

Hugh Hefner, the most iconic Playboy in human history, was a visionary, an empire-builder, and a pajama-clad pipe-smoker with a pre-coital grin.

In 1953, he published his first edition of Playboy with money borrowed from his puritanical, Nebraska-born mother. Marilyn Monroe appeared on the cover, with her nude calendar inside.

Rebelling against his strict upbringing, he lost his virginity at the age of 22.

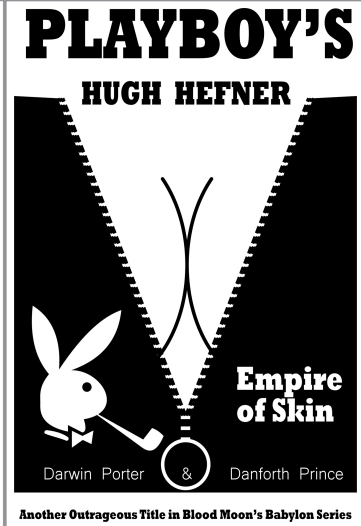
Playboy, punctuated with nudes and studded with articles by major literary figures, reached its zenith at eight million readers. As a “tasteful pornographer,” Hef became a cultural warrior, fighting government censorship all the way to the U.S. Supreme Court. As the years and his notoriety progressed, he became an advocate of abortion, LGBT equality, and the legalization of pot. Eventually, he engaged in “pubic wars” with Bob Guccione, the flamboyant founder of *Penthouse*, which cut into Hef’s sales.

Lauded by millions of avid readers, he was denounced as “the father of sex addiction,” “a huckster,” “a lecherous low-brow feeder of our vices,” “a misogynist,” and, near the end of his life, “a symbol of priapic senility.”

During his heyday, some of the biggest male stars in Hollywood, including Warren Beatty, Sammy Davis, Jr., Mick Jagger, and Jack Nicholson, came to frolic behind Hef’s guarded walls, stripping nude in the hot tub grotto before sampling the rotating beds upstairs. Even a future U.S. president came to call. “Donald Trump had an appreciation of Bunny tail,” Hef said.

Hefner’s last Viagra-fueled marriage was to a beautiful blonde, Crystal Harris, 60 years his junior. “There’s nothing wrong in a man marrying a girl who could be his great-granddaughter,” he was famously quoted as saying.

This ground-breaking biography, the latest in Blood Moon’s string of outrageously unvarnished myth-busters, will be the first published since Hefner’s death at the age of 91 in 2017. It’s a provocative saga, rich in tantalizing, often shocking detail. Not recommended for the sanctimonious or the faint of heart, it will appear everywhere on or before **HALLOWEEN of 2018**.



Playboy's Hugh Hefner, Empire of Skin,
by Darwin Porter and Danforth Prince, 978-1-936003-59-4
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