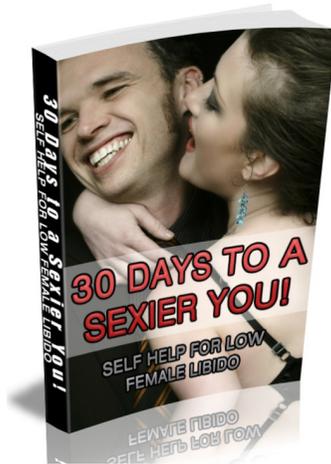
A man and a woman are shown in a close embrace. The man, on the left, is smiling broadly, showing his teeth. The woman, on the right, is leaning in and kissing him on the cheek. She has dark hair and is wearing a black top and blue beaded earrings. The background is dark.

30 DAYS TO A SEXIER YOU!

**A SELF HELP GUIDE TO
LOW FEMALE LIBIDO**



30 DAYS TO A SEXIER YOU!

A Self Help Guide for Low Female Libido

is a free informational resource provided by



A world leader in innovating products that use your sense of smell for health, wellness and sheer scintillating pleasure.

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Low Libido? One Woman's Perspective

Hello,

My name is **Linda Lee Ryan** and I am the CEO and Founder of **The Sense of Smell Lab**, a world leader in pioneering products that use our sense of smell for enhancing moods and influencing behavior.

So what does our sense of smell have to do with our sexuality? More than you may think!

Our sense of smell contributes enormously to the quality and enjoyment of our lives and well being. The use of aromas and fragrances at feasts and celebrations, in temples and churches, for religious ceremonies and for the promotion of love, health and wellness goes back as far as recorded history.

Recent medical research into the power of our olfactory sense to **trigger memories, enhance moods and improve health and wellness** is giving our sense of smell a whole new attitude.

Aromatherapy, deemed a fringe therapy 30 years ago, is now a mainstream healing technique that focuses on the application and inhalation of essential oils for the purpose of affecting a person's mood and health.

For the past seven years, **The SOS Lab** been developing technologies that change the way people experience the power and pleasures of aromas, scents and fragrances. Using our innovative non transdermal aroma patch and the sleek, personalized aromapod, we deliver aromas directly to the nose of the user without dispersing them into the environment. This allows for the discreet enjoyment of



aromas that is personal, convenient and non-intrusive.

One area of our research that I find particularly exciting is how aromas can assist with **female sexual health**, and especially women suffering from **low libido**.

Did you know that your sense of smell plays a key role in our sexual function?

It's true. The sense of smell is the only part of our brain that is directly exposed to the outside world. **Your nose, in other words, is a direct pathway into the brain.** Since the moment of birth, your olfactory organ has been the seat of your emotions, your creativity and your memory.

We know that odors and subliminal scents influence how animals mate, bond and nurture their offspring. Humans are no exception. **Our sense of smell plays a key role in mating as well as the cycles controlled by the sexual hormones**, such as puberty, menstruation, our fluctuating moods and menopause.

The powerful effect of smell on our emotions has until recently been largely ignored by the medical community. However, recent studies confirm that certain smells have a powerful effect on our moods and can be used to influence behavior. It's no wonder that aromas, fragrances and scents have been used for thousands of years in the art of seduction and love making.

All women know that sexual desire starts with our emotions. Isn't that where the attention should be?

Contrary to popular belief, our most important sex organ is not what's engaged between the sheets, **it's our brain.** The brain programs our sexual function, our reproductive behavior and our sex drive.

Most articles and advice columns dwell on the mechanics



of physical sex. Seldom is there attention paid to the most important aspect of female response—sexual desire. It's about your mood. **If you're not in the mood, getting your body to respond sexual is not an easy task.**

Our most powerful feelings are triggered when the emotional centers of the brain are activated by the stimulation of hundreds of different types of smell receptors.

Most importantly, since the sense of smell directly influences the brain without having to go through the bloodstream, it provides a healthy alternative for women who are increasingly concerned about the devastating side effects of drugs.

A loss of sexual desire is becoming an increasing concern for many women especially as they age.

The intimacy and pleasure that comes from a healthy, satisfying sex life are essential feelings of a loving relationship. The desire to express your unique sexuality into your relationship builds the comfort, security and satisfaction inherent in a healthy sex life.

So when your desire for sexual closeness wanes—or disappeared completely—it can become very distressing and even unhealthy.

Every one's sex drive changes over time, it's only natural. A change in your libido is completely normal and is triggered by many factors including relationship issues, social factors, religious beliefs, work and family stress and your lifestyle choices.

Physical conditions, such pregnancy and childbirth, menopause, medical conditions and the use of prescription drugs also play a role in your level of sexual response.

Our celebrity-obsessed media has us believing that it's all about how you look and what you wear. We know that not true but insecurities about our self image starts the destructive self talk and the inevitable comparisons. Unfortunately, we tend judge ourselves harshly and compromise our feelings, letting our most intimate part slip away.



If you're dealing with the problem associated with low libido, **you are not alone**. Many women are frustrated with the lack of intimacy in their relationship. What they long for is a return to the days when the feelings were unbridled and there was a thrill in holding hands, caressing warm skin and there was always time to make love.

Low libido may be a problem but it's NOT a disease. Most often, it's a state of mind.

Studies on female sexuality suggest that over 40% of women suffer from some form of female sexual dysfunction disorder (FSDD). However, I caution you not to give such statistics too much of your attention.

The basis for FSDD is based on shaky criteria since no one has been able to define what the benchmark of sexual desire in women actually is. **Sexual desire is a personal experience which cannot be quantified by scientific measuring.**

Unless you have a physical reason for a low libido, the important thing to remember is that **low libido is often a temporary situation, not your future experience**. Don't be fooled into believing you have a disease or a disorder and that swallowing 'instant fix' pills will provide you with the solution.

All women know that our sexual response is a delicate interplay of body, mind, emotions and spirit. Quite often a slight adjustment is all that needed for balance to be restored.

The loss of sexual intimacy in a relationship can have a devastating effect on your health, well being and happiness.

Expressing your unique sexual current in the context of a safe and trusting relationship is the foundation of sexual fulfillment. So when that current is no longer finding expression, it has an effect on your overall well being.

The physical, mental and emotional



issues associated with low libido are too numerous to ignore. They impact your health, wreak havoc with your thoughts and complicate your feelings. **Not expressing your sexuality robs you of your womanhood.**

However it doesn't have to be that way. There are things you can do to help your libido bounce back. **Most important is making your sexuality a priority.** Talking to your partner—the first step to dealing with most issues relating to sexual health—is essential. After all, he/she is part of the problem and also part of the solution.

And there are the obvious things, like diet and exercise, addressing physical issues, paying attention to your sexual health, learning about your libido and being alert to the subtle messages of your body.

You should know that the drug companies are also eyeing women with low libido.

Drug companies are raking in millions from the 'little blue pill', the pharmaceutical solution for men suffering from erectile dysfunction. Unfortunately it has also put women under greater pressure to perform and to satisfy 'his needs'.

Pharmaceutical companies look for solutions based on drugs which alter the body's chemical composition. Viagra, for example, was developed to help men with erectile dysfunction and works on the physical mechanics of sexual function—keeping the penis erect. **But it has nothing to do with sexual desire.**

Ads for these products portray wives and lovers eagerly waiting to please their partners, and in doing so revel in their own sexually satisfaction. But that is just marketing hype.

Whether it's Viagra, Cialis or whatever, **male enhancement products contribute very little to satisfying a woman's need for intimacy and sexual satisfaction.**

Male enhancement products have put **added pressure on women to 'be in the mood'—now that he is.** Adding stress to an already stressful situation hardly sets an atmosphere for enjoyable, satisfying sex.



But beware! Drug companies are also busy seeking a ‘pink version’ of the blue pill. In their quest for profits, they have distilled women down to little more than a chemical factory, seeking a way to manipulate the delicate balance of the female body to activate a sexual response.

Female sexual response is intricately more than a mechanical reflex that can be triggered at a whim. You can’t manufacture sexual desire but you can help re-ignite the passion and feelings that were once part of your sexual expression.

That’s why I’m so excited about the potential of the Scentuelle aroma patch.

Scentuelle is a major breakthrough in sexual health technology that uses the olfactory system—our sense of smell— to help re-ignite sexual interest.

Scentuelle was developed by Dr. George Dodd, a leading expert in aroma molecular chemistry, who spent over 18 months combining thousands of scent molecules before he discovered the perfect blend that activates the part of the brain that deals with happiness and pleasure—including sexual desire.

Scentuelle’s unique formulation is infused in a non transdermal (nothing enters the bloodstream) patch that’s about the size of a thumbnail and thinner than Scotch tape. It is worn on the inside of the wrist where it is discreet and easily accessible. Smelling the patch frequently throughout the day helps to trigger those feelings associated with sexual desire. A fresh patch is worn daily.

The most exciting part of the aroma patch technology is that it is drug free.

The non transdermal patches are designed with a hypo-allergenic barrier layer so that the aromas do not touch the skin or enter the bloodstream. They work entirely through inhalation. This insures they are safe, free from side effects and they do not interfere with any medication



the user may be taking. Best of all, they are discreet and non intrusive—no one will know you are wearing one. It is your ‘little secret’.

