



Why everyone should read The Rough Guide to Men's Health



Spiralling work stress, junk food overload, and makeover madness all make staying healthy seem a taller order for men than ever before. The Rough Guide to Men's Health provides the ultimate lowdown on how men can make the most of life with the body they have. Divided by real-life situations such as At Work, In the Kitchen and On the Town, each chapter offers an informed and down-to-earth look at the matters involved. Avoiding flabby waffle and well-being Puritanism, author Lloyd Bradley and his team present the facts, give their expert advice and suggest realistic practical steps to take. Bite-sized chunks of information make it easy for men to make as many small, or big, changes as they see fit.

Why men should read The Rough Guide to Men's Health:

- We know you don't like thinking about this kind of stuff, but a few changes could make your whole life run just that bit smoother.
- You're bound to find at least one interesting fact to tell your mates.
- It will make you feel like you're doing something positive (even if you don't do any of it).
- See the stats box below...

Why women should read The Rough Guide to Men's Health:

- Let's face it, a lot of men need women to help sort them out. It's why married men live longer!
- Understanding where he's coming from will help you gauge how to approach a tricky issue.
- While discovering how to help him get healthier, you might pick up a few tips for yourself.
- He probably won't - not unless you just happen to leave it lying around open on an interesting page...

Extracts and quotes available for 'New Year, New You' and general health features. Please contact Viv Watton 0207 010 3720, Vivienne.watton@uk.roughguides.com for review copies or to discuss angles or feature ideas.

About the Author

Lloyd Bradley has been classically trained as a chef, is a regular marathon runner, cigar aficionado, Arsenal season ticket holder and red wine enthusiast. He was formerly Health & Fitness editor at GQ, and Consultant Editor at Men's Health and Runner's World magazines. He is also the author of The Rough Guide to Running.

The Expert Panel:

Sarah Hedley - Sex and Relationships
Dr Sarah Schenker - Dietician and Nutritionist
Gideon Remfry - Fitness and Strength Coach
Dr Sandra Scott - Psychiatrist
Dr Liliana Risi - GP

Note to Editors:

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The Stats:

- Currently in the UK around 6 in 10 men are defined as overweight and 1 in 6 as obese. (source: malehealth.co.uk)
- The average man can expect to be seriously or chronically ill for 15 years of his life. (source: keepthedoctoraway.com)
- Men are more likely to take illicit drugs than women, 13.7% of men compared to 7.4% of women took drugs in 2007. (NHS)
- The average British man will drink 14,000 pints of alcohol in his lifetime. (onepoll.com)