Rock 'n' Roll referred to his favorite appendage as Little Elvis.

In a man's psyche, the penis is king, ruling its owner. Sometimes, like a potentate who follows the will of his people, the penis does a man's bidding. Other times, like a dictator, it commands by its own rules—rules that men cannot always comprehend. As a monarch, the penis acts in unpredictable, enigmatic ways—sometimes despotic, capricious, and selfish and at other times benevolent, magnanimous, and wise.

When King Penis issues a command, a man has little power to disobey. The penis can turn the mind, emotions, and senses into obedient serfs.

Understanding the powerful correlation between the dictates of the penis and men's behavior is critical. My father often said, "When it's soft, I'm hard, and when it's hard, I'm soft." What he meant was that the penis is an unpredictable creature.

Every wise woman knows the worst time to ask a man for something she wants is when he is sexually frustrated. Far better to ask when blood has rushed to his loins. His willpower has followed, and he will sell his soul for satisfaction. The best time to ask a man for anything is just after he has had a satisfying orgasm, when his essence has become as soft as his sated member.

On a more abstract level, a powerful connection exists between how men perceive their penises and how they perceive themselves. A man who likes his penis and has confidence in his organ also has trust and confidence in himself. Conversely, a man who distrusts or resents his

penis and is insecure about its size or ability to perform tends to have poor self-esteem.

It is not clear which comes first, self-image or penis image. A man who is unsure of himself sexually or has embarrassing sexual experiences (such as premature ejaculation or failure to get an erection) will be shadowed in other aspects of his life by insecurity and self-doubt. A man whose self-regard takes a blow in his professional life may carry that negative feeling into the bedroom. This dynamic can also work in a positive way. If a man satisfies himself and his partner in the evening, he will probably approach his work with self-assurance in the morning; if he comes home from the *boardroom* with the esteem of his colleagues and the memory of a job well done, he is much more likely to glide boldly and energetically into the *bedroom*.

The penis is an extension of the ego and at the same time shapes the ego. The penis receives its marching orders from the brain and at the same time dictates to the brain. Sexuality is an essential part of everyone's life, a fundamental human drive second only to basic survival. This truth of human existence deserves open discussion. Instead we often either deny it or act as if it were a curse inflicted by the devil. We should celebrate sexuality as one of our most valuable gifts.

We Are Tragically Ill Informed about the Penis

In this age of the Internet when pornographic pictures are easier to find than photographs of world leaders, and seminude bodies can be seen gyrating on prime-time television, the penis remains closeted. Thanks to the candor of the women's movement and the social importance of childbearing, men and women are relatively well informed about women's sexuality and the anatomy of the female reproductive system. But when it comes to the penis and its attendant components, both sexes are plagued by ignorance. An awareness of the real issues surrounding the penis and male sexuality has in recent years been triggered by the increase in public advertisement of such male sexual enhancement products as Viagra, Levitra, and Cialis, but I am always amazed by how underinformed and misinformed my patients are about their own penises. The myths I hear about the penis are mind boggling.

Misinformation and lack of information are everywhere. In classrooms teachers mention the penis only in attenuated descriptions of how conception takes place. Most fathers are not much help either. They have “the talk” with their sons only when forced and often rush through it as if they cannot wait to change the subject. These brief conversations are usually relegated to a form of the old *Hill Street Blues* tagline, “Be careful out there,” or my favorite old saw, “Son, you’re playing with a loaded gun now!”

Doctors offer little help. Pediatricians discuss the penis with adolescents only if they observe a physical abnormality or when they provide warnings about pregnancy or sexually transmitted diseases. Nowhere do young men learn the biological facts—or about the mental and emotional connection that exists between themselves and their penises. And as men get older, doctors talk about the penis only when a patient brings up a problem. Even in general physical examinations, physicians take at most a cursory look at the genitals for signs of gross abnormalities. With older men, doctors might perform the requisite examination of the prostate gland and provide a questionnaire to ask if a patient is having problems with his sex drive, usually coupled with an offer to buy an erectile dysfunction medication—an approach hardly offering an opening for beneficial discussion.

Often the very word *penis* still has a peculiar shock value, inciting a giggle and a blush. The word puts many men on guard, even in a doctor’s office. Physicians often are undereducated in the area of men’s sexual health, learning only the basic anatomy and the biological details of what takes place when the penis performs its various functions, and doctors and patients alike learn little about the *penis mystique*, that curious realm where the hard data of biology meets the unpredictable and mysterious realm of the mind and emotions.

