



Jamie Laing

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Via e-mail: olivia.barker@ymugroup.com

Dear Jamie,

Hello from your fans at People for the Ethical Treatment of Animals (PETA). We were sorry to hear that your intimate time with Sophie hasn't been too hot lately, and we'd like to offer you a cheeky – but effective – solution: **eat vegan**.

Evidence suggests that a plant-based kitchen can lead to a great time in the bedroom. Quite simply, the cholesterol and saturated animal fat in meat, eggs, and dairy can clog our arteries and slow the flow of blood to *all* the body's organs – not just the heart and lungs.

While animal-derived foods are detrimental to health generally and sexual performance specifically, plant foods have been shown to have the opposite effect. One study suggested that men who couple regular exercise with a diet rich in flavonoids, found in fruits like strawberries, blueberries, and apples, may reduce their risk of developing erectile dysfunction by over 20%!

Superbowl execs might have found [this PETA US ad](#) that makes our point a little too racy, but there's no denying that better circulation equals better sex. Eating vegan even has the power to improve the way we smell – and *taste*.

There's never been an easier time to give vegan eating a go – and it's as simple as filling your fridge with vegetables, fruits, nuts, seeds, and dark chocolate (a great source of zinc, which elevates testosterone levels). We're confident that if you make the switch to plants, you'll find it's the gift that keeps on giving ... and giving ... and giving.

Kind regards,

Iona Kirby
Senior Manager, Celebrity and Creative Projects
PETA

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