

LELO

Come Together

If Music Be The Food Of Love, Play On!



Sex with all of its forms can be found in every segment of the arts - in theory, application and physical expression in all cultures and societies. Starting from the visual arts (hello, controversial paintings), literary arts (Shakespeare, we will mention you later), performing arts (music!) and culinary arts (truffles, you say?). Let's face it, sex and diverse forms of arts go together just like peanut butter and jelly.

This year, for **National Masturbation Month**, [LELO](https://lelo.com) decided to glorify music and tell you a thing or two about the strong connection between masturbation and music. It is a well-known fact that music is one of our top companions in life. It follows us in almost every part of our life - from dusk till dawn. And when there is nothing (and no one) else, music is here to stay. Just remember how many times your favourite song was there for you - through saddest, happiest but even the sexiest moments. Let's agree - music just makes everything better, whether you don't feel anything or you want to soak it all up.

On the other hand, we don't even have to repeat all the benefits of masturbation - one of life's greatest joys, assuming we have already taught you what the pleasurable experience it is.

But, have you ever heard of dopamine? Probably yes, but did you know that body makes this little type of neurotransmitter which your nervous system uses to send messages between nerve cells? This is why dopamine is sometimes called a chemical

Note to Editors: All media inquiries can be directed to pr@lelo.com

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories and soy massage candles. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



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messenger which plays a role in how we feel pleasure. And here we come to the results of different studies on how music prompts your brain to release dopamine which also occurs during sexy time. So music and sex at the same time can maximize the chemical's use. How wild is that? And even the good old Shakespeare was aware of that, it's not a coincidence that his "If music be the food of love, play on", from the Twelfth Night made it to our headline.

Marvin Gaye has taught us well how to "Get in On" with your partner, we are sure that no one was ever left juiceless with that song playing in the background. But now you are probably wondering how to add a music routine to your one on one time. Would that be weird and freaky? Well, absolutely not - if you can be turned on by certain songs with your partner, then you can also have some to get you in the mood for self-love.

Creating the right atmosphere for sex, pleasure or, what is now commonly known as "self-care moment" demands a bit of panache. Music has always been one of the key ingredients for designing a warm and loving atmosphere – who among us can imagine enjoying solo play without sultry sighing of Kylie Minogue's "Slow" or pushing the tempo with "F**k the pain away" by incomparable Peaches. This is why [LELO](#) is stepping up to help: we've created hot&steamy playlists on Spotify, each celebrating one of our bestsellers. Listeners can choose whether they want to get weird with the electronic sexy sounds of [ENIGMA](#) or get rowdy with the disco sleaze of [SILA](#) – with eight playlists to choose from, there are hours upon hours of naughty sounds coming to cheer up the blooming May.

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