



The Hardness Factor: How to Achieve Your Best Health and Sexual Fitness at Any Age

By Steven Lamm, Gerald Secor Couzens

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The Hardness Factor: How to Achieve Your Best Health and Sexual Fitness at Any Age By Steven Lamm, Gerald Secor Couzens

Hard is good, harder is better -- for your health, your libido, your life. Such is the provocative premise behind Dr. Steven Lamm's *The Hardness Factor*, a groundbreaking book that will change the way men live and love. *The Hardness Factor* measures male health through the quality of an erection -- perhaps the greatest male motivator for better living (more so than fear of cancer, heart attack, or stroke). *The Hardness Factor* asks, Can men be hard and in shape for sex their entire lives? The answer is, absolutely. Here for the first time are scientific, evidence-based regimens -- emphasizing nutrition, supplements, and exercise -- to increase erectile quality. By following the programs in *The Hardness Factor*, you will

- improve overall health;
- produce stronger, harder, and longer-lasting erections;
- increase strength, fitness, flexibility, and vitality;
- restore self-confidence; and
- achieve maximum sexual gratification with your partner.

A renowned New York clinician, bestselling author, and a favorite expert on the television show *The View*, Dr. Lamm offers straight talk for men of all ages in "The Four-Day Insurance Policy," which can provide a quick fix for that upcoming Saturday night (or any other dating emergency), and the more detailed "Six-Week Hardness Factor Program," which will improve a man's sex drive, stamina, hardness, and, most of all, health. This comprehensive guide also includes numerous recipes created by acclaimed chef Waldy Malouf, aimed at promoting nutritional health and jump-starting the libido.

After following *The Hardness Factor*, you will not only achieve optimal health and sexual fitness but also understand why the penis is the best barometer of a man's health.

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Editorial Review

Amazon.com Review

Lamm (*The Virility Solution, Thinner at Last*), a practicing internist and expert on male sexual health, insists there is a direct link between the quality of a man's overall health and the quality of his erections. Just as physicians can measure a patient's blood pressure and percentage of body fat, Lamm claims he can measure the strength of a man's erections (The Hardness Factor) using a new computerized device invented by a Spanish urologist. He is, therefore, not just interested in whether or not a guy can get hard during sex, but how hard. No wonder he's such a popular guest on women's talk shows like *Oprah* and *The View*. It is this ability to measure hardness that allows Lamm to argue it can be improved in six weeks. The program outlined in the book is heavily focused on diet and exercise with the use of a few key supplements (Pycnogenol, L-Arginine, omega-3 fatty acids, Niacin, Vitamins C and E, and Horny Goat Weed). While there is a place for prescription drugs like Viagra, Levitra, and Cialis, Lamm believes these should generally be reserved for those with more serious health problems limiting their ability to achieve erections, such as diabetes, heart disease, and the aftermath of prostate cancer surgery. Most men he treats don't need them. And one upside to this often-embarrassing issue is that by getting healthier in order to get harder, men can avoid the underlying illnesses that would require the use of such drugs in the future.--Patrick Jennings

From Publishers Weekly

Lamm's premise is that for men, good health and a hard erection are synonymous. Hardness (or rather, lack thereof) is not just an inevitable side effect of aging, internist Lamm claims—it's the result of poor lifestyle decisions and is linked to a number of afflictions, including obesity, high cholesterol, hypertension, depression and heart disease. The author, medical correspondent for ABC's *The View* and an early researcher of Viagra, points out that prescription medications aren't always the answer. He outlines a six-week program that focuses on diet, exercise and supplements such as Pycnogenol/L-Arginine, a combination of antioxidant and pine-bark extract that reduces the risk of chronic diseases and results in a "rock-hard erection." Lamm peppers his straightforward text with jokes and entertaining anecdotes from patients at his New York City practice. He estimates that 20 million men aged 40 to 70 suffer from erectile dysfunction. While many never seek treatment, perhaps they will pick up this important book, which is filled with several new insights and tips for maintaining sexual and general health. (*June 1*)

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Review

"There's no doubt about it: Dr. Lamm knows erections."

Users Review

From reader reviews:

Jay Burke:

Reading a reserve can be one of a lot of pastime that everyone in the world adores. Do you like reading book consequently. There are a lot of reasons why people enjoyed. First reading a guide will give you a lot of new data. When you read a reserve you will get new information simply because book is one of a number of ways to share the information or perhaps their idea. Second, reading a book will make you actually more imaginative. When you studying a book especially fiction book the author will bring one to imagine the story

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Daniel Hendrix:

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Bridget Chacon:

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