When you consider that smelling the patch frequently throughout the day is all that’s required—and the aroma is pleasingly addictive!—could it get any easier?

Scentuelle is not a quick-fix drug but a natural approach to restoring balance to the female body. It requires the conscious participation of the woman who is seeking the change and accepting responsibility for one’s personal situation. **How could you give that power to someone else—or some pill—and expect a meaningful change?**

Scentuelle and the non transdermal patch are exciting new technologies that are designed for women who are making the intelligent choice to work with their body’s natural rhythms. After all, who knows your body better than you?

Deciding on a lifestyle change is easy. What’s difficult is the follow through.

We live in a world of instant gratification—24-hour diets, instant messaging, fast food, a pill for this and a potion for that. We’re addicted to the idea that we can undo problems that have been years in the making.

But we both know that **whether you’re want to lose weight, stop smoking or switch to healthier eating habits**, reprogramming our mindset takes deliberate action and support.

That’s why I created the **30 Day to a Sexier You! A self help guide for women with low libido** program. It was originally designed for the thousands of women who were using the Scentuelle patch, but I decided to make the program available to any woman who is suffering from a diminished sex drive. Of course, the program is much more effective if used with Scentuelle. **(See the back page of this ebook to receive your 30 day supply.)**

30 Day to a Sexier You! is a daily reminder to make your sexual health a priority. It’s easy to read, easy to understand, and most importantly, easy to



relate to. It provides daily insights, tips and simple, actions you can take to help re-ignite your passion. I want you to have a positive, life changing experience with this program.

I believe that changing habit patterns that do not serve us is best approached by implementing small, doable actions on a daily basis. We have enough things to do in our lives, so making unrealistic commitments or resolution will only add undue stress and eventually lead to failure.

30 Days to a Sexier You! will help you feel better about yourself, your sexuality, and your relationship. I would never ask of you what I did not do myself... so I know this program is gentle enough for all women.

And I promise you, you will feel different, be more confident and feel much sexier as you move through the program. I can't wait for your comments and feedback.

Enjoy being a sexier you!

Linda Ryan

Linda Lee Ryan
Founder, **The Sense of Smell Lab**

[Mailto: linda@thesoslab.com](mailto:linda@thesoslab.com)



30 DAYS TO A SEXIER YOU!

**A Self Help
Guide for
Low Female Libido**





Day 1

ARE YOU COMMITTED TO FEELING SEXY?

Whenever I'm asked, "Can this program really make me feel sexier?" my immediate reply is, "Yes it can! **But are you ready to commit to *feeling sexier*?**"

Feeling sexy and wanting intimacy is quite natural—everyone deserves an enjoyable sex life. Feeling sexy starts on the inside as a desire to express and share your uniqueness and sensuality. **If you want to express it, you first have to feel it.**

Our celebrity-focused media tells us it's all about how you look and what you wear. We know that's not true but insecurities about our self image starts the negative self talk and the inevitable comparisons. Unfortunately, we judge ourselves the harshest and compromise our longings, letting the most intimate part of ourselves slip away.

If this sounds familiar, you're not alone! I hear from many women who are frustrated with the lack of sexual intimacy in their relationship. What they long for is a return to the days when the feelings and emotions were unbridled and there was a thrill in holding hands, caressing warm skin and you always found the time to make love.

For the next 30 days, I'll only have a couple of minutes to remind you of your commitment and offer a quick tip to get your passion burning. For the rest of the day, it will be up to you **to sniff your patch and trigger those sensual feelings.**



Thought for Today

Research into female sexuality suggests that up to 40% of women suffer from some form of female sexual dysfunction. We'll talk more about that later but be careful about giving such statistics too much attention. You are an intricate interplay of body, mind, emotion and spirit. **Oftentimes a slight adjustment is all that's required for balance to return.**

Try this Today

Oh, the joys of a sensual touch! Periodically throughout the day, touch yourself sensually by stroking your fingertips gently across your arms, neck, hair and ear lobe. **Tease yourself** by brushing against your breasts and inner thighs. Allow yourself to feel sensual and to enjoy those intimate, personal moments.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 2

DESIRE ALWAYS COMES FIRST

What prompted you to give your attention to your sexuality? Was it something you felt missing? Or was it the urgings (or pressure) from your partner?

We all know that **men and women are hard wired in different ways**. Most women can't believe how quickly a man's desire for sex can be put into physical motion and many men get frustrated on how long a woman can take before she's ready for sex. Viva la difference! Instead of finger pointing, **working to balance these extremes** is a far better solution.

Most articles and advice columns focus on the mechanics of physical sex. Seldom is there attention paid to **the most important aspect – sexual desire**.

Pharmacies and department stores are introducing a *sexual health category* with a growing range of products designed to enhance the physical enjoyment of sex. However, an increasing number women (and men) suffer from **a loss of sexual desire** and it is **desire** that kindles sexual and intimate behavior. Without the flame of desire, it is difficult to enjoy the pleasures of physical sex in a long-term relationship.

It is the desire to express your sexuality into your relationship that builds the comfort, the reassurance and satisfaction inherent in a healthy sex life. When desire for intimacy is there, the mechanics of physical sex are much easier to deal with.



Thought for Today

Studies have indicated that women are likelier to fantasize about sex, masturbate, initiate sex with their mates, and wear provocative clothing around ovulation than at any other time of the month. Women obviously can, and do, have sex outside their window of reproductive opportunity, but it makes good reproductive sense for them to have some extra oomph while they are fertile.

Try this Today

The way you were. Reflect back to a time in your life when **your sexual desire was the strongest and most satisfying.** (Don't worry if that occasion does not include current partner; that's okay!) Now, go there and feel what that feels like today. **Put your emphasis on what you're feeling,** not who you were with. Let those feelings rise up so they consume you.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 3

WHAT'S THE DEAL WITH LOW LIBIDO?

Whether your libido is considered high or low is often dependent on your partner's libido. If you and your partner both have what would be considered a low libido, then low libido would not be an issue. It's when one partner has a libido that is higher or lower than their partner's that relationship problems can occur.

Very few couples have identically matched sex drives all of the time. Recognizing the discrepancy in the levels of sexual desire is the first step to resolving the differences.

When there's a relatively minor discrepancy in the sexual desire you and your partner share, there's little cause for concern. But when the desire discrepancy is more obvious, this can have a negative impact on the relationship.

If you're the one with the lower libido, you may feel that their partner is only interested in sex. Feeling guilty for having a lower libido can lead to strategies to avoid sex, such as going to bed earlier (or later) than your partner, pretending to be asleep, using the "I've got a headache" line or starting an argument just before bedtime. Oftentimes **sex becomes an activity just to keep the partner happy** rather than out of desire and passion.

Your partner, who has a higher sex drive than you, will increase their attempts to engage in sex. This, of course, just makes the situation worse because you'll feel pressured, and therefore even less inclined to have sex. Your partner may feel angry or frustrated and even distressed that you no longer seem interested in him. It's a downward spiral. **If this sounds like your situation, it's time to address the issue.**

Thought for Today

Pointing fingers at who is to blame for a loss of intimacy in a relationship gives immediate feedback on who's really at fault. My mother often chided me when placing blame on others, "**Remember there are three fingers pointing back at the real culprit!**"

The quality of your communication with your partner will give you insight into the quality of your relationship. You can fake it in the bedroom but you can't fake it in your heart. If something is missing – or gone amiss – then bring it into the open. **It needs to open in your heart first** – that's not a step you can avoid.

Try this Today

Don't overwhelm yourself. Identify one thing you can implement today that will improve the quality of your sexual expression with your partner. Words, a gesture, a touch or a smile – start taking control of expressing your feelings to your partner.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 4

YOU REALLY ARE #1

Many women rate their level of sexual desire in terms of what they think it should be; **not what it factually is**. The media's obsession with sex would have us believe that mind blowing orgasms are a regular menu item in most couple's bedrooms. **Nothing is further from the truth!**

While I was exploring the area of sexuality and the baby boomer demographic, I quickly realized that most boomers had long forgotten the sexual revolution of the 60s. They were entrenched in the issues of today: **careers, family dynamics, finances, ageing and health**.

This is not unusual. The human body is wired to be most sexually responsive during our teens and twenties when reproduction is of prime importance and we have few responsibilities. Sexual activity during that cycle is geared to insure the survival of the human race. As we get older, the memories of those heady days rears its head and reminds us of what once was. But life moves on, which usually means taking care of the fruits of that unbridled time—children. The focus and priorities change from **'my partner and I'** to **'my children, my partner and I'**. Note that the 'I' always comes last.

