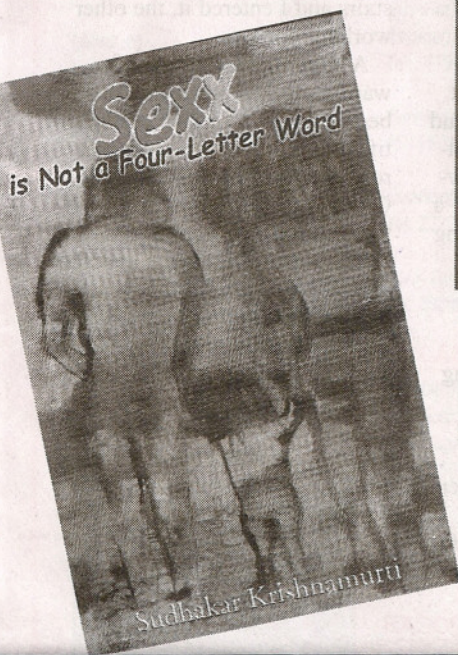
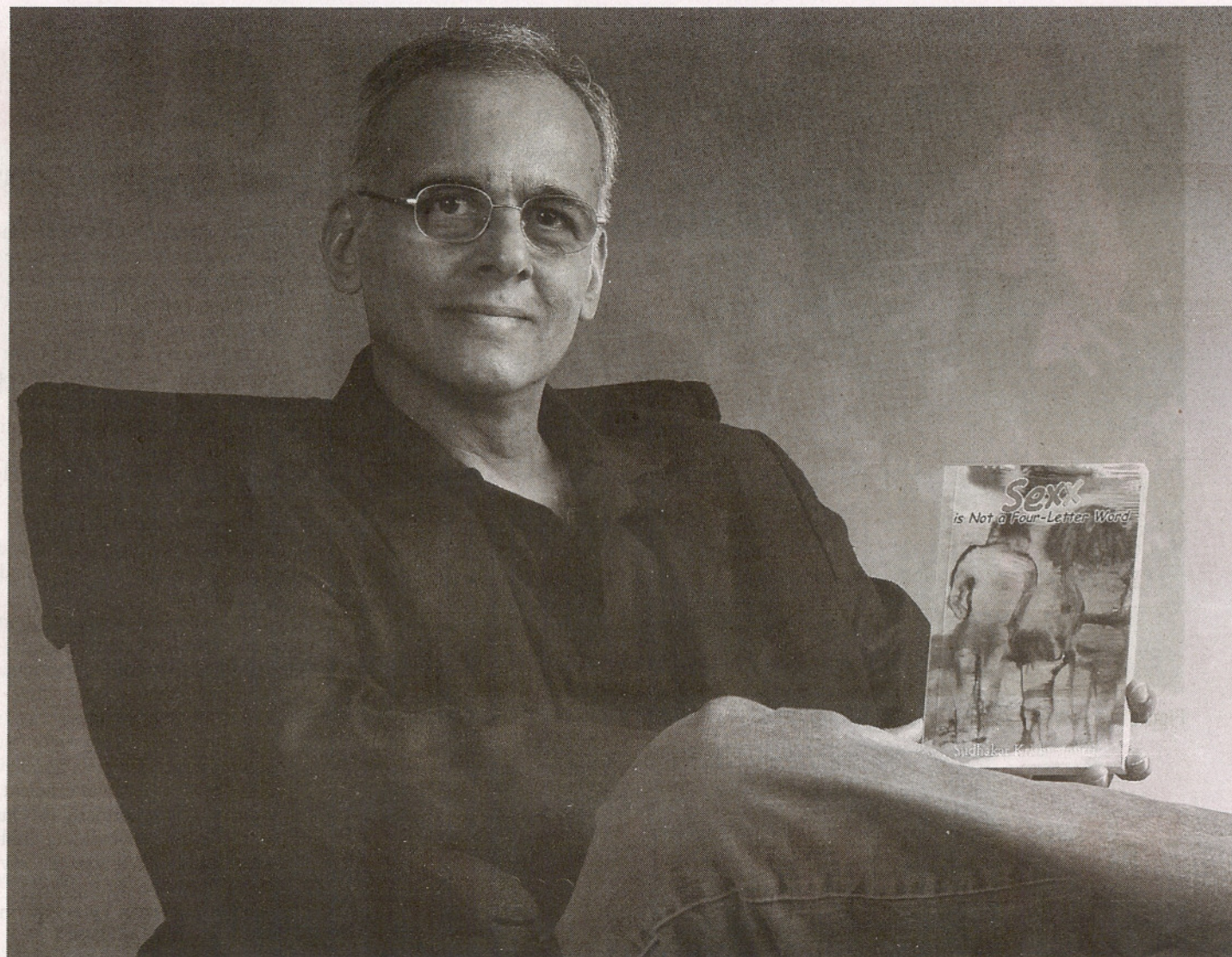


