

LELO

Come Together

Sex trends to elevate 2023: Sexual wellness continues to be the focus.



The pandemic really did a number on how we perceive sex. But as the world sexual wellness giant LELO uncovered, luckily, it did in a good way.

The trends in sexual wellness demonstrate a shift in attitude to being more flexible and open-minded regarding our sex lives. We see this reflected in the normalising of sexual acts, desires and attitudes previously unspoken about or hidden, according to [LELO](#). This approach to sexual wellness being included and recognised as a part of our overall health and well-being looks like it is here to stay, and we should expect it to be the foundation from which all future sex trends stem.

Even in the post-pandemic and post-overturning Roe vs Wade world, people continue on the path of self-knowledge, self-discovery and sexual liberation. Breaking away from shame and taboo and moving towards education and understanding about sex, sexuality, and sexual health is such a positive shift in helping people to get to a place of sexual health and wellness in whatever form that looks like for them, rather than feeling that they need to fit themselves into a model of sex, which they think they 'should' be.

The clit

No, this is not 2005. And, no, we have not hit our heads on the pavement on our way to work. It's true. Ladies have been put on the side burner sidelines of sexual pleasure for decades for many reasons, mainly patriarchy that went hand in hand with the physiological misunderstanding of the mysteries of female orgasm and the existence of multiple orgasms, made available only to the fairer sex. But as we go on, female pleasure and the clitoris is becoming even less taboo as women get increasingly comfortable with using technology. Since 40-60% of women masturbate, and only 18% of women can orgasm from penetrative sex, it's no wonder we are seeing an insurgence of non-penetrative devices aimed at women only.

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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Mutual Masturbation

While traditional sex with your lover is a tried and true form of erotic intimacy, there's something salaciously hot about the "look but don't touch" aspect of mutual masturbation. Grab a [toy for yourself](#) and have your partner use a saucy sex toy of their own while you both enjoy the show and sensations. Try facing each other, either standing or kneeling, as you pleasure yourselves; not only does this stance provide the best visual opportunities, but you'll also be in the perfect position for mid-masturbation smooches. Listen to each other panting, crying, moaning, and even roaring as you reach an orgasm that intensifies the entire experience and deepens the connection. If you and your partner share the same stimulation taste, you can swap toys during your session to switch up sensations.

Sex to alleviate the pain

The pelvic floor not only plays a role in old age or after childbirth, but it is also imperative while being sexually active, as it can be consciously controlled and used for pleasure. Practice both relaxing and tensing your pelvic floor. People with a fundamentally high level of body tension, who may also often clench their jaw or are used to pain in the area of the eyebrows and lower back, can benefit above all from relaxing the pelvic floor; for others, it is learning from "Tightening" and strengthening the pelvic floor is a step towards a more conscious and pleasurable body feeling. Specifically, during sex, the movement of the pelvis, in combination with the tensing and relaxing of the pelvic floor, can increase arousal and powerfully support the path to orgasm. You have a clear advantage if you already know your pelvic floor and can use it without thinking too much. If not, there is always time to practice during foreplay or solo play; and build longer, [stronger orgasms](#). And, by the way, this applies to all genders!

Bye-bye to heteronormative and hello to ethically non-monogamous relationships

Self-care has been sort of a buzzword the last couple of years, but what about self-fulfilment? Relationships that, while important to have, can be lethargically indulgent and cause you to forget about yourself. Cue in solo polyamory. On the surface, it sounds like just another term for "being single," when it is more of a near synonym for independence within connections, devoid of the traditional relationship milestones - marriage, kids, joint bank account. In a nutshell, it is about people who are open to dating and having multiple romantic and emotional relationships without a primary partner. Ultimately, it is stepping off the heteronormative "relationship escalator" and choosing an alternative way to engage in romantic and sexual partnerships. So, since there isn't a one-size-fits-all path to happily ever after, why not flip the script by prioritizing personal growth and satisfaction?

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