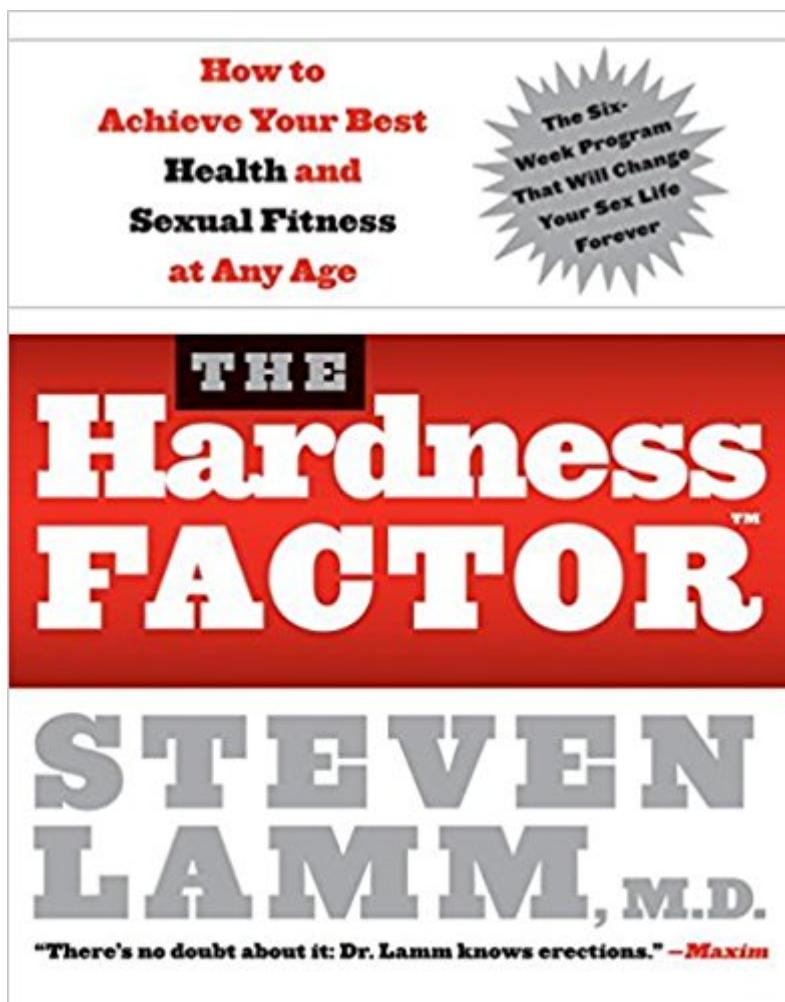


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# The Hardness Factor (TM): How To Achieve Your Best Health And Sexual Fitness At Any Age



## Synopsis

Hard is good, harder is better -- for your health, your libido, your life. Such is the provocative premise behind Dr. Steven Lamm's *The Hardness Factor*, a groundbreaking book that will change the way men live and love. The Hardness Factor measures male health through the quality of an erection -- perhaps the greatest male motivator for better living (more so than fear of cancer, heart attack, or stroke). The Hardness Factor asks, Can men be hard and in shape for sex their entire lives? The answer is, absolutely. Here for the first time are scientific, evidence-based regimens -- emphasizing nutrition, supplements, and exercise -- to increase erectile quality. By following the programs in *The Hardness Factor*, you will improve overall health; produce stronger, harder, and longer-lasting erections; increase strength, fitness, flexibility, and vitality; restore self-confidence; and achieve maximum sexual gratification with your partner. A renowned New York clinician, bestselling author, and a favorite expert on the television show *The View*, Dr. Lamm offers straight talk for men of all ages in "The Four-Day Insurance Policy," which can provide a quick fix for that upcoming Saturday night (or any other dating emergency), and the more detailed "Six-Week Hardness Factor Program," which will improve a man's sex drive, stamina, hardness, and, most of all, health. This comprehensive guide also includes numerous recipes created by acclaimed chef Waldy Malouf, aimed at promoting nutritional health and jump-starting the libido. After following *The Hardness Factor*, you will not only achieve optimal health and sexual fitness but also understand why the penis is the best barometer of a man's health.

## Book Information

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## Customer Reviews

Lamm (The Virility Solution, Thinner at Last), a practicing internist and expert on male sexual health, insists there is a direct link between the quality of a man's overall health and the quality of his erections. Just as physicians can measure a patient's blood pressure and percentage of body fat, Lamm claims he can measure the strength of a man's erections (The Hardness Factor) using a new computerized device invented by a Spanish urologist. He is, therefore, not just interested in whether or not a guy can get hard during sex, but how hard. No wonder he's such a popular guest on women's talk shows like Oprah and The View. It is this ability to measure hardness that allows Lamm to argue it can be improved in six weeks. The program outlined in the book is heavily focused on diet and exercise with the use of a few key supplements (Pycnogenol, L-Arginine, omega-3 fatty acids, Niacin, Vitamins C and E, and Horny Goat Weed). While there is a place for prescription drugs like Viagra, Levitra, and Cialis, Lamm believes these should generally be reserved for those with more serious health problems limiting their ability to achieve erections, such as diabetes, heart disease, and the aftermath of prostate cancer surgery. Most men he treats don't need them. And one upside to this often-embarrassing issue is that by getting healthier in order to get harder, men can avoid the underlying illnesses that would require the use of such drugs in the future.--Patrick Jennings --This text refers to the Sheet music edition.

