



The great devourer: Valerie Tasso and LELO explain the basics about the Big O

"The orgasm is the great devourer of words. It only allows you to moan, howl, and emit subhuman sounds, not words." Valérie Tasso, sexologist, writer and LELO Ambassador

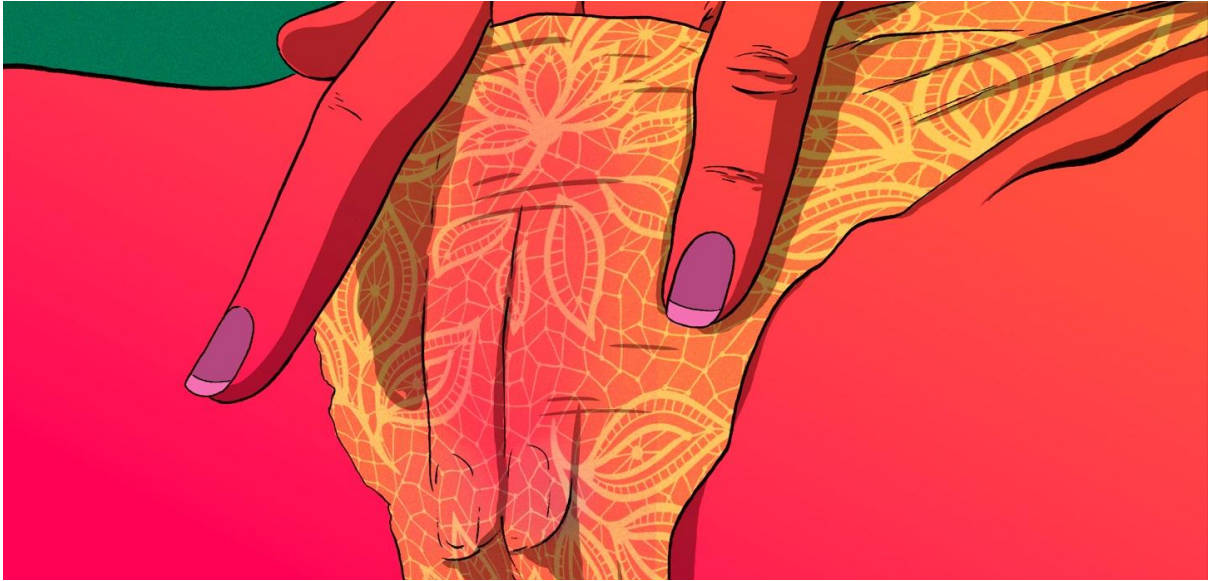


Illustration credits - Pachu M. Torres

The last few years everyone's been talking about orgasm. Even more so, they're talking more and more about the female orgasm. We can all agree it was about time! **LELO** has spent the better part of the last 20 years giving more visibility to one of the most pleasurable phenomena human beings can experience. With that in mind, the industry champion in sexual wellness teamed up with the world-renowned author, sexologist, and LELO Ambassador in Spain, Valerie Tasso, as well as renowned Spanish artist Pachu M. Torres, to bring "Orgasm", the book that takes a down-to-earth and informative, and beginner-friendly take on orgasms.

But, oddly enough, by making the orgasm so visible a paradox occurs. It becomes an obsession, especially for women. Especially if they have never had the sensation, or don't know if they have. In other words, orgasm becomes the big GOAL of sexual relations, whether with a partner or alone. And you know what? The more we obsess about getting something, the less chance there is of getting it.

Studies have shown that heterosexual women have the least orgasms during intercourse. And the reasons for this are multiple. The research has also shown there's a considerable difference between the number of orgasms men and women are having in heterosexual relationships. Furthermore, Lesbians had higher rates of orgasm than straight and bisexual women, though still lower than men. Interestingly these women have no such problem when they masturbate.

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. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



"The book talks about both male and female orgasms, and the million-dollar question: Who enjoys it more? But also, why is it that some have never felt an orgasm or have not felt all the orgasms they claim they have had? Of course, we will put more emphasis on the female climax, which has been so persecuted over the centuries. We owe it to ourselves, first, and secondly to our partners (whether sporadic or not)." says Valerie Tasso, the author of the book.

"Many people feel pressure to orgasm as they feel their partner will expect it, and that's because we don't have and aren't given a solid education around more realistic expectations of sex. In short, we at LELO aim to educate or re-educate people about orgasm. This book is here to provide all the information necessary to get to know each other better and love ourselves as we should," adds Luka Matutinovic, LELO CMO.

Throughout Masturbation Month, LELO will be making it possible to win a pdf copy of the Valerie Tasso book [via its social media](#). At the same time, the book will be available as a Kindle edition through our [Amazon store](#). The book is available in English, Spanish, French and Italian. Indulge and enjoy!

About the author:

Valérie Tasso is a French writer, lecturer, research worker, and sex therapist, currently living in Spain. She has several university degrees (Economiical Sciences, Foreign Applied languages), and in 2006, she graduated in Sex Therapy from The Institute of Sexology (IN.CI.SEX El Instituto de Sexología,) in Madrid. In 2003, Tasso wrote about her sexual experiences in the book *Insatiable – The sexual adventures of a French Girl in Spain*. This first book has been an international best-seller and is the basis of the script for the film *Diary of a Nymphomaniac* directed by Christian Molina. She has written three more books, including 'Kinky Sex & BDSM for Newbies' in coop with LELO.

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