

Dr. Laura Berman
Be the change you
want to see

Love potions
Does one exist for you?

Enhance your romance
Industry experts share
their insight

**MEDIA
PLANET**

November 2012

HEALTHY RELATIONSHIPS



STAND THE TEST OF TIME

PHOTO: KENDRA WILKINSON
Television star, wife, and mother Kendra Wilkinson talks about the healing powers of a strong relationship, and intimacy for the body and soul.



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CHALLENGES

Most couples want more romance and passion in their relationships. It's a common refrain that I hear from people across the country, but sadly, many couples aren't sure how to make that change happen.



WE RECOMMEND



Carol Queen, Ph.D.
Discusses tips for communication in the bedroom

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Be the change you want to see

Many couples feel guilty or depressed that they are missing out on the spontaneous and passionate sex that they see on T.V., and they wonder why their partners aren't more like the romantic heroes or heroines they see in the movies. The good news is that you can have a fulfilling and meaningful relationship, but in order to do so, you have to change your line of thinking. Instead of expecting your relationship to be like the relationships you see in romantic comedies, you have to accept that real life isn't always so perfect. You also have to realize that if you want more love and passion, then you have to be the one who takes steps to make it happen. People tend to sit back and wait for their

partners to make the first move, but the reality is that you have to be the change you wish to see in your relationship.

Be spontaneous

For example, many couples say that they want more spontaneity in their relationship, but when is the last time you did something spontaneous for your partner, whether it was surprising her at work for a lunch date or hopping in the shower with him for a little early morning intimacy? Of course, I am not saying that you have to put in 100 percent of the effort, but if you make steps to be engaging, romantic, and passionate, your partner will pick up all of that erotic energy and begin to channel it back to you as well. It won't happen overnight, but it will gradually change the landscape of your relationship and connect you



Dr. Laura Berman,
Relationship Expert, Director,
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in new, deeper, and more sensual ways than you ever thought possible.

Honesty is key

It's also important to remember that your partner isn't a mind-reader. If you want just one com-

munication tip to always rely on, it's this: Tell the truth (patiently, calmly and without malice) and allow your partner to do the same. If you need more time for foreplay, speak up and say so, or if your feelings are hurt because of a comment your partner made, go ahead and let him know rather than sulking about it for days.

Authentic communication is the cornerstone of any happy relationship, so get in the habit of speaking your feelings clearly and openly, and make honesty the policy in your relationship, especially when it comes to the bedroom and what your desires and needs are. After all, life is too short to miss out on great sex!



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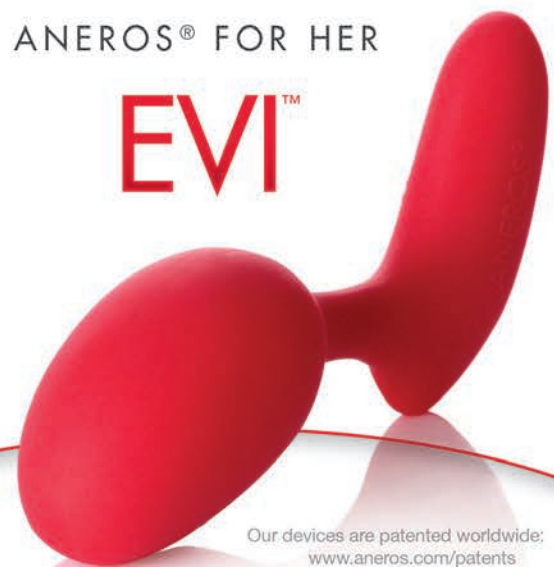
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INSPIRATION

QUESTION & ANSWER



Carol Queen
PhD, Good
Vibrations Staff
Sexologist

■ **How important is communication in the bedroom?**

■ Crucial! Talking may not seem necessary in the beginning, when lust can conquer all. But as you settle into a routine, or bodies change, speaking about sensation, desire, arousal and limits becomes very important. Some lovers never say much in bed, but do talk about sexuality outside the bedroom.