Doctors should be able to competently answer these questions:

- What makes the penis work and what makes it *not* work?
- Why does the penis seem to have a mind of its own?
- Why does the penis get hard sometimes and not others?

- Why are some sexual experiences more satisfying than others, even though the exact same reflex action occurs with every orgasm?
- What is normal and what is not?

Men wonder about all these topics but often are too embarrassed to ask, and if they do ask, they usually get inadequate answers. The truth is that we do not know enough about these issues scientifically, and the psychic realm of the penis is being ignored in medical education, except in psychiatry classes where discussions are most often confined to abnormalities. If men cannot turn to doctors for this vital information, whom can they ask? Unfortunately, most men get their penis education from locker-room banter, pornography, racy novels, and the mass media. This is not education. Knowledge of the penis is so central to a man's being—so natural, so normal, and so vital—we must bring it out of the closet and into the light of day.

An Epidemic of Penis Weakness

Penis weakness is one of the best-kept secrets in America and probably throughout the world. If my experience as a busy urologist is an accurate gauge, the last twenty years have seen a dramatic rise in both real sexual dysfunction and imagined inadequacy. Far more of the imagined variety exists: huge numbers of men *think* they are deficient in some way or *assume* something is wrong with them or *fear* they are abnormal. Some come to see me specifically to talk about their sexual concerns, though most are driven by kidney or bladder disorders or prostate conditions and eventually find a way to bring up their penis anxieties.

A patient might have a minor complaint about a blemish, an irritation, an itch, or a burning sensation when he urinates, but he almost always has something else on his mind. I can almost predict the moment—as he is putting on his pants or reaching for the exam room doorknob—when he says, “By the way, Doc . . .” and then expresses one of two concerns—size or performance. With all due respect to Dr. Freud, women do not have penis envy; they have penis *curiosity*. It is *men* who have penis envy. “Is it of normal size, Doc? Shouldn't it be

bigger?” Some even ask if I have a way to make it longer or wider. More frequently questions are about performance in one of three areas: sex drive, erections, and ejaculation.

Older men worry because they seem to have lost their libidos.

Middle-aged men are upset because they used to desire sex as often as they could get it, but now they want to make love only a few times a month.

Even young men are occasionally concerned: “My friends are horny all the time. Sex is all they think about. I’m not the same. Is there something wrong with me?”

Men’s erection worries include “I can’t get one”; “It takes me a long time to get hard”; “I can’t get it up more than once a night now”; and “I lost it right in the middle of foreplay!” Ejaculation distress includes “I can’t come anymore”; “I used to have a big payload, and now it’s just a little squirt”; and “My partner complains it takes me forever.” And the biggest panic-inducer of all is, “My lover says I come too fast.”

A small percentage of sexual dysfunction complaints indicate bona fide medical problems, usually in older men with organic disorders that impede their ability to achieve an erection adequate for penetration (the classic definition of impotence). A number of physiological conditions can cause impotence, including arteriosclerosis, diabetes, hormonal disorders, injuries, multiple sclerosis, reactions to medication, substance abuse, and the physical effects of aging. Physicians have made tremendous advances in the science of diagnosis and treatment of erectile dysfunction, and sophisticated tests can now determine the exact cause of the problem or, equally important, can rule out underlying medical causes.

Wherever there is even a remote possibility of a medical condition, I treat the situation as such. However, only a small number of patients who complain about their penises have genuine medical conditions, while the majority of complaints I hear are expressions of insecurity with no medical basis, variations on fundamental anxieties: “Am I normal, Doc? Am I okay?”

In most cases, my answer is unequivocally yes.

I tell my patients that penis power is 1 percent between the legs and 99 percent between the ears. This, of course, is a figure of speech more than a real statistic, but I stand by the spirit of my words—the majority of men have perfectly normal apparatuses, and whatever problem they have, or *think* they have, originates in their minds. This is the case even if the problem expresses itself in a penis that refuses to obey orders.

Some men have chronic sexual dysfunction that is cause for serious concern, dysfunction that affects not only their personal satisfaction and their self-image but also their relationships and the happiness of their partners. When these problems are rooted in deep psychological conditions due to depression, childhood sexual abuse, or debilitating inner conflict, they are best served by a qualified psychiatrist or psychotherapist.

