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Bad chat-ups get the red card

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'Hey baby, are you sure you didn't hurt yourself when you fell out of heaven? By which, of course, I mean that you look like Lucifer, Lord of Darkness and Beast of the Pit.'

Women fed up with cheesy chat-up lines can now give failed lotharios the boot with a penalty card.

It not only gives them an escape route from unwanted advances but also helps men by letting them know where their chat-up skills are going horribly wrong.

Below the question on the card 'Why did you reject this stud muffin?', women can tick boxes that include 'personal hygiene issues', 'lame chat-up line' and 'obviously only after one thing'.

Pick-up artist Richard la Ruina, who came up with the idea, said: 'At the moment men are pretty bad at chatting women up. A lot of the time women are being very patient.'

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Research last year found about 50 per cent of women made their minds up about a person within the first 30 seconds of meeting them, so the founder of PUA Training said it was important to have a good opening line.

'Far too many women never actually tell the guy where he is going wrong. This way it can quickly show why they are put off,' Mr la Ruina said.

Thousands of the cards were handed out at the weekend in London's Leicester Square and West End.

Mr la Ruina said: 'The aim is to alert guys in a fun and humourous way. We understand this can be embarrassing.'