



## National No Smoking Day (11th March) - Surprising Upsides To Quitting Smoking

50% increase in the number of smokers citing “a desire to improve their sexual vitality” as a motivating factor to quit.

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.

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 “Sexual Vitality” as a major reason to quit on the confidential questionnaires they complete at Allen Carr’s Easyway To Stop Smoking Clinics.

**John Dicey, Worldwide Managing Director & Senior Therapist at Allen Carr’s Easyway comments** “So much of the thinking surrounding 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 VITALITY 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.

Association between Smoking and Erectile Dysfunction - American Journal of Epidemiology <http://aje.oxfordjournals.org/content/161/4/346.long>

Several studies have shown that just two cigarettes could cause softer erections in male smokers. More importantly many other studies indicate that the damage is quickly reversed when smokers quit.

The British Journal of Urology carried one of many published studies <http://onlinelibrary.wiley.com/doi/10.1111/j.1464-410X.2011.10503.x/full>

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).

### EFFECT OF QUITTING SMOKING ON FEMALE SEXUAL VITALITY

With regard to the physical effects on women. There is less research available on this – but during sexual arousal female genitalia swell up with blood. In males genitalia this , enhances sensation. 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 female sensation.

### 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.

One such study appeared in PubMed <http://www.ncbi.nlm.nih.gov/pubmed/4054326>

### GENERAL VITALITY

General physical fitness and aerobic fitness are incredibly important. Smokers tend to be more out of shape and more overweight and less inclined to exercise. A recent study published via PubMed confirmed this <http://www.ncbi.nlm.nih.gov/pubmed/25433235>

### PASSION KILLER

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.

**Press Office and Head Office Tel:** 44 (0)20 8944 7761

**Press Office Cell/Mob:** 44 (0)7970 88 44 52

**Press Office Email:** [media@allencarr.com](mailto:media@allencarr.com)

**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 15 MILLION books worldwide.**

**There are Allen Carr's Easyway To Stop Smoking seminars in more than 150 cities in over 50 countries worldwide.**