To ignite your sexuality, you'll want to change your priorities and **start putting yourself first**. Start with subtle change—your family or partner may not even notice—and take moments to feel your sensual self. You are creating a space for intimacy. **This is the key to a healthy sex life.**



Thought for Today

If your idea of sexual pleasure is just something that happens in the bedroom after everything is taken care of, it's time to allow those sexual currents that swirl all around you come into play. You don't have to look very hard—flowers, birds and animals are in a constant mode of sexual play. Humans are too! If sex is the last thing on your mind, it will also be the last thing you give attention to. **Start moving sexual desire up your ladder of priorities.**

Try this Today

Keep a score card today. Just for the fun of it, keep a count of the number of sexual expressions you see throughout the day. The ones on TV don't count; these need to be from the real world! Look carefully; they are often very subtle.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 5

SEX IS AN EMOTION

When I heard about Scentuelle and **how it uses our sense of smell to enhance the libido**, I was skeptical. Although I've use aromatherapy to help me relax and unwind, taking aromas to the next level seemed rather far fetched. But after some research, I concluded that my skepticism was unfounded. **Our sense of smell really is more powerful than we imagine!**

I spoke at great length with Liz Paul, co-founder of the company that funded the research for Scentuelle. She is a well known sexual health advocate in the U.K. and an award-winning inventor of several innovative sexual health products. Liz would often emphasize to me that the pharmaceutical companies had it all backwards when it came to the female libido. "Sexual desire isn't just about the motion," she says. **"A women's sexual desire starts on the inside as an emotion. Isn't that where the focus should be?"**

Drugs companies are busy looking for the 'pink Viagra' and the windfall profits they assume will follow. But drugs designed to work on physical response will do little to activate the emotions behind the female sex drive. **We all know that!** How often has your partner been hot and heavy for sex and tried to turn you on when you just weren't in the mood. You may have gone through motions—even felt physically turned on—but if your heart is not in it, the end result will be unsatisfying. **You can't manufacture sexual desire.** But you can re-ignite the passion and feelings that were once part of your sexual expression. For many women, the desire is still present but the priorities have changed. Sex is left for the last thing at night. And that's usually when we're too tired to think about much else than sleeping.



Thought for Today

Contrary to popular belief, Viagra has nothing to do with male sexual desire. It is a chemical that restricts the blood from flowing back out of an erect penis. The pharmaceutical companies focus on the *mechanics* of sexual function. However, most women are driven by the *emotion* of sexual desire. “I’m not in the mood” is a line most men don’t like to hear. **If you’re not in the mood, getting your body to respond sexual is not an easy task**—as most men know!

Try this Today

Lingerie isn’t just Victoria’s Secret. Wearing sexy lingerie starts your juices flowing and sets a mood for intimacy. Feeling soft and smooth says you’re ready for a sexy time! Treat yourself and buy a silky camisole. You don’t need to look like a lingerie model to dress like one. Men are visual creatures and the idea that you’ve put on something that is explicitly for sex will be enough.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 6

FSDD IS NOT A DISEASE

As I was researching the area of low libido, I read, over and over again that over 40% of women suffer from Female Sexual Dysfunction Disorder. FSDD is defined as a lack of sexual desire including a decline in or absence of sexual thoughts or fantasies, and a lack of interest in sex or being sexual. FSDD is one of the most prevalent female sexual health problems. **It may be a problem, but it's not a disease.**

Some women will feel comforted— “At least I’m not alone with this problem”, while others will feel overwhelmed— “Wow there’s a lot of women with this problem.” Women need to be very suspicious of the corporate and medical agenda behind these statistics. The basis for FSDD is based on shaky criteria since no one has been able to define what the benchmark of sexual desire in women actually is. Unlike a physical problem such as erectile dysfunction in men, **sexual desire is a personal experience which cannot be quantified by scientific measuring.**

Unless there is a physical reason for a low libido, the important thing to remember is that **low libido is often a temporary situation**, not your future experience. Don’t be fooled into believing you have a disease or disorder and that the drug companies are going to provide you with a solution. That is not going to happen.

What is temporary, you ask? It may take a couple of months or longer to re-ignite your libido after having a baby. This is also true after a serious operation or illness. Emotional distress will also have an impact on how quickly a libido responds. Menopause and ageing are two other life cycles that impact sexual response and are difficult to assign a timeline to. **When you see low libido in context of your life cycle, the problem becomes much more manageable.**

Thought for Today

Instead of comparing how things were in the past, you can use the problem of a low libido to discover a new sexuality that suits you now. **What is it that you want from your sexual expression?** Pleasure? Sex? Intimacy? Trust? Comfort? A sense of security? Feelings connectiveness and being loved? Most women want all of those things! What impact is the presence (or lack of) those feelings having on your life and your relationship?

Try this Today

How do you rate? How would you rate your level of sexual desire... on a scale of 1 to 10 (1 – none; 10 – fully satisfied). Let go of any expectation or pressure of what your partner—or anyone else—feels your level of desire should be. Living up to someone else's expectation just contributes to the emotional stress around sexual function. **Make this exercise all about your feelings and your level of sexual desire.** Once you've identified where you are at, then you have a starting point.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 7

WHAT YOU FOCUS ON, GROWS

We've all heard the expression, **what you put your attention on, grows**. This is certainly true when it comes to our sexuality. Just think about where most teens have their attention. The majority of advertising and media aimed at this age **is designed to keep sex top of their mind**. Is it any wonder that parents want to lock up their daughters?

What you focus on grows. When sexual interest begins to wane—for whatever reason—**we tend to zero in on what is missing**. It comes out in simple statements like, “Remember when we could make love all night long?” or “How come you don't touch me the way you used to?” The questions may reveal the reality but they emphasize what's missing and what's no longer in focus.

Little issues have a subtle way of drawing your attention and growing so they become the issue of the day. Unless it's addressed early, small problems grow, and **the larger the problem, the more difficult it becomes to address the solution**.

In spite of all sexual messages sent to us daily, **we are still reluctant to talk sex in a meaningful, deeper way**. Talking sex is more than talking about what turns you on (or what turns you off). That's just the mechanics of sex. **More importantly is talking about the emotions that are tied into sexuality**.



Thought for Today

Lasting change comes from making small changes daily. Start today and make a conscious decision to become aware of your sexual feelings. As you begin to rediscover these feelings and let them come into your conscious mind, you'll be surprised at the feelings you have hidden away. Sexual cues are all around us in pictures, music, foods, touches and smells. By taking a moment to enjoy them as they pass through, **you'll be encouraging their presence in your life.**

Try this Today

Take charge of your passion. Many women are content to allow their partners to control the sexual activities. A mutually satisfying relationship requires that you take charge of expressing your wants and needs as much as he does. By initiating the action you're building your confidence and expressing your desire. It doesn't have to be the 'full monty'... **just make sure you're the one who's in charge.** Seduce him from time to time—I'm pretty sure he won't mind.

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 8

START LOVING YOUR BODY

How do you feel about your body? Are you overweight? Do you have stretch marks? Are your breasts feeling the scourge of time? Have you noticed that the smooth skin of years ago is giving way—or already has—to the ‘leopard look’?

Are you going to address your body image and either take steps to change it in a way that you can accept, or will you gracefully accept it as it is, warts and all? **This is a big issue with most women** (and incidentally, men are not immune to the same concerns about their self image. Women just tend to put more of their focus on it.).

The image we have of ourselves is the main player in our sexual function. When you feel uncomfortable in your own skin, whoever you’re with will have to deal with your lack of personal appreciation of your body. Just ask yourself the question **“If I don’t love my body, how can I expect my partner to love it?”**

If the lights have to be off before you can get in the mood, then you have some baggage that needs to be brought ‘into the light’. All the attention we give to our flaws, either expressed or kept inside, impact your willingness to let your body do the talking.

Unfortunately, many women are very vocal about what they deem is wrong with their bodies and bring their attention—and their partners—to all those apparent flaws. Quite often our partners see us in a different way and they are not fussing with the flaws we see. A lack of a healthy attitude toward the body that you have—not the one you wish for— is a real barrier to enjoying sex.



Thought for Today

Remember what we discussed yesterday... What you focus on grows? Think about that in context of how you see yourself. If you keep zeroing in on all your flaws, it will be your flaws that show up when it's time to get naked and put your flesh into his hands. So flip your thinking and start paying attention to those parts of your body that you love and let that be a starting point for loving yourself — flaws and all.

Try this Today

Know your hot buttons - Instead of focusing on how your partner can pleasure you, make sure you know the hot buttons that make you moan. Masturbation is a great way to boost your sexual confidence while giving you pleasure. If you know what turns you on, he'll clue in fast and your sexual pleasure will intensify. (And if he does need direction, you can gently nudge his hand or mouth exactly where you want it to go.)

Oh, and one last thing... Remember to sniff your patch today!

ORDER NOW!





Day 9

I LOOK GREAT (DON'T I?)

We all know that men and women are different! But the difference doesn't have to be a competition about who is better, **it a matter of enjoying and complementing the hard-wired natures of the two sexes.** (I know, it's not always easy!)

Most men will take a quick shower, shave and slap on some cologne and be ready to tackle the day. For women, bathing, dressing and makeup is a ritual that **anchors us to our sense of who we are and how we want to express ourselves.** Men may fuss over our fussing, but it's our fussing that expresses our feelings.

