

HEALTH STORY - VALENTINES DAY AND NATIONAL IMPOTENCE DAY RESEARCH

Submitted by: Shire Health PR

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For consumer health correspondents only

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BRITISH SMOKERS STUB OUT TO IMPROVE THEIR SEX LIFE VALENTINE'S DAY & NATIONAL IMPOTENCE DAY

A new survey reveals that over a third of British smokers want to quit smoking in order to improve their sex life whilst 21 per cent hope it will better their chances of finding a partner.(1)

Findings from the Nicorette* Time to Quit Survey, released today - Valentine's Day and National Impotence Day, raises some important issues relating to love, sex and smoking. The obvious and tell-tale signs of smoking such as the smell of smoke, yellow stained teeth and fingers do not exactly make a great first impression. These signs can be a major turn off which could hamper your chances of meeting a future partner, especially if they are a non-smoker. The less apparent but more serious effect of smoking which could turn down the heat in the bedroom this Valentine's day is that it may cause male sexual impotence.(2) Research suggests that smokers are at least 50 per cent more likely to suffer from erectile dysfunction with 120,000 men age between 30-50 impotent because of smoking.(2)

Commenting on the research Professor Michael Kirby, GP, says: "Smoking tends to make men impotent primarily because it impairs the blood vessels that carry blood to the penis. However, stopping smoking can reduce the risk of impotence and improve sexual potency in men.(2)

People who want to quit smoking for good and potentially improve their love and sex life should look at all the options available to help them including Nicotine Replacement Therapy, which is the most widely used clinical proven therapy for giving up smoking and doubles the chances of successfully quitting compared to willpower alone.(3)"

The survey commissioned by Nicorette, inventor of Nicotine Replacement Therapy (NRT) also reveals:(1)

- Gender differences in the sex and love stakes are apparent as men mainly want to quit to better their sex life (45 per cent) whilst women want to quit to improve their chances of meeting a partner (23 per cent)
- Northerners view improvement in their sex life as more important (36 per cent) than meeting a partner whilst people from the Midlands would rather better their chances of the later (26 per cent)
- Nearly six in ten of those questioned are likely to use a stop smoking product such as NRT, with 63 per cent opting for the 16-hour patch followed by 35 per cent for the gum
- Half of those surveyed, if successful in quitting, would save their cigarette money and spend it on a dream holiday, four in ten would decorate their home, 39 per cent would buy a new wardrobe of clothes, 28 per cent pamper themselves with a beauty treatment, hair cut or massage and 24 per cent would put the money towards a new car

Nicorette understands that every smoker has a different need which is why they have the broadest range of products and unique formats available to suit individual smoking patterns and habits including the new Freshmint Gum, 16-hour Patch, Inhalator, Microtab and Nasal Spray.

People who want more information on giving up smoking are advised to go online at www.nicorette.co.uk or to call the Nicorette helpline, 0800 2 GIVE UP. Also for support, individuals can register for the Nicorette Fresh Start Complete Quitter's Programme which is available free of charge and provides expert advice during the difficult quit period. The programme has helped over 100,000 people in their attempt to stop smoking. For registration either telephone 0800 389 3210 or go online to www.nicorette.co.uk/freshstart.

*Contains nicotine. Requires willpower. Always read the label. Ask your pharmacist for advice.

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Note to Editors:

The survey was commissioned by Nicorette and 700 people aged 16 to 45+ across the UK took part. The survey took place during December 2004.

Media Contact:

For further information or to arrange an interview with an expert / case study, please contact Paschorina Mortty or Diana Bourne on 020 7108 6400

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References:

1. Nicorette Time to Quit Survey 2004. NOP. December 2004
2. Smoking and Reproductive Life: The impact of smoking on sexual, reproductive and child health. British Medical Association. February 2004
3. Garvey, AJ. et al. "Effects of nicotine gum dose by level of nicotine dependence". *Nicotine & Tobacco Research* 2000;2(1):53-63.