Lamm's premise is that for men, good health and a hard erection are synonymous. Hardness (or rather, lack thereof) is not just an inevitable side effect of aging, internist Lamm claims "it's the result of poor lifestyle decisions and is linked to a number of afflictions, including obesity, high cholesterol, hypertension, depression and heart disease. The author, medical correspondent for ABC's The View and an early researcher of Viagra, points out that prescription medications aren't always the answer. He outlines a six-week program that focuses on diet, exercise and supplements such as Pycnogenol/L-Arginine, a combination of antioxidant and pine-bark extract that reduces the risk of chronic diseases and results in a "rock-hard erection." Lamm peppers his straightforward text with jokes and entertaining anecdotes from patients at his New York City practice. He estimates that 20 million men aged 40 to 70 suffer from erectile dysfunction. While many never seek treatment, perhaps they will pick up this important book, which is filled with several new insights and tips for maintaining sexual and general health. (June 1) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Sheet music edition.

Having problems are we? Not as young in the morning as we used to be? A slight tendency to avoid

getting too intimate because you just don't know if it's going to work for you the way it did when you were twenty? You're not alone - although I certainly thought I was for a while there and it's not something we talk about, is it? To anyone! We just quietly fade away... That affects us. We lose self confidence, our mental image changes, we start to feel old. Now you don't need to talk to anyone. Just read this book. Oh, it won't cure you from a simple reading of it, you do actually need to take some action and buy two supplements, which I've reviewed elsewhere and the names of which you can discover this book. Steven Lamm lays out in a very readable form the results of many years of working with patients on this problem. He provides no-name case studies of individuals both before and after using his programme. Are they true? He says they are. I had no idea when I read the book but they certainly increased its readability. Now, having followed the programme, I would say they are definitely true. He lays out a six week light exercise programme, with specific exercises and repetitions. All of this is linked back to the early part of the book in which he explains the underlying thinking and experience that led him to develop the protocols. He also lays out the reasons that the two supplement work, what they are and how to take them. None of this is difficult. The book will, for most of you, completely change your understanding of how everything works for you down there and why it may not be working so well any more. It certainly clarified things for me and showed me the possibility of avoiding chemical crutches such as Cialis or Viagra, in favour of getting my body to work better naturally. Buy it. Read it. Apply yourself to it. Based on my own experience I'd be surprised if, six weeks from now, you and your partner aren't on much better terms.

If you've been a junk food addict, know only about vitamin beer, and your definition of exercise is video games then you'll gain something out of this book. I'll summarize the whole book in one paragraph: You have to do aerobic (walk a lot), strength, and stretch exercises. You have to watch your diet, stress level, and sleep level. You have to keep taking the following supplements: Pycnogenol, L-Arginine, Horny Goat Weed, Vitamin C&E, Red wine extract/grape seed extract, Fish Oil, and finally, Niacin if you have cholesterol problem. Also you may want try drugs that are supposed to cure ED\* (see warning below). Basically, if you put an effort to keep yourself healthy, your body will keep supplying you standing power. That's it. Well in addition to several anecdotes, and jokes. \*Read the financial disclaimer on the about author page and you'll understand why he's pushing synthetic medications for ED. He got paid to do it, but honest enough to admit it to careful readers. I didn't gain anything from this book because I'm well verse with health issues, but if you don't know anything about ED, then you'll improve your ED problem if you follow this book through for the 6 week period.

A very good book on male sexual health overall. Don't get distracted by the title. Although the recommendations from the author will positively effect your hardness that really isn't the essence. The author simply uses hardness as a measure of overall male health. He is really getting at being healthy period. His point is that lifestyle choices do effect health in significant and measurable ways. Eat properly, manage stress, get regular exercise and supplement prudently and you can reap the benefits of better health.....and yes, better hardness.

This is an excellent guide and easy to follow program to improve erectile performance based on good diet, easy daily exercise and targeted supplements which was written in 2005 by an MD practicing in the field sexual medicine. Plenty of case studies to illustrate the messages as well as some humorous cartoons and quotes. Sadly, the associated website [thehardnessfactor.com](http://thehardnessfactor.com) is no longer maintained and thus some of the detail stored there (such as a listing of Rx medication with negative impact on erectile functionality) is not available to today's reader. For this reason I award 4 stars and not 5.

I would not usually say this, but, this book changed my life. I have followed Dr. Lamm's recommendations, particularly around the supplements and exercise, and I can tell you that my body is reacting differently. I have not felt like this since I was a teenager and I am 53 years old! Seriously, I feel so different and my body is responding in a way I responded as a 17 year old. I mean, it is significantly different. Middle age men need to read this book.

A must read for men period. All ages, all health concerns, any fitness level. I chose to read because of diabetic concerns and ED. I am learning more about being a man and taking care of MYSELF than ever before. Every thing from diet, nutrients, exercise, supplements, and mental health are covered in this book. Dr. Steven Lamm is the real deal! Google him and find out why for yourself. Afterwards buy the book. You will not put it down!

I bought this for my husband and we both appreciate the info. :)

The segments I read were well written and very interesting. But my husband won't read it. Guess the old adage you can lead a horse to water but you can't make him drink applies here. Without motivation the best advice in the world won't work.

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