

LELO

Come Together

Safe, sane, and above all consensual: Valerie Tasso and LELO explain the basics of kink and BDSM erotic practices to newbies



Photo credits - Photographer: Liv Blazejewicz series 'Made of Glass'; model: Signe Skovbye.

Though BDSM is often misunderstood, activities that fall under its umbrella have been part of the human experience across the ages. More recent research into the entire phenomenon has proven to positively affect the mental and physical health of those enjoying it. It can even deepen romantic relationships as it heavily relies on open and honest communication between the two consenting adults.

With that in mind, the luxury pleasure brand LELO and industry champion in sexual wellness teamed up with the world-renowned author, sexologist, and LELO Ambassador in Spain, Valerie Tasso, to bring a book that takes a down-to-earth, informative, and beginner-friendly take on the BDSM lifestyle. The two want everyone to take part, even if it is only in theory.

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



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Whether you're new to the BDSM community or even an experienced practitioner looking for the next great read, the book 'Kinky sex & BDSM for newbies' has a singular goal: to explain what kinky sex and BDSM are. Although similar in the eyes of many, there is a difference. Even if just in nuances. The book aims to serve as a reference for engaging in erotic practices that can change many people's lives safely and for the better at all times.

It is not an apology for these erotic practices either. Society has seen a notable shift in attitude towards BDSM. This is partly because of the mental health industry's adjusted stance and the increasing popularity in pop culture, and the joint effort of sexologists and sexual wellness brands like LELO, working together toward greater acceptance and understanding.

LELO Brand Ambassador, Valerie Tasso, said: "This little book entitled "Kinky sex and BDSM for beginners" was born from our desire to divulge more about the erotic experiences of women that have become very fashionable in recent years, both through erotic literature, essays, television series and the increasingly vast information on social media. However, having a lot of information does not at all mean that having more training on a specific topic is not necessary."

"We believe that this booklet, far from being exhaustive and boring, is absolutely necessary to understand, at least, the essence of the famous mainstream "kinky sex" as well as the erotica of BDSM," concludes Tasso.

Beginning on World BDSM Day (July 24th) through September 1st LELO prepared a [quiz](#) and makes it possible for 150 lucky persons to win the pdf copy of the Valerie Tasso book, alongside LELO [BOA](#) pleasure ties or [TANTRA](#) feather teaser. We're at the dawn of a new era, and we at LELO want everyone to take part. Indulge and enjoy!

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