Such cases, however, are exceptions. Most men can help themselves with a simple change of behavior and an attitude adjustment. The majority of men who worry about their penises are perturbed because of the erroneous notion that they don't measure up to some (mythological) standard.

Self-doubt is the biggest enemy of the penis! The nature of the brain-penis axis is so delicate that a lack of confidence or a fear of failure can easily create a self-fulfilling prophecy. If you *think* you are abnormal, if you are anxious about performing adequately, if you are afraid that your partner might be disappointed, chances are you have already worried yourself into creating the very problems you fear.

This is the vicious cycle: doubt leads to penis weakness, a bad experience increases self-doubt, and during the next sexual encounter, the anxiety level is even higher, making the chances of the problem repeating itself greater.

Most men who complain of penis problems are either perfectly normal and don't realize it or inflate their own difficulties by allowing themselves to get sucked into the quicksand of doubt. An injection of simple education and a strong dose of reassurance is astonishingly effective at curing these types of penis problems.

Why Are We Having This Epidemic Now?

I have witnessed an increased development of penis weakness over the last thirty years, with powerful social and historical factors contributing to and continuing to create penis weakness. One factor is increased stress. Men today work long hours without enough sleep, exercise, or relaxation and often are psychologically drained and physically exhausted when they get home from work. Add financial anxiety; societal pressure; traffic jams; and conflicts with bosses, coworkers, clients, spouses, and children—all elements that are not conducive either to maximum sexual performance or maximum happiness!

Compound this with the media's romanticized image of marriage and family life, and impossible expectations are created. Being at your best at anything, especially sex, is difficult when you feel out of sorts physically or your mind is somewhere else, preoccupied by other problems. Stress, tension, and anxiety exact a heavy toll on any intimate relationship, polluting the atmosphere and filling the bedroom with emotional toxins. Stress also has definite medical consequences that work against normal sexual function. During the stress response, blood moves away from the genitals to supply the large muscle groups of the arms and legs. Anxiety, including performance anxiety, can increase the activity of the sympathetic nervous system, boosting the flow of norepinephrine, a chemical that constricts blood vessels. This condition is precisely the opposite of what is necessary for an erection—a smooth flow of blood to the penis through open vascular channels.

The drugging of the American male is another major factor in the decline of penis power. The use of alcohol and drugs in an attempt to cope with stress will only compound the problem. As Shakespeare wisely observed, alcohol “provokes the desire, but it takes away the performance.”¹ The same is true of drugs, including nicotine and prescription medications. The craze over “Vitamin V” (Viagra) is hardly the solution.

To men who suffer from penis weakness, the women's movement, for all its welcome advances, has also contributed to the problem. With increased awareness of female sexuality and female orgasm and the generally open discussion of women's sexual needs, men have the

added pressure of having to know the intricate secrecies of female sexuality with an expectation that they will perform with the expertise of a twenty-four-year-old pornography star. For some men, this might not be a problem, but for most, sex is an obstacle course—a track filled with snares and hurdles in which one scores points for technique as well as for reaching the finish line and satisfying one's partner. Many men believe they have a responsibility not just to bring a woman to orgasm but to multiple, ecstatic, earth-shattering orgasms. Now that's pressure!

Both men and women expect sexual satisfaction, and partners have a responsibility to work together through communication and understanding to achieve mutual satisfaction. Every man should cater to his partner's pleasure if for no other reason than to enhance his own. It is important to acknowledge that men and women have been insensitive to the high level of performance anxiety brought on by the new rules, a situation made even more complicated by the enormous range of variation in female sexuality.

The widespread use of vibrators and other sensual aids has further complicated matters for men. I have had female patients whose use of vibrators has irritated their urinary tracts, but when I ask why they continue to use them, they often reply that the vibrator gives them a level of sexual excitement they never obtain with their husbands or boyfriends. Some patients have become so dependent on their vibrators they have stopped having sex altogether. While no vibrator has lips, hands, or a tongue, nor can one be programmed to hug you when you need to be hugged, no human penis can measure up to an inanimate object that is always hard, is always ready to go, never asks for anything in return, and can be totally controlled.

