

## How to Use This Book

Approach *The 21st Century Man* as you would a world-class buffet, like Bacchanal at Caesar's Palace, which was recently voted the best in Las Vegas. Everyone starts with a plate and utensils, but not everyone chooses the same dishes. Some start with salads, move on to the main course, and finally go back for dessert, while others select their meal randomly. Some eat only their favorite foods, and others take advantage of the huge selection to sample new delicacies they've never tried before.

I created and wrote *The 21st Century Man* to help men feel great, look good, and have better physical intimacy. This is a buffet of world-class information written by extraordinary professionals. The book's plate and utensils are the introduction and first chapter "The Hero's Journey," which addresses the life path that we all walk. I see them as essential, as is "Smart Ways to Reduce Your Health Risks," because it talks about the conditions that cause premature death, so that you can work on preventing those disease processes.

*After you finish this introduction, I recommend that you browse the table of contents just as you'd browse the buffet at Caesar's.* Start with the chapters that are most relevant to you. But don't be afraid to explore topics that you might have heard of, but don't know anything about, that you might be worried about, or even those that you find a little embarrassing.

The book is organized in 14 sections, each focused on a different topic, with reader-friendly information drawn from a variety of medical specialists.

**Part 1. The Journey.** Heroes come in all different shapes, sizes, colors, religions, ethnicities, orientations, and nationalities. In this book we address what is common to the male experience rather than what is specific to any particular ethnicity or orientation. All men embark on a hero's journey, in a sense. How far you get is determined by your commitment to maximizing your potential and living your best life. Eventually every hero must confront dragons. In terms of health, chapter 2, on reducing your health risks, offers insight on the nature of those dragons for most of us. Since we all need someone to watch our back at times, we've included suggestions on how to enlist your partner and your doctor as allies on your journey.

**Part 2. Preventive Maintenance.** Here we review the most common causes of premature death for men, including fresh insight into the causes of these disorders and offering new approaches to treatment. Select the chapters that you feel are relevant to your current

situation, factoring in environmental exposures where you live and work, as well as the genetic risks reflected in your family history.

**Part 3. Advice from Specialists.** This section features physicians who are top in their field. Here too, I would initially read the chapters that most relate to your current health. As the years go by, some of the other chapters may become more relevant to you.

**Part 4. Food.** We have taken the macro-to-micro approach to understanding food and nutrition. Fad diets come and go, but the underlying principles of nutrition are the same. I would suggest that since everyone eats, understanding the basic principles of food is essential to your health. Tragically, poor diet has surpassed smoking as the primary underlying cause of poor health. We have included a range of practical strategies that will enable you to rediscover the pleasure of delicious, healthy food.

**Part 5. Exercise.** Exercise is helpful in so many ways, but as we age, it becomes more difficult to exercise without injury. Will Workman, the team orthopedist for the Oakland A's, has written an essential chapter on pleasurable low-impact exercise, as well as key nutrients and herbs that reduce inflammation. This useful information is intended to reduce your risk of hip, knee, or shoulder replacement. Stretching, yoga, Emsculpt and working with a trainer are important tools for the aging athlete. In my case, only by using Emsculpt have I been able to stay in shape during the challenges of the past two years.

**Part 6. Addictions.** Many of us fall into bad habits during the highs and lows of life. Tobacco, alcohol, cocaine, marijuana overuse, and other addictions cause trillions of dollars of economic damage and emotional pain. The purpose of this section is not to shame you but rather to help you understand the dynamics underlying these destructive behaviors so that you can make informed decisions. We offer glimpses from the research of emerging strategies to reduce the impact of these disorders.

**Part 7. Looking Good.** Looking good is more important to men than many of us would like to admit. We all shave and use shampoo and maybe even conditioner multiple times every week, but how do these products actually work? Aesthetic medicine focuses on women, but men benefit as much or more from hair removal, hair replacement, neurotoxins like Dysport and Botox, fat reduction, and cosmetic surgery procedures. Excellent dental health and a radiant smile are also definitely essential to our presentation. Given the competitive job market, these resources become more essential as we enter midlife and beyond.