Feeling sexy is an expression of how we feel about ourselves. We could slide into a Ralph Lauren designer dress and dab on some Chanel #5, but if we feel insecure, unsettled or lack self respect, **then the clothes—in spite of the labels—are a veil over our inner feelings.**

My partner will often say, "You look great!" but if I don't feel that special feeling, his words will do little to change my disposition. I don't want to be convinced I look great. I want to feel it. (And when I feel it, I want him tell me he feels it too!)

Advertising tries to convince us that it's all about 'the look'. But we've all felt deceived when that new dress didn't deliver the feelings it advertised. Feeling sexy always starts as a feeling from within. **Finding that spark and giving it your attention will ignite the passion you deserve.**



Thought for Today

Dove's Campaign for Real Beauty gives a back stage view of the beauty industry and how it has distorted our idea of what a woman should be. I'm 5 feet tall and hardly built for the catwalk(!) and I still get seduced by the glamour and the fantasy. But I know it is a fantasy world and not really the place I would want to live. Just ask a model. Or a Hollywood movie star. When the makeup comes off, they're back to living in the real world—just like you and I.

Try this Today

What does 'feeling sexy' mean to you? Close your eyes and **imagine how you would look in your sexiest mood**. Can you see what you are wearing? How your hair is done? What style of your shoes you're wearing? **Can you smell the perfume you're wearing?** Or did you forget to include that in your imagery?

Our sense of smell plays a key role in our sexuality. While we put a lot of attention on how we look, **our sense of smell is been busy influencing many of the sexual feelings we experience.**

Oh, and one last thing... Remember to sniff your patch today!

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Day 10

OUR BIGGEST SEX ORGAN: THE BRAIN

I was speaking with a woman recently who was bemoaning her loss of libido and the impact it was having on her relationship. “I can’t go on like this,” she said. “It’s been over a month since we last had sex.” **Hmmm. One month. I’ve had women tell me it’s been six months or more** since they last had a satisfying sexual experience with their partner.

An unfortunate consequence of our instant fix culture is the idea that we can solve any problem with a pill or potion. When it comes to our sexual health, drugs such as Viagra and Cialis, while a benefit to men, **have also put a lot of pressure on women to perform.** Of course the drug companies are salivating at the possibility of creating another winner with a pink version.

Drugs that deal with erectile dysfunction have little to do with sexual desire. They work on the mechanics of sex – getting an erection and keeping the penis hard. In a similar vein, **pills or lotions that increase blood flow or lubrication in the vagina do little to stimulate sexual desire.** They may make intercourse more enjoyable and certainly useful if you have vaginal dryness, but don’t confuse the advertising hype with the reality.

Our biggest and most important sex organ is the brain. That’s where the sex starts. Cultivating feelings, fantasies and erotic sensations in your head will go a long way to giving them expression in your bed.



Thought for Today

Do you sometimes wish you could escape your life, escape yourself? **Why not do it?** Role playing is liberating, exciting and fun—for both of you. Fantasies should be encouraged—and what better way than to act it out? It doesn't have to be an extreme 'props fully loaded' production. Just a simple escape to something you find enjoyable. If this is an area you find uncomfortable, why not **give yourself a new 'toy' and start now.**

Try this Today

Take some time to sit and imagine what would **really turn you on.** Not sure where to start? Google '*female sexual fantasies*' and then browse the results. You'll have lots of starting points. The more feeling you allow into the fantasy, the more sensual your experience will be. **Go ahead, surprise yourself** (and no doubt delight your partner should you share your fantasy with him).

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Day 11

WHAT'S BEHIND A LOW LIBIDO?

There are many reasons for a lack of sexual desire – it's not always in your head.

There is no benchmark for the right level of sexual desire. What's adequate for one woman will leave another wanting. Sexual desire is influenced by a whole host of factors including your upbringing, religious beliefs, social factors, physical changes, such as childbirth and menopause, the side effects of prescription drugs and other medications, and your overall attitude to sexuality.

Loss of sexual desire can also be physiological such as an illness, hormonal imbalances (androgen, testosterone, progesterone, DHEA) or thyroid abnormalities.

Your personality and history of sexual relationships will also influence your libido. Since sexual intimacy is rooted in trust and respect, your previous experiences will greatly influence your ability – and desire – to open up and expose your inner feelings.

Some of these influencing factors are easy to identify, such as your menstrual cycle, which plays a big role in your desire for sex. Hormonal changes throughout your life cycle, such as menopause and ageing are also easy to identify. Knowing how these issues influence your libido will go a long way to helping you understand and manage the feelings associated with these cycles.

If after some inner exploration you still can't put your finger on why your desire has dwindled, then make an appointment with a physician, a sex therapist, or health practitioner who specializes in female sexual health.

Make sure you're comfortable with your choice.

This is a very personal, intimate subject, not a five minute chat with your doctor while you're having your blood pressure taken.



Thought for Today

Our culture puts a lot of emphasis on the expression of sexual desire based on what is shown on TV—where women are always ready for sex. This is the male model of sexual response: desire, arousal and orgasm. Women are not designed that way. **We are more pleasure-oriented rather than goal-oriented when it comes to sex.** Oftentimes holding hands, being held and soft, tender kisses is all we want... and it feels good. Those are the tender moments we relish.

Try this Today

Decide in the morning that you want to have an evening of intimacy and sex and set the stage throughout the day. To make it more exciting, **don't tell your partner of your intention.** While anticipation will add to your sexual excitement, it can also put pressure on you to perform. If your partner doesn't know your intention, then you can relax without feeling you have to meet his expectations.

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Day 12

A PERSONAL QUESTION

This is a tough question for some women to answer but coming up with a truthful answer will be a deciding factor on how committed you are to your relationship.

When a woman tells me that she's not really interested in sex and just goes through the motions to keep her partner happy, a red flag goes up. I have to ask the question, "Are you really committed to make this relationship work?"

The most important pre-requisite for finding and keeping a loving relationship is wanting one.

So here's the question: Right now would you say with 100% conviction that you whole-heartedly and without reservation want a passionate, loving relationship with your partner?

If you can't say "Yes!", then that tells you that you have not resolved a basic conflict that all human beings must resolve to succeed at love: wanting and committing to a mutually satisfying relationship. If you're hesitating to say 'yes', then you've probably noticed patterns in your relationship that leave you unsatisfied, insecure and wanting. That's exactly what you should be feeling!

So now the question is, "Are you willing to invest in making it a 100% commitment?"

There's not enough time or space to delve into this topic here, but if you're not 100% committed to the relationship you're in, you cannot go any further until you uncover the reason(s) for your hesitancy.

Sexual intimacy at its most satisfying level requires trust and letting go. If you can't—or won't—then the deeper currents of sexual fulfillment are not open to you. You can pretend and fake it for your partner, but you can't fool yourself.



Thought for Today

As children, we lived in a world of fairy tales, fantasies and make believe. As we grow up, we usually snap out of the idea that a Prince Charming will come to our rescue and satisfy our every wish and desire. And let's not forget that in these fairy tales, the Princess (you) is also cast in a fanciful way. **In reality, the partner you're with is the Prince you've chosen.** He may not be the flawless character you imagined but then, are you?

Try this Today

We all enjoy praise and the reassurance that we are loved and valued. Get into the habit of complimenting your partner every day. These can be nice, general things but for a deeper, more meaningful experience, choose a specific quality and characteristic about your partner that you admire and give it expression. You may be surprised at what comes back.

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Day 13

LET'S TALK SEX

Women will often tell me that they want to talk with their partners about sex but don't know how to bring it up. The media conveys the idea that everyone is talking about it—like the characters in *Sex and the City*. But that's not what is really going on.

A survey by the **Sinclair Intimacy Institute** revealed that over 40% of couples do not discuss their sexual wants and needs. Since intimacy is so important to a relationship, getting that topic on the table is critical.

So how do you bring sex up for a chat?

Discard the blame. Whatever the status of your sex life, accept the fact that you are part of the problem and part of the solution.

Take the emotion out of the discussion. A hidden agenda can very quickly bring up the defenses. See number 1.

If sexual issues have been brewing for some time, you'll need more than a chat over a cup of coffee. The goal is to start the conversation, not to resolve all the issues.

Remember that it is not a contest to see who is right or wrong; it's a conversation that reveals the perspectives, experiences and expectations from the relationship.

If it makes it easier, make up and leverage 'another couple's situation'. What do I mean? Here's a line you can use, "A woman at the office (Jill) was complaining that her husband was a lousy lover. Boy did that ever start a conversation!" Keep it about Jill and her situation. You'll find places where you can transition to your relationship. If it gets uncomfortable, slide back to the Jill scenario again.



If you've played it well—and by that I mean you've been successful in starting a conversation about sex that you're both happy with—move on. **Your goal is to plant a seed for the next chat.** “I really enjoyed our conversation this afternoon about Jill at the office. It got me thinking about...”.

The key is to nurture the seeds of conversation, not resolve the issue.

Thought for Today

There's probably no subject that's been as well surveyed as sex. Magazine racks, book stores, newspapers and the internet are an endless source of information on what we do in the bedroom. Isn't that why we bought Cosmopolitan magazine as a teeny bopper? The mechanics of sex haven't changed but the attitude and openness certainly has. Where do you stand?

