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By Andrew Gregory | 1 Comment | 21 Sep 2013 00:03

Men would rather be IMPOTENT than go BALD, according to new research

Being bald beat impotence and bad breath in a poll to determine what would have the most catastrophic effect on men's vanity

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Baldie: Hair loss is men's greatest fear

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Men would rather be impotent than bald, according to a new poll.

Overall, 94% said hair loss was their biggest worry about what could happen to their body, while 89% said it was not being able to get an erection.

Three-quarters felt going grey would be grim, 64% were frightened of being fat and 61% were terrified of losing their teeth in the poll of 2,000 men.

Around 45% fretted about needing "jam jar" glasses and 24% about having bad breath.

Yet only a third were worried about going deaf.

Psychotherapist Toni Mackenzie said: "Hair loss can be genuinely distressing and people do think it's fair game for jokes."

Ian Watson, of HIS Hair clinics, added: "It's no surprise being bald tops our poll as it is a frightening prospect.

"But I'm not convinced I'd prefer to be impotent."