**Part 8. Making Life Fun.** Having fun reduces stress and gives meaning to life. Music and sports can bring us together. Imagination and design provide opportunities to use your creativity, enhancing your personal contentment.

**Part 9. Mental Health.** Socrates famously said, “an unexamined life is not worth living.” Addressing mental health is critical to the enjoyment of life and worth. Work-life balance is something that almost every man I know struggles with, and the loss of this balance results in the anxiety and depression rampant in our age. Sadly, this has led to alcohol and opioid abuse and suicide rates that have ultimately reduced longevity for men in the United States. Here you’ll also find insight on coping with depression and anxiety, and on increasing your quality of life.

**Part 10. Relationship Skills.** “Happy wife, happy life” is not just a cute slogan; the quality of our relationships impact the enjoyment and productivity of our existence. Finding the right partner, deepening your communication with them, and growing together are critical to fulfillment. Being a father for the right reasons and growing in that role can be a rewarding aspect of becoming a man. Another crucial milestone in a heterosexual relationship is menopause. Understanding menopause with empathy can lead to the golden years, but ignorance (and/or lack of empathy) will result in misery and possibly divorce. This section also includes clever pearls of wisdom from a seasoned family law attorney.

**Part 11. Sexual Healing.** There are several forms of meaningful intimacy, but physical intimacy deeply connects us with our partner and allows us to share feeling and pleasure in a unique way. For most couples, penetrative intercourse is an essential part of physical intimacy. Sadly, as men age, maintaining an erection adequate for intercourse becomes challenging. “Sexual Healing” provides leading-edge information about supplements, medications, and rejuvenative technologies that can be instrumental in restoring intimacy. I have included both low-tech and high-tech strategies that support male sexual health and efficacy. You will definitely want to read the final chapter in this section, intimate-wellness expert Susan Bratton’s chapter on how to please a woman.

**Part 12. Sexual Medicine.** “Optimizing Testosterone,” by Gary Donovitz, founder of BioTE, anchors the section on men’s health, followed by my chapter on the prostate. These are essential reading, as these two issues eventually affect every man. We’ll also provide insight on sexually transmitted infections and Peyronie’s disease. Essentials on circumcision, vasectomies, and reversing vasectomies and national expert Dr. Philip Werthman on fertility complete part 12.

**Part 13. Navigating Healthcare.** I looked everywhere for a synopsis on health insurance, but we decided to write it when I was unable to find one. The result is a comprehensive summary of health insurance that makes this bewildering topic comprehensible. Equally important are how to find a good doctor and how to make the most of your limited time with your healthcare provider.

**Part 14. Leaving a Legacy.** As a urology resident, I appreciated Dr. Bernard Churchill's unique ability to explain difficult concepts and integrate knowledge. It was an honor to invite him to contribute a chapter, and he has wisely explored the effects of gratitude on health. Brian Banmiller, who has spent his life interviewing presidents and business leaders, offers first-hand knowledge on inspiration. "The heart that gives is the heart that gathers" is the legacy that Larry Bienati creates every day.

Until chapter 101, I intentionally omitted the details of my life from the book. However, at the ripe age of 50, I began my own hero's journey. Mark Twain once said, "The two most important days in your life are the day you are *born*, and the day you *find out why*." In this chapter, I reveal my own story. We all have problems and suffer hardship at some point in our lives. What matters most is how we deal with it. My sincere hope is that this book inspires you to live your best life and to leave a legacy for the next generation.

**The author and volume editor.** Judson Brandeis, MD has been voted top urologist in the San Francisco Bay Area for eight years in a row. A graduate of Brown University and Vanderbilt University School of Medicine, with Urologic Surgery residency at UCLA and a post-doc fellowship at Harvard, today he specializes in the emerging field of sexual health and medicine. Dr. Brandeis's practice focuses on the issues that people are too embarrassed to discuss, a source of untold suffering, from erectile dysfunction and premature ejaculation to prostate cancer. The book addresses each of these issues and many others, with candor, tact, and expertise.

A handwritten signature in black ink that reads "Judson Brandeis MD". The signature is written in a cursive, flowing style with a large initial 'J' and 'B'.