■ **Do you believe that pop culture has influenced the way society views sex?**

■ Yes—but not in a simple way, partly because many of us are influenced by different subcultures, and pop culture's message about sex is far from monolithic.

■ **What is one thing that every person can do to improve their sex life?**

■ Learn more about sexuality! Most people's sexual challenges derive at least partly from a lack of knowledge about sex, arousal, response, and the diverse ways different people experience these things. There simply is no one element of sex that everyone will experience the same way, so it's worthwhile to learn.

CAROL QUEEN, PH.D.

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SEX IN A BOTTLE



We want to do it better, longer, in a more satisfying way. Can passion be helped and satisfaction increased with “love potions”? Can the “sex in a bottle” offer a better sex and more “oomph”?

In Ancient Greece newly-weds shared a pomegranate to increase “joyous times” and fertility; at Chinese Court ginseng tincture was served to the emperor so he can meet his sexual obligations to hundreds of concubines expecting to be attended to at least once a year.

Oysters and chocolate are still looked upon as “sexual foods” that can increase pleasure and improve performance. With Viagra® debuting at the largest television event in America (SuperBowl), and thousands of internet ads promising “super-sex”, the era of new “love potions” is here.

Can “love potion” help? Can it be real? Yes, it can BUT as always science is key. As men's sexual performance may be improved with the vasodilating effect of the PDE-5 inhibitors, they also may have a number of potential side effects; for women whose sexual drive and sexual satisfaction is more complex than the

blood flow delivered to sexual parts “female Viagra” is even more elusive. So, modern science looks at old nature to provide clues for greater and safer sex. Herbs such as Epimedium, Cynomorri, Codonopsis and Ginseng in proper preparations can improve both erectile functions and sexual stamina in men, while Cordiceps, Lyceum or Dendrobium are examples of herbs that while paired with other natural plant extracts may promote better orgasms, awake sexual sensitivity and reinforce a woman's libido.

So, want better sex? Get ready to do some research. Sex in a bottle awaits you BUT you need to do more than just open the bottle.

DR. AGNES P. OLSZEWSKI, PH.D. MBA

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PANEL OF EXPERTS

		Question 1: What is your industry doing to inspire romance?	Question 2: Why is it important to invest in your relationship?	Question 3: What can couples do to enhance their love lives in a healthy way?
JESSICA DRAKE Sexual Wellness Authority, Creator, Writer, Director of self-help DVDs that assist women and couples		We are producing films which create a perfect setting for intimacy, both passionate love stories and enlightening educational DVDs which examine the topics today's couples wish to explore.	Having a strong foundation of communication, friendship and love will make it easier to navigate the difficult times. Trust makes everything easier.	Plan dates. Turn off your phone. Learn to be your partner's best lover by listening and sharing desires as well as insecurities. Connect and communicate.
	BART PANESSA CEO, Nutraloid Labs	We are educating and promoting physical fitness, wellbeing and natural alternatives to pharmaceutical sexual enhancements.	Relationships need to be nurtured and attended to in order to continue. Our product will naturally benefit the intimate acts in a relationship by creating more confidence in sexual performance.	Communications both mentally and physically play important roles in building and maintaining healthy relationships. Couples will gain an overall enhanced sexual relationship by using Herberex which will only enrich their overall love lives.
JOANNE HARVIE CEO, Passion Parties International		Our industry empowers people to strengthen their sexual confidence. What begins as an act of self-love quickly evolves into acts of romantic love with another.	Relationships are often the center point upon which all other areas of our lives revolve. A family sprouts from a romantic relationship. One way to keep that family healthy is by nurturing the relationship.	The sexiest part of the human body is the brain. Daily emotional connection is imperative. That means communication is key. Couples have to talk! And just as important, they have to listen.
	MANDY CHOMAT Vice President, Sales and Marketing, Karisma Hotels & Resorts	Romance is inspired by creating care-free vacations that foster togetherness among couples, offering candlelight dinners on the beach, couples massages at sunset, rose petal baths, and beach butler service.	Investing in your relationship contributes to a healthy and happy lifestyle overall, making it all the more important to ensure romance and quality time together are commonplace rather than rarities.	Couples can enhance their love lives by setting aside time together without any distractions whether it's a quiet dinner for two at home or a romantic vacation to a beautiful beach destination.
CT SCHENK Managing Director, Aneros		Novelties have always been a great way for couples to enhance intimacy, but there was always a stigma attached to them. In recent years our industry has adopted "mainstream" ways of making our products more appealing.	A healthy relationship is greater than the sum of its parts, spiritually and physically. Being in a strong relationship allows you to grow in ways that you couldn't alone.	We suggest what we call "sexual fitness exercises." Women can benefit from kegel exercises and men, prostate massage. Both of these activities can lead to bigger fireworks in bed!