Try this Today

Are you secretly craving more foreplay or interested in introducing a new position, but a little nervous to ask your partner? Write out your desire on piece of paper and place it on his pillow. Your partner may take this cue and make his 'pillow talk'. **Many times partners forgo their desires out of fear they might offend their mate or be rejected.** Making it fun reduces the tension.

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Day 14

NOT TONIGHT, HONEY. I'M STRESSED

Everyone knows that stress plays a huge role in sexual desire. Your body naturally puts survival ahead of pleasure. Our lifestyles are so ramped up that we've lost sight of one of the most pleasurable—and stress relieving activities humans engage in—sex. When did things go off track?

It's clear then that stress and sex make bad bedfellows, a fact confirmed by a survey carried out by handbag.com where 22% of women questioned cited stress as the reason for their loss of libido.

In terms of diminishing libido, stress is right up there. What we need to do is find the right work life balance and not let all other demands on our lives take precedence so that we lose touch with our partners and our sexuality”.

A lot of stress is generated because we give our attention to the things that might happen. In other words, it is not the situation you're in that determines the way you feel, **but the thoughts, feelings and interpretations you give to the situation**. As you feel stress begin to rise, stop and ask, “Is this something that is likely to happen or am I just worrying over probabilities?”

When stress seems beyond your control, ask yourself these questions:

How can I reduce the stress at its source? A simple change can often make a big difference.

Can you cope with it in another way, or shield yourself from it? Changing your attitude or perspective can dissolve stress very quickly.



Can you compensate for it by nurturing yourself? Stress is often used to get sympathy and attention from others... “I have to do everything myself!” It’s easier to let go and get creative.

The positive effects of changes in your routine, a new outlet of creative expression, help from your partner, working on unresolved problems, time devoted to yourself – can be profound.

Thought for Today

While most of us generally recognize that extremely uptight and stressed-out people could benefit from a roll in the hay, sex isn’t often included as a top stress management technique. With all the physical and emotional benefits sex provides, it should be! If stress has put a damper on your libido, you’ll want to start exploring the stress-relieving benefits of a healthy sex life and start using it as a tool for release rather than an added burden.

Try this Today

Quicker can be better. Sex doesn’t need to be a long lasting, sensuous experience in order to be good. Sex can and should be lust at first sight sometimes, quick and unplanned. You don’t have to look perfect and your partner doesn’t have to come on to you.

Got an itch? If you’re feeling turned on, act on it. Instead of waiting for the ‘right’ time, realize that a quickie can be the best way to remind your partner that you want them sexually and that you’re not afraid to be spontaneous.

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Day 15

MOTHERHOOD WILL TRUMP DESIRE

My daughter-in-law and I were having a conversation the other day when she shyly admitted that her sex life had taken a nose dive—and not yet recovered—since she gave birth to her first child. “What’s wrong with me? Will I ever get my desire back?” she asked.

Of course! Being somewhat older—well, much older! —**brings an understanding of a woman’s life cycle that only experience can fully provide.** While it’s easy to shrug off her concerns as the result of pregnancy and the hormonal changes that come with it, to the person having these feelings, **a loss of sexual desire may appear to be the end of what was a healthy, satisfying sex life.**

Most women know that motherhood, especially after the first born, shifts the attention from oneself and our partner, to the newborn. **Our focus goes to nurturing and protecting the new being we created through our sexual expression.** We can only handle so much and often times other important things are left wanting.

There’s nothing wrong with this. Women go through various stages where sexual desire takes a back seat to other priorities. It’s important to understand these cycles and discuss them with your partner. Feeling under pressure to perform before you’re ready will only complicate the relationship with added stress.

Sometimes, it just takes a few words, “I’m exhausted! Can you just hold me so I relax?” Other times it may require you to re-assure your partner that he is still ‘the one.’ The work of parenting is a mutual concern.

And remember that babies grow and our former priorities do return. For the most part, **a waning libido after pregnancy is just a temporary situation.** It will return when we find the time—and energy —to bring it back.



Thought for Today

Sexual desire is an emotion so you do have control over it. If the mood for sex is lacking after motherhood you can help and encourage it to come back by wanting it back. First time moms can be overly sensitive to the needs of the baby at the expense of both her partner and herself. You don't need to do it all... accept the help in whatever way it comes. Billions of women have given birth and nurtured their babies successfully in spite of their apprehensions. So while it may seem overwhelming right now, life—and your sexual expression—has a way of returning to normal. **Nurture your baby and nurture yourself.**

Try this Today

A new mom that is low on sleep and barely has time to grab a shower may not feel very sexy. Today is a good time to ask him to give you a massage. His touch may stimulate feelings of desire—and if not, if you are just too tired—at least you felt his touch and received a relaxing massage. **Focus on the intimacy and connection;** the sex will come when the time is right.

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Day 16

DON'T STOP THE SEX PLEASE!

Many women notice a change in their sex drive after they come into menopause. Menopause is an inevitable process that all women hear about but give little attention to until one day, unfamiliar emotions start making their presence. The obvious ones, like hot flashes and night sweats are easy to identify. But the more subtle feelings, especially dealing with **sexual desire and a waning libido**, are more difficult to sort out.

Women tend to blame themselves and start turning inward. A little introspection is always useful... just be careful. While our mom's may have kept menopause to themselves, a refreshing, new attitude is airing out this dark secret. You can't have 40 million women coming into menopause – as is the case with the baby boomers in North America— and ignore the impact.

When menopause arrives, an understanding partner is a great asset! Your partner also needs education and understanding for what's going on with your body. Don't leave him out of the loop; get him involved. Talking is helpful. So is a tug-of-war over the blankets when a night sweat passes by. **Adding humor brings sensibility—and sensuality—to your situation.**

While the drug companies churn out all kinds of pills and potions to help women deal with menopause, **putting alien chemicals in a body that is already going through a hormonal change may not be the wisest choice.** Like many women, I made a choice to avoid the HRT (hormonal replacement therapy) route because of all the negative side effects. There are lots of options which a little research will reveal.

It's important to **remember that menopause is not a disease**, it's just a change.



Thought for Today

Researchers at the New England Research Institute and the University of Massachusetts Medical School have **discovered an amazing fact**. While it was assumed that the drop in estrogen during menopause is responsible for the decrease in sexual desire often experienced by postmenopausal women, key factors that play a significant role in determining who experiences sexual issues during menopause include **individual attitudes towards sexuality, one's overall health and marital status**. Researchers found only one issue related to a decrease in estrogen production during menopause – painful sexual intercourse due to a lack of lubrication.

A key finding, by the researchers, is that the only women to experience a loss of sexual desire during the postmenopausal period were women who believed that loss of sexual interest is a normal part of the aging process.

Try this Today

There is nothing wrong with sex for sex's sake. Keeping sexually active doesn't always have to mean that you are both in the mood. Sometimes it can just mean taking a bit of time to give your partner pleasure because that is what you want to do for them. Masturbation (self or mutual) is also a satisfying way to keep sexually active.

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Day 17

THE BIG BANG THEORY

Our culture places a lot of emphasis on orgasm and intercourse when it refers to sexual function. In fact, the very notion of foreplay – from a seductive dinner to the pleasures of sex toys – are seen as a prelude to those final few moments of sexual release. **We're in such a hurry to get 'there' that we forego the pleasures of the journey.**

Men refer to 'having scored' when their seduction ends with ejaculation. For women however, sex is more than the orgasm! Sex does not have to result in intercourse. Our feelings of satisfaction are entwined in the enjoyment of the physical sensations of closeness, sensuality and touch plus the deeper currents of trust, feeling loved and valued, and bonding with another person.

That's not to say that we don't savor the intense satisfaction and release of an orgasm! Of course we do... but there's so much more. Women inherently know and feel this; it's a matter of helping our partners to understand that the road to an orgasm has lots of delights along the way.

You can slow down the road to intercourse by having side trips along the way. These could include going for a walk, a romantic dinner, having a shower together, a sensual massage, using sex toys, etc. **Take the time to create an experience that's more than just the climax.**

Once the attention is on the pleasures along the way, there's less of a rush to get to the end.

And remember, that while intercourse gets the media attention, there's lots of other ways to bring about an enjoyable—and satisfying—sexual release.

We'll talk more on that later.



Thought for Today

All couples experience sexual problems at some point in their relationship. There's nothing wrong with that! If the problems are not addressed and worked out however, then your relationship could be in jeopardy. The mere existence of a problem is not a sign of failure; it's a normal part of a relationship. Your partner's sexual needs may change over time. Stress and major life changes are an inevitable part of everyone's life. These kinds of issues can cause change in levels of desire, satisfaction, etc. and will require periods of adjustment.

Try this Today

Be playful and maintain a playful attitude. As adults we forget how to play but when we retain some of our childhood playfulness, our lives are much fuller and happier.

Sex should be fun and playful. You can play traditional games like strip poker or be creative and make up some of your own. Once laughter and silliness enters your love making, the stress vanishes, the uptightness disappears and the feelings become erotic.

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Day 18

VIAGRA NO SOLUTION FOR WOMEN

All women know that a desire for sex and intimacy starts with her emotions. Even the makers of Viagra have acknowledged that that female sexual function is much more intricate than first imagined.

