

## LELO ENIGMA™: The Stigma-Free vehicle to unearth unknown pleasures

Sexuality is a mystery that has captivated our attention since the dawn of time. And now, more than ever before, we tend to see it as a spectrum - i.e. the idea that people's sexual identities and orientations are complex and cannot be easily classified. The beauty of it is that people get to acknowledge their desires, and instead of talking about two opposite poles, sexuality is viewed as numerous possibilities.

### **Be positive. Take the shame away.**

[LELO](#) has never been the one to be satisfied with the status quo. And that is why it has always pushed the boundaries to offer something genuinely out-of-this-world for those ready to dive into the pleasures that are yet to be discovered - people who are in charge of their sexual desires, who wear their uniqueness proudly and never fear to be different. And kink, by definition, is different and falls outside of what society deems "acceptable." A kink is something that someone finds arousing, but that's generally not considered mainstream sexual. It's hard to pinpoint the definition because they come in all different shapes and sizes. Still, one thing is true of all kinks - it is all about consent and communication. As you explore, what you're okay with or not will likely change, so it's essential to keep a running dialogue about your limits.

Now that you're more familiar with what a kink is let's get a little more up close and personal with the idea. Our goal is to remove feelings of [shame](#) surrounding sexuality and kink and guide you on how you can be more kink-positive in the bedroom! To understand the nuanced experience of a person who is into any kink, it is imperative to reflect on how deeply rooted the stigmatizations and stereotypes genuinely are.

The concept of invoking shame in people because of their desires is not new. There is a long history of sexual freedom and expression at any point in human history being deemed "abnormal." Kink and sexual practices associated with it makeup only a portion of the history of pathologized sexual behaviour. It is not only the society that placed shame on it but in the past, many mental health professionals lacked training and used their ignorance to place judgment on their patients. For a long time, kink was largely invisible, and when it was visible, it was portrayed as deviance. Some varieties of kink had even been classified as disorders by the World Health Organization. The reason why they were able to get away with it for so long? The prevailing belief was that only a tiny portion of people was interested in kink, thus making the narrative of kink as a narrative of disorder seem more plausible and justifiable.

In the time leading up to the beginning of the last decade, people would lose their jobs or be deemed unfit parents if discovered their inclination towards kink. Then came a huge milestone. In 2010, a set of guidelines were set in motion for mental health professionals to start understanding, accepting, and learning about sexuality in all of its glory. With the rise of sex-positive feminism, there came an impatience with "sex-negativity." An even bigger breakthrough came that same year when the American Psychiatric Association stopped classifying fetishism and BDSM as a pathology. In a nutshell, the belief that started to prevail was the one that in matters of sex between two consenting adults, there is no room for classifying things as *normal* or *abnormal*. Along with it, it came to denote that sexual freedom and exploration of various kinks can be healthy and even healing. And no shame could ever be associated with happiness and sexual satisfaction!

Rewriting the prevailing narrative that sex is inherently shameful, wrong and/or that it can be described only in terms of two poles indicates we are at the highest level of mindfulness, thus demystifying and celebrating [different aspects of sexuality](#) by subscribing to a more holistic, natural and above all positive approach to sexuality, health and sexual pleasure. Even though kinks are fastly becoming more mainstream, sometimes they are still considered taboo. All of us are products of our environment, and this

seems to be doubly true of sex and any unconventional sexual desires we may hone in ourselves. For this reason, kink-shaming is one of the most dangerous types of oppression, as it entails hiding and denial, misery and loneliness. It attacks us in our fundamental integrity, our essence.

And to tackle it, we all need to face up to our own biases and learn as much as we can about our desires, explore the world of sexual desires and their fulfilment to be able to distance ourselves from them. Because of this, LELO is advocating increased openness to a variety of perspectives to expand the discourse on the matter and ultimately help build bridges to an even more inclusive and open-minded society, both through education and products, like the newest addition to our portfolio - [the LELO ENIGMA™ offers the holistic pleasure concept](#) to its prospective users.

Unlike any other similar product, ENIGMA™ offers deep clitoral stimulation together with G-spot vibration for an orgasm so intense it's not meant for everyone. ENIGMA™ is inspired by SONA™ and SORAYA™, offering a hybrid pleasure concept not yet experienced. It features sonic wave technology that offers clitoral stimulation resonating deep within your body just like SONA™ and the ergonomic internal stimulator that massages the G-spot just like SORAYA™, giving you an all-encompassing orgasm that keeps washing over you time and time again.

ENIGMA™ mixes it up by offering the best of both worlds. Eager to please and never a tease, this intimate massager is the partner you always wanted but never knew existed. Featuring the best of clitoral sonic waves on the outside and gentle pulsations on the inside, [ENIGMA flutters in all the right places for unforgettable orgasms](#) you never thought possible. And orgasms you won't be able to forget.