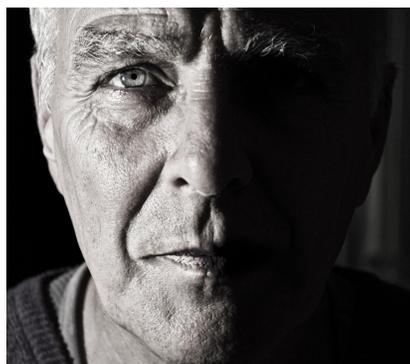


The Sexual Health Impact of Low T on Cincinnati's Male Baby Boomers



67% of baby boomers in a Cincinnati screening reported experiencing low libido

59% of baby boomers in a Cincinnati screening reported ED issues

95% of men will not improve their ED issues until their low Free Testosterone levels are corrected

Resources:

¹ What is Low Testosterone (Hypogonadism)? (n.d.). Retrieved February 08, 2018, from [https://www.urologyhealth.org/urologic-conditions/low-testosterone-\(hypogonadism\)](https://www.urologyhealth.org/urologic-conditions/low-testosterone-(hypogonadism)) ² Pollard, K., & Scommegna, P. (2014, April). Just How Many Baby Boomers Are There? Retrieved February 08, 2018, from <http://www.prb.org/Publications/Articles/2002/JustHowManyBabyBoomersAreThere.aspx> ³ Tomlinson, J. (2004). Impact of erectile dysfunction and its subsequent treatment with sildenafil: qualitative study. *BMJ*, 328(7447), 1037. doi:10.1136/bmj.38044.662176.ee

ABSTRACT

20% of men aged 60 and older experience low libido and Erectile Dysfunction due to low testosterone¹ (*hypogonadism*). These symptoms are correlated to the natural aging process, but can be remedied with a combined therapy of Natural Hormone Replacement Therapy (NHRT), P-Shot + Z Wave, and additional medications.

To determine the prevalence of Low Testosterone (also known as Low T) in the local Cincinnati population, the Board Certified medical providers at Your Wellness Center conducted a free testosterone screening during April and August of 2017. Out of 157 randomly selected men aged 40 and older, results indicated that baby boomers significantly experience decreased libido (67%) and Erectile Dysfunction (59%).

INTRODUCTION

Projections by the Population Reference Bureau² suggest that roughly 20% of the US population (71.4 million people) will be aged 65 or older by 2029. As our healthcare system shifts to tackle this growing number of baby boomers, medical providers will have to consider the unique sexual health challenges this population will experience, including Erectile Dysfunction and low libido.

Hormonal changes are a large contributor to these issues, as men's testes gradually stop secreting testosterone. Despite advances in modern sexual medicine, physicians experience barriers to treating men due to misunderstanding of testosterone therapy in western medicine and the masculinity stigma surrounding sexual dysfunction.

THE CHALLENGE: Western Medicine and Masculinity

When men often ask their trusted medical providers about sexual dysfunction, they are often tested for Total Testosterone instead of Free Testosterone. Although the names are similar, there is a large difference between the two:

- **Total Testosterone** is the serum level as measured in your blood
- **Free Testosterone** is the testosterone in your blood that is not bound to sex hormone-binding globulin or albumin

Only Free Testosterone brings the well-known benefits of testosterone, including increased sexual stamina, mental and physical energy, and the ability to build muscle and burn fat. When doctors prescribe medications for low Total Testosterone, they are targeting the symptoms instead of the root cause.

Whether you are or are not taking ED medications, 95% of men will not improve ED until their low Free Testosterone levels are optimized.

Reported Libido Issues in Men Aged 60+

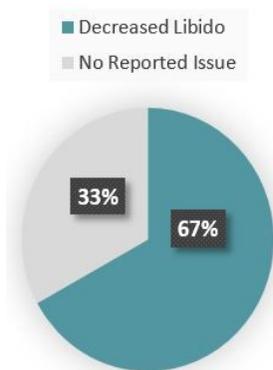


Figure 1 As Self-Reported in Your Wellness Center Screening

A recent study³ found men are often embarrassed with sexual dysfunction issues, because they associate it with a failure of “being a man”. This sense of emasculation is a complex issue that was once falsely linked to a belief that ED was mental in origin rather than physical. While this belief was popular into the 1970’s, it has had lasting psychological effects. Despite taking its toll on confidence and relationships, many men do not report symptoms and thus suffer in silence. If they do talk to their physicians about sexual health, the focus is on medical remedies rather than the

lack of desire due to the physical issue of ED.

The results from Your Wellness Center’s testosterone screening support this observation: the data presents an interesting discrepancy between the men who reported issues with a low libido versus ED. For men aged 60 and older, libido was reported 67% of the time and ED only 59% (a 8% point difference). This trend was consistent throughout each age group screened.

THE SOLUTION: Promote Education of ED Therapies

The best solution to men’s sexual dysfunction is through combination therapy. The first step is to start with bio-identical hormones to replace and maintain lost hormones. This is done through Natural Hormone Replacement Therapy (NHRT), which focuses on providing testosterone that is chemically identical in structure and behavior as the hormones once produced in the body.

Once the testosterone levels have been optimized, men seeking further ED improvement are eligible for a combined therapy of the Priapus Shot (P-Shot) + Z Wave. The P-Shot uses growth hormones concentrated from your own blood to stimulate new blood vessel growth to increase size, strength, straightness, circulation, sensation, and pleasure.

Z Wave uses subsonic sound vibrations to wake up dormant growth hormones in your body, stimulate blood flow, and break down calcification. As a natural regenerative technique, the Z Wave is simple, pain-free, and does not use surgery, needles, or medication.

In addition, men can start Cialis once a day and add Viagra when needed to optimize results.

Reported ED Issues in Men Aged 60+

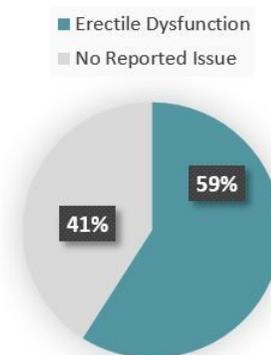


Figure 2 As Self-Reported in Your Wellness Center Screening

The challenge of educating men on their options lies with providers. Your Wellness Center believes in patient education and informed decisions, and has created a vast resource of information on their website. Please visit the Sexual Medicine section of the website for more detailed explanations of each treatment.

ABOUT YOUR WELLNESS CENTER

Your Wellness Center is a local family-owned and operated wellness center located in Montgomery, OH. It focuses on helping clients achieve optimal health and wellness through evidence-based medical practices, including sexual medicine, NHRT, aesthetics, and nutrition and weight loss counseling.