

Introduction

I take care of men. I've been a urologist for almost 25 years and have seen thousands of men as patients, many of whom have shared with me their most personal thoughts and feelings. I've followed many of the men in my practice for 15 to 20 years and have witnessed the slow physical decline that is inevitable with age. Over that time, I, too, have aged. I've lost most of my hair, a portion of my muscle mass, and some of my libido. I've grown love handles, ear hair, and nose hair, and like most men in midlife, my prostate is starting to enlarge. Yet many of my patients have had it far worse than I have.

At the age of 50, I discovered the use of shockwave therapy for erectile dysfunction, which then led to an interest and sub-specialization in sexual medicine for men. Sitting down and talking openly and honestly with hundreds of men who had, to varying degrees, lost their sexual function helped me understand that if men don't feel good or feel like they look good, their interest in sex and their enjoyment of life declines. Since this revelation first dawned on me, I've focused my practice on male rejuvenation: helping men to feel better, look better, and have better physical intimacy.

Having seen hundreds of men over the past three years who had lost the capacity for sexual intimacy and delved deep into their psyches and their physical limitations, I identified a pattern. As a rule, men take pride in being capable and selfless. They give of themselves freely and willingly to their spouses, children, community, and career. They happily provide extra effort, time, money, or support without expecting anything in return. However, at a certain point, usually between age 45 and 65, the vitality of youth begins to fade. These self-sacrificing men lose the energy they once had given so freely to others. They become the ones who need help but, having trained everyone around them to take from them, they don't know how to ask for help from others.

These generous men begin to put on weight, lose their hair, become grumpy and exhausted, shed their muscle mass, and lose their enthusiasm for life. When I ask them what they do for fun—for themselves—there's usually an awkward silence. Twenty years before, they would have easily come up with a laundry list of favorite hobbies and activities. But now, all they can think of are the things that their wives or children enjoy.

As a physician, I exist in the conventional medicine realm and the communities that serve functional medicine, aesthetic medicine, and lifestyle biohackers.

In 2020, I wrote a chapter for the Large Urology Group Practice Association Textbook and gave a course at their annual meeting. But I also ran the Sexual Medicine Section at The Aesthetic Show, podcasted with biohackers Dr. Drew and Ben Greenfield, and traveled the country promoting Emsculpt (electromagnetic therapy to build muscle and reduce fat). In addition, I saw patients at BrandeisMD (my sexual medicine practice) and ran clinical trials on shockwave therapy for erectile dysfunction (ED) and for Peyronie's disease, platelet-rich plasma for penile elongation, Emsella for improving orgasms, and a transdermal supplement to enhance penile blood flow. I try to incorporate the best of all the fields of medicine into my approach to treatment.

When I created the male rejuvenation center at BrandeisMD, I added a number of new technologies. Many of these technologies were already being used extensively in women's health and aesthetics, but some were brand new, and some were specific to men. Once I began training physicians in sexual medicine, I became interested in creating a male rejuvenation summit to showcase these technologies. At the same time, I began to consider a book that would help men over 40 understand the options available to them, to help them maintain the glow and vitality of youth.

I decided to utilize three basic pillars of health to organize the subject—feeling good, looking good, and having great sex. Then I evaluated each pillar from the top down and tried to think of everything that a man in midlife could do to slow or reverse the inevitable decline that age brings to all of us. In the process, I engaged experts in the field to help identify the bad habits that all of us fall into and suggest biohacks, techniques, or routines that we can utilize to stay vital and potent as we age.

I hope that you find this book engaging and useful. I genuinely care about my patients. I meticulously research all of the technologies that I bring to BrandeisMD, and I try them all out on myself. Only then do I offer them to my patients. The best of these treatments include shockwave therapy and P-shots for ED, platelet-rich protein (PRP) for hair growth, Dysport for wrinkles, facial lasers to improve skin, Emsculpt for muscle building, Emsella for sexual enhancement, vasectomy, and numerous others. I have field-tested many of the things that I discuss in this book, as I hope you will.