



### FOR IMMEDIATE RELEASE

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*The Penis Book* arrives to great acclaim from leading medical experts. Provides readers with practical, clinically sound information. Reveals the dangers that arise when men watch too much porn.

“Men far too often ignore, or are too afraid to discuss, their private health concerns. Dr. Spitz to the rescue. Dr. Spitz is here to answer all of the questions you’ve ever had surrounding the mystery of your genitals.”

—**Travis Stork, Host of the Emmy Award-winning TV talk show *The Doctors* and #1 *New York Times* bestselling author of *The Lose Your Belly Diet***

NEW YORK — In a world filled with misinformation, misunderstanding and taboos on the subject, *The Penis Book* has arrived to arm readers with clinically sound information on the most celebrated member of the male anatomy.

In what many urologists and other clinicians already are calling the new gold standard book on men’s sexual health, *The Penis Book* provides readers with reliable, practical information on a myriad of topics — from penis size to function, and everything in between.

“There is so much misinformation and confusion in the world when it comes to the penis, it was time for an expert in penis health to write a book to set the record straight,” said Dr. Aaron Spitz, a Weill Cornell University Medical College, Baylor University College of Medicine, and USC trained urologist who practices in Orange County, California. Dr. Spitz has served on faculty at UC Irvine Department of Urology and he is frequently referred to as America’s Favorite Penis Doctor.

*The Penis Book* is Dr. Spitz’s unflinching, comprehensive guide to everything from normal penis size to sex-change surgery. Nothing is left under the covers including sexually transmitted diseases, low testosterone, circumcision, and erectile dysfunction (ED).

A leading expert in male sexual health and fertility, Dr. Spitz set out to write the must-have penis care manual for both men and women. Covering everything from the pros and cons of circumcision, to the role

of blood flow in an erection, to dealing with disease, this book has the hard facts on penis anatomy. Dr. Spitz supplements his expert medical advice with insight into the influence the penis has had on art and culture throughout history, and offers a peek behind the curtain at the porn industry. The result is a comprehensive guide that is well researched, accessible, and laugh-out-loud funny.

One of the most popular sections of the book is Dr. Spitz's Five-Step Plan for Maximum Penis Health, where his advice ranges from diet and exercise to sleep.

"Men are far less insightful about their health than are women. Women are in tune with their health, especially their reproductive, hormonal and sexual health as well as their psychological and emotional well-being. Men are not as knowledgeable. Therefore, this book can help men level the playing field," said Dr. Spitz. "Men can greatly enhance their understanding of their bodies by reading this book. I've already heard, though, that many women are buying the book to gain a deeper understanding of men — and their behaviors. I hear over and over from older men that they wish they had this book when they were younger."

Among the book's variety of topics, pornography and its influence on the brain and sexual health is one of the unique insights of the book. "When I was doing my research I was just really amazed to find out how very damaging pornography actually is to sexual function," Dr. Spitz said.

"When you watch a significant amount of porn, it literally desensitizes a part of your brain regarding sexual behavior. This can cause significant problems in relationships, and most men have no knowledge of this," Dr. Spitz said. The impact is also disproportionate on high school to college-aged men, according to Dr. Spitz.

Throughout the book Dr. Spitz sprinkles in humor, like sugar, to help the medicine go down. "There is a fair amount of humor in it, but it's really an instructive factual book that's got a lot of important, very serious information," Dr. Spitz said. Dr. Spitz brings his comic sensibilities from his many television appearances on *The Doctors* where he often livens up the set. He also used to perform as a professional stand-up comedian while in medical school. Dr. Spitz also uses the book to advocate for a plant-based diet, which he states has numerous positive health benefits not just for the penis but for the whole body.

"I learned of the health benefits of a plant-based diet probably eight or nine years ago," Dr. Spitz said. "And I saw some really good research out there on that not only specific to urology, but also in general."

So far *The Penis Book* has been translated into six languages. It is also available in audiobook format, with Dr. Spitz providing the narration.

Medical students, general practitioners, psychologists, and even other urologists also will find the book very informative. The book also makes a wonderful present for bachelor parties and bridal showers.

## About Aaron Spitz, M.D.

Aaron Spitz, M.D. has served as an assistant clinical professor at UC Irvine's Department of Urology. One of America's top urologists, he serves as the chief representative for urologists to the American Medical Association (AMA), as well as immediate past president of the California Urological Association (CUA). He advocates on behalf of the many needs of his patients as well as across the nation. He has appeared on *Dr. Phil* and *the Real Housewives of Orange County*, and is a regularly featured expert on *The Doctors* daytime TV show. He recently taped his 40<sup>th</sup> appearance on *The Doctors*. He also has appeared on hundreds of TV and radio health reports, and in as many newspaper and magazine articles.

Dr. Spitz is a nationally recognized expert in male fertility and contraception, microsurgical vasectomy reversal, low testosterone, erectile dysfunction, Peyronie's disease and telemedicine. He is involved in many clinical research trials, and has authored or co-authored numerous peer-reviewed journal articles and book chapters on male fertility, sexual function, prostate cancer, and telemedicine.

Dr. Spitz received his medical education at the Weill Cornell University Medical College, New York, NY. He did his internship and residency at LA County and University of Southern California Medical Center, Los Angeles, CA, and did his fellowship at Baylor University College of Medicine, Scott Department of Urology, Houston, TX.

Dr. Spitz is board-certified by the American Board of Urology. He is a member of the American Association of Clinical Urologists, American Urological Association, American Medical Association, American Society for Reproductive Medicine, The Society for Male Reproduction and Urology, Society for the Study of Male Reproduction, and the California Urological Association.

Dr. Spitz is on the volunteer faculty at UCIrvine Department of Urology. He is in private practice at Orange County Urology Associates, Laguna Hills, CA ([orangecountyurology.com](http://orangecountyurology.com)). He also can be found online at [vasectomyreversalusa.com](http://vasectomyreversalusa.com).