In 2004, Pfizer Inc, announced that they would be abandoning eight years of previous research conducted in an attempt to develop a drug similar to Viagra to improve female libido and sexual health. According to their announcement:

“Viagra works by blocking an enzyme that acts as an inhibitor of blood flow. In men, this can cause penile tissue to swell. The same enzyme inhibitor affecting male sexual dysfunction can influence pelvic blood flow in women.

“The Viagra research team attempted to find a link between arousal in women and pelvic blood flow in the early stages of trials. However, this failed and the researchers even suggested that genital arousal in women does not necessarily produce sexual desire in women as it typically does in men. Women define sexual arousal based on mental and emotional, as well as biological factors.

“According to the researchers working on the Viagra team, in cases where sexual desire is inhibited due to emotional or psychological factors, a female Viagra solution may not be applicable.”

Even though Viagra was developed to assist men with erectile dysfunction, it has become a recreational drug for many men. In spite of the side effects – and the unknown long term consequences – sales of Viagra and similar drugs continue to soar.



Our culture has become addicted to drugs and we look to drugs for quick solutions. Perhaps the intricate nature of a woman's sexuality is a hint that women are quite capable of managing their intimate nature if they give their attention to it. It is a smarter and safer way to health and wellness.

Thought for Today

Discuss your feelings, needs, desires, fears, embarrassments and expectations in and out of the bedroom in regard to all aspects of the relationship. Constant and open communication within your relationship will increase the intimacy and greater intimacy will lead to better sex.

Express your love and appreciation on a regular basis in and outside of the bedroom. **Passion stays alive by verbalizing your desires, appreciation and love.**

Try this Today

Find a good erotic book or poetry that you and your partner are both interested in reading. Read from it each night while you are in bed and take turns reading it out loud. This is a great alternative to television and provides personalized entertainment that always has an appreciative audience.

Oh, and one last thing... Remember to sniff your patch today!

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Day 19

LOVE WILL KEEP US TOGETHER

Loving yourself first is the essential key to being able to truly love your partner. Anything short of that leaves your pleasure and fulfillment in someone else's hand. That's not to say that your partner is not a key ingredient to your personal sexual fulfillment, but rather that ultimately it is your desire—even if that desire is to fulfill someone else's desire—that is the underlying motivator to your sexual feelings.

A woman once confided to me, “My whole sexual expression is to satisfy my man. I receive my deepest feeling of satisfaction and enjoyment in giving my partner sexual satisfaction.” Not every woman would feel motivated in that way but it shows the complexity of a woman's emotional needs. **There is no right or wrong when it comes to a woman's emotional fulfillment.**

In spite of the progress of liberation, many women are under pressure to serve (some would say be subservient) the man in her life. While there are the obvious inequalities such as wage discrepancies, household chores and career obstacles that are unjustified, women are not here to serve men but to complement them.

In my relationship, I love to be the cook—it's my hobby so I never feel obligated in this role. In other relationships, the cooking can be an issue. The maturity of a relationship is revealed when the 'mundane' chores are attended to without expectation that it's a man's—or woman's—job.

When you love yourself first, it's easier to love the man you're with. Instead of arguing and fussing over who does what—whether it's the garbage or the sexual position—the **attention goes to complementing the strengths and weakness of each other.**



When you're feeling good about yourself and you're anxious to share that with the one you love, the intimate currents move without restriction. This is what makes the innocence of a new relationship so powerful.

The innocence doesn't go away; it just needs your attention to make it grow again.

Thought for Today

Most of the great songs and hits that were part of our youth expressed the power of love over any obstacle that stood in the way. While the words may have been simple, the message was clear: Love has the power to heal, bond, grow and overcome any challenge. **Do you still believe in that?**

Try this Today

Take one night this week and agree to put aside all things practical—no thoughts about taking out the garbage, paying bills, or reminding him to put the toilet seat down. No thinking about how busy you are, and how tomorrow will be just another hectic day when you likely fall in bed exhausted at night. Take this one evening for yourself and your partner and pretend you're on vacation without a care in the world. If the night ends with passionate sex that is great—but if it doesn't you worked on the intimacy and connection in your relationship.

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Day 20

SEXUAL FEELINGS LONG TO BE EXPRESSED

We've spent that last 20 days touching on many of the things that play on a woman's emotions regarding her sexuality.

I obviously haven't touch on all of them and do much more than bringing them to your awareness. Hopefully you've been giving these thoughts and feelings some needed attention and along with sniffing your Scentuelle patch, you're beginning to feel more comfortable with your sexuality.

I did not want **30 Days to a Sexier You!** to be a 'patch-me-up' program full of quick-fix promises which will never materialize. Instead, 30 Days is about touching those sacred, intimate currents that are common to all women. These are the feelings that are often exploited, abused and pushed aside by the self-serving agendas of the media, our friends, our partners... and even ourselves.

This program is not to make you 'a perfect responsive, sexual woman'—who could do that beside you anyway? This program is a daily support program to help you with your commitment... the one you made on Day 1.

So now that many of the major issues have been put into your light, it's time to give some attention to giving those feelings expression in a sexual way. **Sexual feelings long to be expressed—especially with the one you're sharing your life with.** Going solo also has benefits, of course!

So for the next 10 days we'll explore some of the tips and techniques that will make expressing those feelings satisfying, fun and empowering. Isn't that what sex should be?



There is a wealth of material readily available that will give you an unlimited choice of expressing your sexuality. **It really comes down to how you would like to give it expression.**

Thought for Today

Humans are sexual beings. Without sex we would not be here. While some religions promote the notion that sex is just for procreation, there's more to sex than making babies! Being comfortable with your femininity, enjoying your sensuality and expressing your sexuality give meaning and breadth to your life. **It is your life;** don't let someone else tell you how it should be expressed.

Try this Today

Which three women do you admire the most in the way they express their sexuality? What is it they say or do that puts them on your list? Is it a physical feature you admire? Their attitude? Their overall demeanor? Find a photograph of these three women and put them somewhere where they will remind you of those qualities that please you. **Since they are qualities of character, they are available for anyone to emulate.**

Oh, and one last thing... Remember to sniff your patch today!

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Day 21

THE JOYS OF MASTURBATION

There's so much to be said about the joys of masturbation!

Masturbation consists of touching, caressing or rubbing ones own genitals (or those of ones partner) to achieve pleasurable feelings and excitement. The research by Dr. Alfred Kinsey and Masters and Johnson showed that it's a natural activity that allows for the release of sexual tension.

Masturbation gives you a personal understanding on how your body responds to pleasure, helps to intensify your sexual sensations and feelings, and brings physical pleasure to your fantasies.

Masturbation is the most spontaneous form of sexuality and the simplest to practice. It allows a woman to become comfortable with her body and to enrich her sexual life, while getting to know her own body better and to master it. Masturbation plays an essential role in adding to the sexual enjoyment with her partner.

Women who masturbate aren't lonely nor have incompetent partners! It's natural to continue to masturbate even when one has a regular partner and a satisfactory sex life. Masturbation is often a supplementary activity, and even as a temporary substitute for sexual intercourse.

Masturbation is an experience where you don't have to pay attention to anybody else and you can follow the rhythm and the wanderings of your own imagination.

In a relationship where one partner has a higher sex drive, masturbation is the simplest way to bring release and dissipate any frustration. Mutual masturbation can also be very pleasant. Ones own desire will be increased by the pleasure



of the other. One can also do it before or during intercourse. It increases the excitement and allows the couple to share a different intensity of intercourse.

Masturbation is also a tool to help you relax. It helps to calm fear and stress because pleasure has a fundamental role in one's psychic balance. Do you need to more convincing?

Thought for Today

For many normal, healthy women masturbation is their primary or only means of experiencing orgasm. Many women experience their most intense orgasms while masturbating, because they can provide the ideal mental and physical stimulation and not worry about the wants of their partner. Masturbation is extremely beneficial to women throughout their life, from infancy to maturity. While a woman will not always have a sexual partner **she will always have herself.**

Try this Today

Give yourself permission and take the time to masturbate. If it is already part of your sexual expression—then enjoy. If you're feeling uncomfortable or embarrassed, then give yourself a push. Most women are already enjoying it.

Oh, and one last thing... Remember to sniff your patch today!

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Day 22

THE ELUSIVE ORGASM

We all know that achieving orgasm during sex makes us feel good. Orgasms are also beneficial for you. An orgasm is not simply a contraction of muscles that results in a pleasurable sensation; it is also a complex process that can help regulate the various functions of your body.

Orgasms are natural stress-relievers. During sexual activity, the parts of the female brain responsible for fear, anxiety and strong emotion begin to relax.

A study by behavioral endocrinologist, Dr. Winifred Cutler, indicates that women who engage in weekly sexual activity have higher levels of estrogen in their blood, which can lead to a healthier cardiovascular system, lower bad cholesterol, increase the level of good cholesterol, add to bone density and give you suppler skin. Regular sexual activity can also regulate a woman's menstrual cycle.

It's well known that most women do not reach orgasm through intercourse alone. However, many couples struggle needlessly, believing that one of them is doing something wrong. It is important for couple's to understand this so that you do not feel inadequate and your partner doesn't pressure you with unrealistic expectations.

