



## Men's Sexuality: Erectile Dysfunction

### What is erectile dysfunction?

Erectile dysfunction (ED) is defined as the inability of a man to maintain a firm erection long enough to have intercourse (typically defined as 25% of intimate encounters). Occasional occurrences of ED are not necessarily something to be concerned about. However, if it causes problems within a relationship or affects a man's self-esteem, that may be cause for him to visit his health care provider.

### Who does erectile dysfunction affect?

ED can occur at any age, but is most common among older men (research shows that as many as 80% of men 75 years and older experience difficulties with erections).

### What causes erectile dysfunction?

In some cases, ED is the first sign of an underlying health condition that may require medical treatment. These include heart disease, diabetes, high blood pressure, obesity, and clogged blood vessels. Because of this, it is important for a man to visit his health care provider if he has difficulty with erections. A complete check-up can rule out the possibility of an underlying health condition. Other causes for ED include:

- Stress
- Anxiety
- Fatigue
- Relationship problems
- Certain medications
- Weight gain
- Tobacco use
- Excessive alcohol use
- Prostate cancer and its treatment
- Multiple sclerosis
- Hormonal disorders (ie: low testosterone)

### Is it possible to prevent erectile dysfunction?

There are certain things that men can do to potentially prevent the occasional occurrence of ED, including:

- Reduce stress
- Exercise regularly
- Lose weight (if obesity is the cause)
- Stop smoking
- Avoid illegal drugs and excessive alcohol use
- Get plenty of sleep
- Visit a health care provider for regular check-ups and health screenings





This is not a guarantee, though, so it is important for a man to speak to his health care provider for ways that he may be able to prevent ED.

### How can a man overcome erectile dysfunction?

There are several treatment options for men experiencing ED. These options may be determined by the cause and severity of the issue. It is important for a man to speak to his health care provider to find out what will be best for his situation. Certain medications, including Viagra and Cialis, are one option for helping to improve erectile function. Men taking these medications must still engage in sexual stimulation (erections do not just occur on their own). This is not an option for all men, however, and will vary depending on each person's medical history and current health. For men who have testosterone deficiency, hormone replacement therapy is an option. Counseling or sex therapy may work for some men, especially for men who have relationship issues as a result of their ED. This is also a good option for men whose ED is caused by stress or anxiety.

### Does Pure Romance offer any products to help with erectile dysfunction?

One of the first products that a man with ED should try is X-Scream, one of Pure Romance's arousal creams. X-Scream can help to increase arousal for a man, possibly helping him to get an erection. X-Scream helps to open blood vessels in the genitals, allowing blood to flow faster to this area. X-Scream may not work for all men experiencing ED, especially if it is a severe case of ED or if the problem is caused by an underlying health condition (treatment of that condition will be necessary). However, an arousal cream is an option for men who cannot or do not want to take prescription medications. Next, men with ED can use a male stimulator to increase blood flow to their genitals, helping them to get an erection. (A product like Lavender Lover may work best because it has more powerful suction than the rest of the male stimulators.) Once a man is able to get an erection, he could use a c-ring, such as Jelly Tool Belt, to help him maintain it. Jelly Tool Belt is probably the best option for men experiencing ED because it is very restrictive; the tightness will help a man to maintain his erection for the duration of intercourse. Be sure to pair Jelly Tool Belt with a thick, creamy lubricant, such as Whipped or Lickity Stiff (which may be the best option because of its added sensitizers), and to not wear the c-ring any longer than 30 minutes, or less if there is any discomfort.