While this might be a minor factor in male insecurity today, the vibrator problem must not be overlooked. My hope is that men will read this book and elevate their sexuality to a level of superpotency, that vibrators will no longer compete with and replace the actual organ they attempt to replicate.

The main reason for the increase in penis weakness is the way in which men learn about sex. Some confusion is due to a simple lack of accurate information. A teenage patient asked me about a minor abra-

sion on his penis, and as I examined him and prescribed a medication, I could tell that he wanted to say something more. He finally found the courage to tell me that he had sex with a girl the previous weekend and could not ejaculate. He was terrified that something was wrong with him. I asked about his prior sexual experience, and after he got over his initial awkwardness with me, he admitted that he had treated himself to a veritable orgy of masturbation on the day of his embarrassing experience. I explained that anyone who ejaculates six times in an afternoon might have trouble doing it again two hours later. He was so relieved to hear this, I thought he would kiss me.

Had this young man never asked, he might have carried the false feeling of inadequacy into subsequent sexual encounters, resulting in a downward spiral of self-doubt. This happens too often to young men who do not know that lost erections and premature ejaculation are common among their peers. Because they are too self-conscious to mention the subject, they assume that something is wrong with them, and in many cases, they remain inhibited for years, if not decades.

Disappointments due to anxiety are far more likely when a young couple hops into bed without having experienced the old-fashioned waiting period during which couples develop trust and affection. I am not advocating old conventions. Casual sex can be terrific when people are knowledgeable, careful, and self-assured. But when participants are nervous, awkward, and unfamiliar with each other, sex can be traumatic, and a few early traumas can scar a young man for a long time.

The natural bravado of men supersedes their need for accurate information. Teenagers in the locker room or school cafeteria are not likely to hear confessions like, "Hey, guys, I was making out with Suzie last weekend, and I came in my pants before I even had her blouse off," or "Man, I was just about to do the deed when my dick folded up like an umbrella." Incidents like these occur every weekend all over the world, but even best friends seldom confess such humiliations to each other. What an adolescent boy is likely to hear are wildly exaggerated or completely imaginary tales of sexual exploits, which become the standards by which he will then measure himself.

The same kind of macho posturing that is found in malls and on schoolyards also exists on golf courses and in bars, factories, and offices, so the widespread myth that a “real man” is ready to get it on any time and any place and knows everything there is to know about sex and women persists well into adulthood. Such a man never doubts his virility, is never nervous or scared, and can satisfy without fail any partner who is willing. Instead of the real face of male sexuality, most men see the illusions and myths.

Self-doubt created by a lack of penis education is magnified by the mass media’s obsession with sleek, young, perfectly proportioned bodies. Those handsome hunks with rippling six-packs and perfect pectoralis muscles who parade before our eyes in movies and magazines present an ideal of masculinity few men can live up to. When you look in the mirror and see something different from those media images, you think what you see in the mirror is inferior, even abnormal. That chips away at your self-esteem.

This is not just about vanity—it’s about sex. These popular images represent idealized models of masculinity. Each little dent in your self-image adds to the sum of doubt that you carry with you to the bedroom. Your image of your penis, your perception of it, your attitude toward it, and therefore, your sense of yourself as a sexual being, are directly linked to the way you view your body.

Another media-related factor is the idealized image of the sex act itself. Sex is one of the few activities we do not learn about by watching other people do it—not *real* people at any rate. But we peek through the keyhole by watching pornographic films and even mainstream movies. With the aid of our imagination, we spy on couples in books. This is hardly an education in realism. If a man’s primary source of sex education is pornographic movies and books, he’ll have the impression that a real man is a sculpted masterpiece with a huge penis that becomes as hard as stone on a moment’s notice and stays that way, throbbing and plunging and pounding, until he and his lover—who is gorgeous, perfectly proportioned, and insatiable—with the perfect timing of synchronized swimmers, have simultaneous, Richter-registering orgasms. Even with Hollywood scriptwriters, directors, set designers and special-

effects wizards and the London Symphony Orchestra accompanying your tryst, you would rarely duplicate these glorified performances. When reality doesn't measure up to the imagined ideal, men often think they are failures. And the focal point of their disappointment is, of course, their penis. "What's wrong with it? Why can't it be bigger and harder? Why doesn't it do what those throbbing pistons do?"

