



GREY is the new BLACK as quitting smoking to spice up your love life gets trendy!

FIFTY SHADES OF GREY: Make National No Smoking Day (11th March) Work For Your Sexual Vitality

Allen Carr's Easyway To Stop Smoking Clinics have experienced a 50% increase in the number of smokers citing "a desire to improve their sex life" as a motivating factor to quit.

John Dicey, Worldwide Managing Director & Senior Therapist at Allen Carr's Easyway says "Many of the clients citing 'enhanced sex life' as a motivating factor are women. Although the effects of stopping smoking on women can be quite dramatic – in an extremely positive sense – the effect on men is even more intense. And surprisingly more and more men are citing the reason to quit on the confidential questionnaires they complete at our clinics. Whether the increase has anything to do with FIFTY SHADES OF GREY or not – we simply don't know – but it all seems to have coincided with the popularity of the book and more recently the movie."

Dicey continues "So much of the thinking about stopping smoking seems to involve negative expectations; that life will be worse as a non-smoker rather than better – it's really refreshing to see people coming along with positive aspirations rather than expecting the worse. They get a fabulous surprise with Allen Carr's method – not only do they find it easy and enjoyable to stop – they genuinely enjoy incredible enhancements to their lives."

WHY DOES SMOKING EFFECT SEXUAL PERFORMANCE AND HOW DO THINGS IMPROVE ONCE YOU QUIT?

Nicotine in tobacco is a potent vasoconstrictor. It narrows the blood vessels, which can lead to damage in the arteries and veins. The small blood vessels in the penis are especially susceptible to damage – which naturally causes a negative effect on your sex life.

Smoking causes a direct "vasospastic" effect, leading to a spasm of the arteries in the penis reducing blood supply. In addition to that there are long-term effects too. Endothelial dysfunction, which means the degradation in the normal biochemical processes carried out by the cells lining the inner surface of the blood vessels. Additionally smoking causes general hardening of the arteries, and the delicate penile arteries are often some of the first to be affected. These physiological changes combine to narrow the penile arteries leading to constriction and blockages, resulting sometimes in permanent damage to the erection mechanism.

QUITTING SMOKING SEEMS TO BOOST SIZE – THE HOLY GRAIL FOR MOST MEN

In a study published in *Addiction Behaviour*, it was shown that just two cigarettes could cause softer erections in male smokers. Most men would be only too happy to boost their size – few smokers realise that stopping smoking pretty much does that.

In studies of erectile dysfunction, smoking consistently ranks as one of the biggest modifiable risk factors. Smokers are about twice as likely to develop erectile dysfunction than non-smokers. In fact in studies over 40% of sufferers are smokers.

Smoking is just one cause of erectile dysfunction. The others include stress (which smokers suffer more of), hypertension (which smokers suffer more of), and diabetes (which smokers are more susceptible to).

Young smokers may not notice negative effects right away, but they could be setting themselves up for "failure" later on in life.

EFFECT OF QUITTING SMOKING ON FEMALE SENSATION

With regard to the physical effects on women. There is less research available on this – but during sexual arousal, the labia, clitoris, and vagina also swell up with blood, similar to a man's penis, enhancing sensation and excitement. If nicotine can restrict blood flow and cause erectile dysfunction in men, it's reasonable to predict that blood flow is restricted in women as well, and may also have a negative effect on sensation.

Dicey says "Anecdotally – we get emails from women who have attended our clinics which make me blush in terms of the positive impact that stopping smoking has had in that regard."

BE MORE FERTILE – MORE VITAL

Several studies show that men who smoke have lower sperm counts, on average, and their sperm are somewhat more likely to be abnormally shaped. Both of these factors lower a man's fertility; so if you're trying to have kids, try to kick the habit first. There is even evidence suggesting smoking affects testosterone levels and reduces the volume of ejaculate and impaired sperm motility.

General physical fitness and aerobic fitness. An element of vitality. Smokers tend to be more out of shape and more overweight and less inclined to exercise

NOT TONIGHT DARLIN'

It can be a real turn off. When one partner smokes and the other doesn't it causes all kinds of issues. It's not just a case of the smell that is regarded as a turn off – but in many cases the partner who smokes is likely to be less attentive sexually. At the back of their mind there's an element of wanting to “get it over with” so they can have a cigarette. This in itself not only shortens the sexual encounter but is also an incredible turn off for the partner. What's a reasonable period between finishing making love and the smoker lighting up. Too soon and it can kill the passion. It's a BIG turn off.

Dacey continues “One anecdote from a client who attended our London clinic sums this up. Apparently his girlfriend dumped him when, during sex, she noticed he had manoeuvred them into a position whereby he could reach his cigarettes and lighter and spark up a cigarette without her noticing him do so – whilst continuing in the act. As soon as she noticed the smoke she kicked him out of bed.”

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Allen Carr's Easyway organisation is most well known for its Stop Smoking Clinics, books, DVDs, online webcast seminars, and apps.

The organisation also provides help with issues such as alcohol, weight control, drug use, gambling, and debt.

The method has helped millions of addicts escape from addiction. Allen Carr's Easyway has sold over 14,000,000 books worldwide.

There are stop smoking seminars in more than 150 cities in over 50 countries worldwide.

Most of the clients attending Allen Carr's Easyway Clinics do so on the strength of the personal recommendation of friends, colleagues and members of their family who quit smoking using Allen Carr's Easyway Method.

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