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Sexx is not a four letter word....

FOR most men, the ups and downs of their sex life are closely guarded secrets and in many troubled relationships, a man and his partner will often project an image that everything is wonderful when it's not, especially in the bedroom.

"Having a healthy sex life is a big part of staying physically healthy, happy and productive in the home and workplace," says Dr Sudhakar Krishnamurti, India's leading Andrologist (a doctor who specialises in male sexuality) who has just authored a book *Sexx is Not a Four Letter Word*.

Dr Krishnamurti is an internationally renowned andrologist and microsurgeon and the first Indian doctor to practice exclusive clinical andrology. He has won the prestigious Herbert Newman Award for clinical research in the field of sexual medicine and runs the country's first andrology cen-

tre in Hyderabad, where he lives with his paediatrician wife Kiran and two daughters Ulrika and Aria.

His book *Sexx is not a Four Letter Word* priced at Rs.95/- deals with all types of male sexual problems from penis size to ED to trans-sexuality in a light but very informative manner with his special brand of humour making it a very easy read. "Sex information should neither be lascivious and lewd nor should it be cold, clinical and boring as the message gets entirely lost. I have strived to strike the right balance in my book." he says.

Here are excerpts from his conversation with JACKIE PINTO

"Healthy people have healthy sex lives, and most people who have heart disease or other debilitating diseases aren't having sex. Doctors often do not inform a patient who is being treated that side effects of the medication may cause impotence, now called erectile dysfunction (ED).

"The most common male sexual problems are ED and infertility. These two problems alone can derail a relationship and have a disastrous effect on a man's self-esteem, regardless of age. Every man has an occasional erectile problem but chronic problems are serious. Sexual issues may not kill you, but they are very significant to quality of life.

"What many people do not know is that 90 per cent of the problems are physical and can be treated successfully. Men with sexual difficulties in the past had few options available. Today ED, rapid ejaculation, delayed ejaculation, and so many other sexual problems are both commonplace and treatable as you can tell from my book, which deals with these issues in an easy to read format without complicated medical jargon, based on actual cases I deal with on a day to day basis.

"To show how ED is connected to heart disease — flexible blood vessels are essential for normal

sexual function as they expand trapping sufficient blood to engorge the penis but when blood vessels in the penis harden or narrow, there may be insufficient blood for an erection. Regular ED justifies a heart check-up.

"Often, a number of common medications may cause ED especially drugs used to treat hypertension, anxiety, depression, and benign prostate enlargement. Alcohol often increases desire by reducing inhibitions, but it leads to ED too. Couples today expect more out of sex and intimacy than before and current divorce rates highlight how rarely those expectations are fulfilled.

"So, if you are like most people, having sexual difficulties or simply want better sex and intimacy the good news is that both men and women are openly acknowledging their own sexual problems (e.g., lack of arousal and lubrication, difficulty reaching orgasm, low desire, and pain during sex). Men today recognise

the terrible burden of traditional male stereotypes and women refuse to silently endure years of frustrating and non-intimate sex the way their mothers did. Couples today are increasingly open to new sexual information and/or consulting a qualified doctor but we need to get this information out to many more people and that's why I was inspired to write my book.

"There is so much disinformation out there especially in India that we urgently need to address. For example, condoms are advertised more as a sex toy rather than a way to prevent aids. There are so many sexually active/promiscuous people even in 'upper class' society who are HIV + and who continue to spread the virus without compunction. When you sleep with someone, you are sleeping with all the people they have had sexual relations with in the past, so your sex life is everybody's business really."