I hear those questions almost every day. Far too many of my patients think they should have a two-foot-long shaft of solid steel between their legs that can pump and pound for hours on end.

That's not a penis. That's a Home Depot pneumatic drill from aisle six!

Most men measure themselves against standards built on fantasy and interpret normal experiences as signs of failure. Enormous variety exists among men with respect to sex drive, capacity, preferences, and satisfaction, yet most men assume there is a "normal" and worry that every little sexual idiosyncrasy they have is a sign of abnormality. Worse, if they have a disappointing or embarrassing experience, they panic, resulting in significant self-doubt, which further creates fear, anxiety, and inhibition. These feelings are bigger obstacles to sexual happiness than having a construction crew in your bedroom. They may be even bigger obstacles than having your mother-in-law there!

Every man I have ever known has, at one time or another, lost an erection or ejaculated sooner than he would have liked. Every man is, at times, not interested in sex. Every man has failed to satisfy a partner. Men who take such events in stride know that they are perfectly normal and march without hesitation to their next sexual encounter.

These are the men who have penis power.

A Wake-Up Call

Nothing is more wonderful than the uninhibited expression of sexuality. Nothing is more glorious than the joyful sharing of physical pleasure between two generous, enthusiastic human beings. The current plague of confusion and self-consciousness causes most men to have less sex than they would like and to enjoy the sex they *do* have a lot less.

Sex is life's cheapest luxury and should be fun and relaxing, a simple, natural pleasure that *erases* worries, tensions, and burdens. But for too many men and women it has become a worrisome task. Using your penis for the purpose nature intended not only is one of life's great pleasures but also is good for your health in general—for your cardiovascular health, your mood, and your psychological well-being. Penis use is a natural tranquilizer with no bad side effects. Men who are sexually frustrated tend to be tense and irritable, while men who are sexually satisfied and feel good about themselves as sexual beings tend to have a positive outlook and a warm glow of health. Sex is also excellent for overall fitness. It benefits circulation, stimulates the nervous system and the prostate gland, and clears up mental cobwebs.

Contrary to certain myths, you cannot wear out your penis with sexual activity. You do not have a preset allotment of orgasms. As the childhood ditty goes, "Use it, use it, you cannot abuse it, and if you don't, you're gonna lose it."

One word of caution: as a physician who has treated numerous AIDS and HIV patients and who has seen many of them die, I'd be the last person to advise anyone to be carefree in his sexual life, but the tragic AIDS epidemic should not inhibit responsible adults who are aware of the risks involved in various practices and who understand how to use sound judgment and the necessary means of prevention.

The Secret of Penis Power

The real secret of penis power is embodied in this simple premise:

If you become absolutely at ease with your penis, the quality of your life will dramatically change for the better.

My goal with this book is to destroy penis weakness in all its forms—chronic or occasional, actual or imagined—to eliminate self-doubt and inhibition. In the pursuit of this goal, this book will erase the mythology surrounding the penis and empower men to enjoy every ounce of

pleasure this wonderful organ was intended to give. The information provided will help men have a better understanding and greater control in their sexual and romantic relationships and will help women become experts in the nurturing and care of the penises in their lives.

Used properly, the lessons in this book will help you become super-potent. This does not mean you will have a King Kong-like erection for a week straight. Nor does it imply you will become a stereotypical stud.

I do not define superpotency according to arbitrary standards of frequency, endurance, or technique. Rather, the concept of penis power means achieving maximum enjoyment and satisfaction for both you and your partner, as determined by your own standards, desires, and tastes. *Penis power* means harnessing the full potential of your penis by treating it with all the respect and appreciation it deserves. Learning to do so will do more for your self-esteem than a year's worth of self-help workshops. It will do more for the sorry state of sexual relationships than any talk show, how-to video, or program found on television today.

My message is simple:

- Your penis is as big as you think it is; if you think big, you are big.
- Your penis behaves the way you tell it to, and you can learn how to control it.
- You are as potent as you think you are.
- You are okay, and your penis is okay.

A minority of men do have medical conditions that impede the normal sexual function of their penises. You need to be aware of the conditions that may impair a man's sexual ability, as well as other physical factors that can affect the penis, and understand that with today's medical advancements, many of these organic penile infirmities can be overcome. Unless you are one of those exceptions, you do not need specialized medical care or intensive psychotherapy. You need the basic facts you'll find in this book.