

## **NATURE'S VIAGRA: WHY BIOIDENTICAL HORMONE REPLACEMENT THERAPY FOR MEN IS HOTTER THAN EVER**

*-Dr. C.W. Randolph Explains Why BHRT Is Catching On Among Male Patients-*

### ***FOR IMMEDIATE RELEASE***

**JACKSONVILLE, Fla. (May 19, 2009)** – All the attention celebrities have been giving bioidentical hormones in recent months is paying off for credible practitioners who can successfully prescribe the therapy as an anti-aging and weight loss option. Bold-faced names such as **Oprah**, **Dr. Phil**, and **Suzanne Somers** have brought more attention to bioidenticals than ever before. And increasingly, they are persuading men that they too can benefit from bioidentical hormone replacement therapy, or BHRT.

C.W. Randolph, M.D., Medical Director of the [Natural Hormone Institute](#), says the vast majority of the patients in his practice used to be women. But now, one in three patients he sees is a man. “Men are realizing that they have options besides Viagra to maintain a healthy sex life as they get older,” says Dr. Randolph. “And because of all the recent media attention on bioidentical hormones, they’re trying the therapy to also maintain overall vitality and help with weight loss.”

Male patients who seek BHRT are primarily focused on erectile performance, says Randolph, but that is only the symptom of an underlying health issue. “We treat the real culprit, which is a hormone imbalance at a cellular level. Most men over 40 do not realize that they are actually estrogen dominant, the same condition that their wives and girlfriends are experiencing.”

Randolph, co-author of the bestselling book *From Hormone Hell to Hormone Well*, says multiple medical studies have shown that men with excess belly fat, who are also suffering from fatigue and lethargy, have too much estrogen in their system. "That excess estrogen is what causes the body to pack on extra pounds around the middle. Belly fat is a key indicator of 'metabolic syndrome,' a cluster of abnormalities that include high levels of blood sugar, blood pressure, and triglycerides, as well as low levels of 'good' HDL cholesterol. This combination of risks has an impact on mortality from heart disease. And the fact that belly fat can trigger cardiovascular problems is also why a large belly has been linked to erectile dysfunction."

Randolph works with male patients by testing their hormone levels to restore a man's optimal hormone balance via bioidentical testosterone replacement. "It's cheaper and more effective than Viagra, and men find it not only solves their sexual performance issues, but helps them feel healthier and more vital than they've been in years."

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