INSPIRATION



Kendra Wilkinson talks sex for the body & soul

→ Kendra Wilkinson may have first achieved fame for her time at The Playboy Mansion, but the actress, author, model, wife and mom has put aside the notion of sex as an ego booster in favor of the role it plays in overall health.

“Sex improves relationships—it is the one time when you can put all the stress in your life out of the way... like yoga,” said Wilkinson who is married to NFL wide receiver Hank Baskett. “Put the kids to bed, cuddle up and be romantic in something that heals you—it’s a form of medication.”

There’s so much pressure in today’s world, added Wilkinson, that people need to come together to “concentrate on needs and feelings that naturally take stress away.”

While the Internet and recent best-selling books portray a certain image of sex, Wilkinson advised couples not to compare or compete with friends or media images. “You don’t have to go the extremes. Not everyone can relate

to whips and chains. It takes time to find what works. Take small steps at a time and don’t feel pressure from friends.”

For her part, she said being married has made her comfortable so she can be herself. “He knows what I love and how to wine and dine my soul,” said Wilkinson. “I can admit, I didn’t feel it until I got married. Sex was great and fun for the ego, but now it is for the body and soul.”

Even Wilkinson admitted to moments—such as after giving birth to her son—of feeling skittish about sex. She said little games, such as using dice to roll for an activity such as ear nibbling is a great start to break the sexual ice and get back in touch with your sexuality. “People probably think I’m a crazy dominatrix, but I am actually conservative. I like to sweeten things up rather than spice them up.”

FAYE BROOKMAN

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* DON'T MISS

Hope for HPV prevention

Research around Human Papillomavirus (HPV), a now well-established cause of cervical cancer, is potentially at a turning point, which could lead to groundbreaking preventative possibilities, cutting down the rate of transmission. Not all people infected with HPV experience symptoms, which is why it’s passed on so easily, and usually not identified early on.

The new study, by McGill University’s Division of Cancer Epidemiology, will test a revolutionary way of preventing the transmission of HPV through the use of a topical gel applied during sexual activity. The research team is led by Dr. Eduardo Franco, Director of the Division of Cancer Epidemiology.

The findings from this study indicate that a carrageenan-gel could function as a broad-spectrum topical microbicide targeting sexually transmitted HPVs. “If the upcoming clinical studies are successful, a personal lubricant will both enhance pleasure and provide a protective barrier to HPV transmission,” says Dean Fresonke, CEO of Divine Corporation, the makers of the personal lubricant that was supplied for the McGill University study.

“Positive results from this study would be the start of an entirely new way of approaching cancer prevention,” explained Franco. “Imagine the impact if women can protect themselves from HPV infection and the risk of cervical cancer through the simple application of a medicinal gel packaged as a personal lubricant.

“It will be a beautiful way to show how much you care for your partner,” says Fresonke.

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