Instead of feeling frustrated, use it as an opportunity to try something new. For example, most women find that oral sex is one of the best ways to reach orgasm.

The lack of foreplay is a major factor in not reaching orgasm. In the excitement leading up to sex, there is a tendency to reduce the time spent on foreplay or to skip it altogether. Unless there are serious time constraints, **foreplay should never be skipped. Make sure your partner understand this.**



Sometimes the best way to learn how to have a better orgasm is to practice on your own. This involves taking the time to get to know your body and what sensations you find most pleasurable. The more you are able to achieve orgasm by yourself, the better able you will be to recognize the signs of pleasure when you're with your partner.

Sex is supposed to be fun. If you're constantly worried about whether or not you will achieve orgasm, you are quite simply going about things in the wrong way. Let your thoughts and expectations go, take more time and focus on the wonderful feeling between the two of you.

Thought for Today

Happily, a woman's ability to climax tends to improve with age. **Having an orgasm is a sensational feeling.** You are entitled to it, but it's not easy to do if you are uptight, tired, stressed or unhappy in your relationship.

Try this Today

If you would like to experience your orgasm during intercourse, try stimulating your clitoris while having intercourse with a vibrator or your fingers and by experimenting with positions that stimulate the clitoris during intercourse, such as the woman on top position.

Oh, and one last thing... Remember to sniff your patch today!

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Day 23

SEX HOLLYWOOD STYLE

Sex in the movies is how we want sex to be. Sex in our bedrooms is an entirely different story.

Sex in the movies is usually a heavenly-inspired activity that is stunningly perfect. The participants are adequately aroused, the bra and buttons come easily undone, the belt slides off as easily as the pants, and the bed—or kitchen counter, grassy knoll, or office desk—provide magical spots for the ensuing action.

Periods are suspended, the lingerie is from Victoria's Secret, the hair bounces with every move, the physical flaws are airbrushed away and the orgasms are mutually explosive. There's no issue with contraception, morning breath or the wet spot. Frigidity, premature ejaculation and pregnancy are forbidden on the set. It just perfect sex as we wish it would be.

Then there is the reality of the sex most of us engage in. We're usually already in bed and our personal baggage is lying there with us voicing—verbally or not—what we like and don't like, how we want it (or not) and for how long.

Our sexual reality has us deciphering the mood, dealing with contraception, lubrication, the grunts and moans and the desire to make it an enjoyable and satisfying experience. Our reality deals with the body odors, periods (a blessing that menopause ends), morning breath, noises from the kids rooms, eyeing the alarm clock and should 'it' happen, dealing with the clean up.

Our sexual expression brings a dose of reality. **Whatever the state of our thoughts, feelings, and bodies at the time sex is initiated is what we bring into the activity.** Sex, Hollywood-style, is not what goes on in our bedrooms. We deal with reality.



The advantage scheduling time for sex is being able to prepare and utilize some of those movie props. Sex should also be a spontaneous impulse and reveals you as you are....oily hair, baggy sweats, bad breath and smelly body. Make sure that both activities are part of your sexual expression.

The power in a sexual current will often mitigate the harsher reality that movies cover up. Letting go to the current is the closest to the Hollywood scene most of us will ever see.

Thought for Today

We all know that what is shown on the screen is not real but a story line developed to entertain. We also know that 'movie sex' is not reality. It would make sense then to set such an unrealistic expectation. Romance novels and movies play to our feelings. This makes great entertainment. But reality brings us as we are. Loving that script makes more sense.

Try this Today

Set up your bedroom in the best possible 'movie set' you can imagine. Use as many props as you can find. Add the elements that make sex scenes in movies so enticing such as lighting and easy-to-remove clothing. Now make yourself the movie star. Invite your partner to play his role. Your set will have a great deal more realism than what we see on the big screen.

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Day 24

GETTING IN THE MOOD

Setting the right mood, from your thoughts and feelings to where you do your loving, will greatly determine how the deeper currents of love will be expressed.

When the hormones were wild and unbridled, any place for sex would do. When life settles into the more mundane, the setting is often compromised. An unmade bed, dirty clothes, room clutter and an “It doesn’t matter” attitude puts a damper on the lovemaking.

Spend regular sensual time with your partner so that the sexual energy has balance to it. If sex is saved for the last activity of the day, the expectation and pressure can bring undue stress...

Create the time to share an intimate meal, complete with music, candles and flowers. Take walks together. Shower together. Spread the sexual feelings over many activities, so it’s not just left for the bedroom.

Dressing in something sensual, such as lingerie, a silk slip, short skirt, silk blouse or anything that makes you feel sexy. You can also feel incredibly sexy by going without your bra and underwear throughout your day.

The bedroom doesn’t always need to be set perfectly but you can do little things that add an erotic dimension to make it more sensual. It comes down to simple things like clean sheets to slide into and clothes put away.

While a comfy t-shirt may keep you warm, every woman knows the sexy feelings while wearing lingerie. Men will delight in the visual effect. You can’t go wrong.



Light a few candles spray a light scented fragrance and a put on some soft music. Turn down the lights. Warm some body oil. Ambiance can heighten just about any romantic situation.

Whether you turn your bedroom into a boudoir or have a quickie against the wall, **the mood is vitally important**. When your radar is tuned in to the sexual currents, you'll quickly find ways to make the setting work.

Thought for Today

Many women are content to allow their partners to control the sexual activities. A mutually satisfying relationship requires that you take charge of expressing your wants and needs as much as he does. By initiating the action you're building your confidence and expressing your desire. Seduce him from time to time—we're pretty sure he won't mind.

Try this Today

Do you know what you smell like? According to Harvard research, scent is responsible for sexual responses more than any other sense in the body. **That means that you might look good, but what you smell like is even more important.**

Take some time to explore your body's natural smells. Your hands, armpits, breasts, feet and yes, those intimate areas your partner is liable to smell. Feeling sexy is about feeling comfortable about all of you... including that way you smell.

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Day 25

THIS COULD USE SOME ATTENTION

Here's a tip a woman gave me that I found most useful to enhance my sexual experience.

She commented that while her partner was adequate in his lovemaking, she never felt fully satisfied. He was just not tuned to the rhythms and subtleties of her body.

One night when he was anxious to make oral love, she cupped her left breast and said, **"This could use some attention."** Since then it's become one of their favorite refrains.

Rather than hoping his attention goes where you want it, or dealing with the awkward feeling of your coaching your partner on how to satisfy a woman—something many women find hard to express and men find hard to accept—the, "This could use some attention" line takes the pressure off. It's like the "This" is expressing its feelings.

It's a great way to bring attention to parts of your body that require more stimulation to increase your sexual arousal. If he's moving too quickly, just utter the line "That could use some more attention." It's a gentle way of saying, "Give me more of what you're doing."

The possibilities are endless. You could point to your feet and say, "These could use some attention" as a suggestive way to ask for a foot massage. Or, you could grab his crotch as he's leaving for work and say, "This could use some attention!" A nice tease that he'll enjoy all day long. (Just remember to follow through when he returns!)

The key is to make your desires known in such a way that your partner is drawn in to what pleases you. While offering instructions is always



helpful, **how you instruct is most important**. You may remember that the most memorable teachers we had along the way were those who made learning fun and empowering.

“This could use some attention” is a gentle way to heighten arousal and have your desires fulfilled.

Thought for Today

Expressing what you want is crucial if you are going to be sexually satisfied. Pleasure is both giving and receiving. Unless you express your sexual wants you will only leave your partner guessing – or assuming – that he’s done his best. Without feedback, most men are left in the dark only to repeat the same mistakes. **Let him know what turns you on. It will also turn him on.**

Try this Today

An enticing way to introduce your new sexy line is to give it expression to your partner before you hit the bed. Sometime during the day when he is least expecting it, take his hand and place it on your breast (or whatever part suits you) and say, “This could use some attention today.” **Men are quickly aroused when a woman expresses her desire in a forthright manner.** “This could use some attention” is a very specific invitation that any man would find hard to resist.

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Day 26

LEARN FROM OTHERS

Across the globe, million and millions of couples have sex every day. Imagine if you could harness the energy released by all that sexual play!

While sex is for most couples, a private intimate affair, there is ample experience to draw on when sex becomes frustrating, unfulfilling or boring. One of the best ways to learn from the experience of others is to watch how others do it.

I'm not advocating that you become a peeping Tom but rather to take advantage of the resources available. In all of our life's activities, we seek education and learn from others. Sex is no different.

Go to the book store or sex shop (or online if embarrassment is an issue) and find some erotic literature, photography and videos that are tastefully done and very helpful to get your sexual feelings into a different and higher gear.

You can quickly and easily fill in any gaps in the knowledge you and your partner have by watching a few erotic movies together. These can be instructional videos available from many highly acclaimed sources, such as the Sinclair Intimacy Institute, or erotic (soft porn) movies.

Most porn is design to turn on the male and many women find it—especially the hard core films—a turn off. If you're venturing into this area, be prepared to see the dark side of sexual function.

