

NEW STUDY SHOWS MEN WOULD RATHER PLAY VIDEO GAMES THAN HAVE SEX

*-“SEXPERT” GENIE JAMES OFFERS MEDICAL EXPLANATION, ADVICE-
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JACKSONVILLE, Fla. (April 8, 2009) – If you’ve ever felt you have to compete with your husband’s [Wii](#) for attention, you’re not alone. A recent study shows that one in three men would rather play video games than have sex with their partner. The study, reported in the U.K. newspaper [The Sun](#), was conducted by the Specialist PlayStation3 site [PS3pricecompare.co.uk](#) and surveyed 1,130 British men.

According to [Genie James](#), M.M.Sc, Executive Director of the [Natural Hormone Institute](#), hormonal imbalance and stress may be to blame for the study’s startling results. “It is very likely that these men are suffering from a hormone imbalance at a cellular level that causes them to lose interest in sex,” says James.

James’ upcoming new book, “In the Mood Again,” ([Simon & Schuster](#), January 2010), will explain how natural hormone balancing, diet and lifestyle changes can help adults of both sexes regain lost libido. She also explores the causes of low libido. For example, when testosterone levels begin to decline in a man’s 30’s and 40’s, libido – or sex drive – is compromised at a cellular level. Other symptoms of declining testosterone levels are fatigue, lethargy and weight gain. “That is why many men come home, plop down on the sofa and pick up the remote or engage in video games. They just don’t feel up to doing much else,” says James.

Lack of interest in sex is even starting to affect young men in their 20s. “Typically, young men in their teens and 20’s are sexually rambunctious but – in the last several decades – young men living in industrialized nations like America have shown reduced sperm count and quantity of ejaculate. Both of these evidence an early decline in testosterone levels,” she says. Medical scientists attribute this dismaying trend to the high levels of foreign hormones, called [xenohormones](#), that are found in many of our foods, including meat and milk, as well as in common inhalants such as fumicides and pesticides.

So, what’s a guy to do? First and foremost, exercise. “Exercise naturally boosts lagging testosterone levels,” says James. “Also, clean up your diet. Go organic when possible to decrease exposure to xenohormones. Give up the nachos and beer while sitting on the sofa. Remember that all those pounds packed around your middle are literally decreasing your ‘manliness’.”

Men who are experiencing low libido and sexual performance issues may also want to consider natural, or [bio-identical](#), testosterone replacement. Bio-identical testosterone is safe but you will need to find a doctor who can prescribe it and monitor your levels. Other natural testosterone-boosting options are herbal approaches that have been successful in many cultures for centuries, such as Peruvian gingseng or nettle root. For improved erectile performance, clinical studies have found L-arginine, horny goat weed and yohimbe to be effective.

“To get ‘in the mood again,’ all you need is a pair of sneakers and a trip to the health food aisle of your grocery store,” says James. “The results will be less time in front of the TV and more time enjoying another form of entertainment.”

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