Discuss the things you would like to try or you think are funny or strange or interesting. If you watch with a keen interest to learn something, your perspective will change from mere erotic entertainment to learning. Intensifying and growing your relationship is something you do together.



Read arousing material regularly. This may be in the form of an erotic story or a romantic story. Whatever it is that excites you. You can read alone and let your desire build for later or read something immediately before lovemaking to really set your mood.

Thought for Today

Watching others engage in sex can bring up a wide range of feelings such as feeling embarrassed, uncomfortable or that it's 'not right'. **Most women initially feel this way.** It might comfort you to know however, that these instructional videos are made to educate the audience. The participants are willing 'instructors' who want to help others achieve a more satisfying sex life. You are not spying on them; they are performing for your benefit (and enjoyment).

Try this Today

When you're looking for the 'right' porn movie, it can take a little time to discover what you feel comfortable with. It does not have to be straight-out porn. Find something sensuous, sexy, romantic and loving. There are many porn movie review sites that you can read to see if you're on the right track with your choices. Many movies are now produced with the female audience in mind which makes the sex more 'woman friendly'.

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Day 27

SEX TOYS

I needed a fair bit of coaxing before I first set my foot into a sex store. Now it's easy. Sex shops, like all stores, are selling products to willing consumers. **Take away the 'morality' and it's just another store.**

Our culture oozes sexuality from every corner but still remains uptight and moralistic when it comes to the pleasures of the flesh. We stimulate our senses with entertainment, food, music, aromas, sports, artwork and travel and **yet keep the area of our sexual pleasure under wraps.**

Globally, sex toys are a billion dollar industry. I'm not just talking about candles and kinky lingerie, I mean "personal pleasure products," the ones many of us giggle about – vibrators, lubricants, cock rings, handcuffs, dildos and other devices that line the shelves of your local sex store. There are literally thousands of variations on the vibrator alone!

Usually talk of sex toys brings to mind images of seedy shops, offering those XXX peep shows.

However, personal pleasure products are now available in many specialty shops, pharmacies and department stores where people can leisurely browse—even test the products... to a point. Next time you're shopping, take a closer look at the variety of sexual aids next to the condoms. You may be surprised.

If you're feeling shy and just could not be seen in a sex shop, the internet will overwhelm you with choices. There are many good website that approach this topic with care and sensitivity. Many provide educational videos, seminars and email courses to help make the most out of your new toys.

The important thing is to be open to the possibilities that a few toys readily available on the bedside table will add pleasure and intensity to your lovemaking.



Oftentimes it's not a moral issue as it is a feeling of discomfort to explore new opportunities. **Why limit yourself when all you need to do is give yourself permission?**

Thought for Today

Like shopping for anything, how do you know which ones are the best? To find out what are the best sex toys, you need to see which ones are the top selling items at different websites and stores. Many sites have product reviews and feedback to help guide you through the maze. Don't limit yourself to just the hottest selling items at one site, go out and explore—you might just come across the next best thing.

Try this Today

You want to take your sex life into your hands, so it's time to visit to the experts: your local sex shop. These stores are much more pleasant than they used to be and carry a wide variety of toys, fantasies and books for your sex life spice-up. There are also many online possibilities that you can surf as well. The point is to become comfortable with sex and with the fun that it is.

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Day 28

EYES ON YOUR PARTNER

Most of my emphasis during this program is on you, the woman. **You are the most important person!** But sex, as enjoyable as it is alone, is so much more fun and satisfying when you're sharing it with someone else.

For most of us, we have a man lying next to us. Some of them are the perfect lovers; most of them are just a routine. Some of them make perfect husbands; most of them become our best friend and lover.

Women get into trouble in relating to the opposite sex when they assume men know more about women than they do. Women assume men know what women want. Since they seem to know so much of how the rest of the world works, how could they not understand women?

This misunderstanding has been a major cause for much of a woman's upset, anger and disappointment. Most women are of the opinion that men rarely get it right with them. They don't realize that men will never have the opportunity to get it right if women don't speak up and tell them exactly what they want. Men fail to get it right because they don't know what 'right' is.

Sexual pleasure is a complicated activity which seldom gets much attention. We know the basics and derive sufficient pleasure from that so it remains comfortable. However, time is always playing against you and **if you don't use it, you'll lose it.**

Keep sex in the forefront of your relationship will deepen the connections with your partner and provide an emotional security that is only experienced through sexual intimacy.

Surveys reveal that sex is enjoyed well into the 80s and 90s. If he's going to be with you that long, doesn't it make sense to keep the pleasure coming?



Thought for Today

When your needs are not met, feelings of resentment and anger arise and sex will not be satisfying. You may unconsciously decide you don't really like sex anymore. Is he meeting your need for foreplay or is he moving straight to the genital action? Let your partner know **what you want and how you want it**.

Try this Today

Looking right at you. A lot of times, couples are so focused on how good sex feels that they can almost forget that the other person is there—it's just that good. To reconnect with your partner, make sure that you are looking at them as you make them feel good. This adds a new dimension to the experience and makes each sensation different.

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Day 29

FEELING SEXY

A sensual, sexual woman doesn't have an on and off switch when it comes to her expression. A sexy woman expresses her sexuality where ever she goes. It's not just reserved for the bedroom. Of course I'm not advocating being the office flirt, seducing the postman or leering at the jocks from the local soccer team. **A sensual, sexy woman knows the bounds of her sexual behavior and makes sure she is always in control and acts appropriately in any giving situation.**

We put a lot of emphasis on image and appearances and whether we like it or not, judgments come quickly. There is knack to presenting one's sensual, sexy side without being suggestive or vulgar.

How often have you noticed a skirt that's just too short or inappropriate, or a neckline that reveals too much? If you've noticed, most likely others have too. You don't want to put yourself in a position where you're being noticed because you went to far.

We often associate the term 'sexy' with physical attributes such as the eyes, hair, figure, laugh, etc.

But what 'makes' a woman sexy? One does not have to look and feel sexy to be sexy. 'Sexy' is a state of mind. Being sexy is all about attitude, social outlook, love, faith, humility, strength, endurance, tolerance and self. Without the right state of mind, looking and feeling sexy are moot.

Many women are far from what you might call 'classically beautiful'—they'll never become stars of the silver screen or models on the catwalks of Paris. Nevertheless they seem to radiate, to exude a kind of brooding sexuality.

The best way to project an outwardly attractive persona is by first looking inward. A little introspection can go a long way. Carefully consider what it is that makes



you 'you' and make a list of your positive attributes. Everybody has them! They might be things like kindness, generosity, wit, intellect or some artistic or musical talent.

Focus on these attributes and believe in yourself. Don't sit there waiting for someone else to believe in you.

Thought for Today

Studies show that most men find self-assuredness, intelligence, happiness and humor just as sexy as a woman's physical attributes. In other words, they are attracted to the way you 'carry' yourself when you're in a social situation.

Try this Today

Cover your senses. Using a blindfold is nothing new, but using it in sex isn't something that everyone has tried—but you should. When you deplete one of your senses, it causes everything else to be more intense. Warm up to the new sensations with light touches, feathers or sensual massage. Putting on a blindfold before you start having sex creates a flutter of nervousness that is easy to enjoy.

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Day 30

SEXUAL CONFIDENCE GROWS

The characters in *Sex and the City* all portrayed a different attitude of sexuality. Samantha (Kim Cattrall) expressed the Aphrodite current. She embodied sex confidence. Yes, it was over-the-top, but that's show business.

Sexuality grows the more you express it. Like diet and exercise, it does take determination and willpower to overcome the habit of mediocrity so you gain sufficient momentum to establish a new track. Unlike a diet and exercise, most of the work is in your thoughts and feelings which in turn find their expression through your sexuality.

What you give your attention to grows. While in some way it more immediately satisfying to give attention to the activity of sex, you will not gain an attitude of sexual confidence just by learning the techniques of sexual function. As you know, the seed of confidence resides in the core of your being. It is by nurturing the seed and giving it expression that it becomes a part of your overall expression.

A sexually confident woman is a powerful woman. Not just because she expresses her sexuality with confidence, but more importantly, she is giving expression to the very foundations of what makes her a woman. A woman confident in her sexuality is also a very sexy.

I often think about the difference between Marilyn Monroe who was the sex kitten of the 50s and 60s—made in the image of what men wanted in a woman—and Madonna, who crafted her own sexual image. Marilyn Monroe was commoditized for being 'sexual'. Madonna however, is a sexually confident woman. There is an important difference.

I decided long ago that I wanted to take my sexuality and give it expression well into old age. There are many more women who carry the same attitude.



Thought for Today

A sexually confident woman is more sexually active and has a lot more fun. She doesn't confuse quantity with quality. A sexually confident woman is relaxed and experiences things more fully because she isn't self-conscious. She doesn't obsess about rejection or failure. Sexual confidence means knowing exactly what you like and dislike, and having the guts to express it. Knowing what you want and what makes you feel good will give you more confidence.

Try this Today

Good, healthy sex is a game. Be willing to get good at it, and discover what it will take for you to love and accept yourself. **Know what makes you sexually happy.** Acknowledge your power as a woman. Give yourself permission to be sexual and to fully enjoy it.

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