

Media Release

## Staying healthy has never been more fun



If you think you are doing everything you can to stay healthy, well think again. It may come as a surprise but did you know that orgasms not only feel good, they are also good for your health. Orgasms help with relaxation, warmth and closeness, plus the endorphins and oxytocin released during orgasm are responsible for reducing stress and fighting pain and depression, and a raft of other enlightening health benefits.

One study shows that women who engage in weekly sexual activity have higher levels of oestrogen in their blood. This is associated with a **healthier cardiovascular system**, lower levels of bad cholesterol, an increase in the level of **good cholesterol**, increased **bone density** and **suppler skin**.

A recent guest on the Oprah Winfrey show, sex therapist Dr Laura Berman, revealed that the hormones released during orgasm can even make you **look up to 12 years younger**, **improve your immune system** by more than 30 percent and **decrease heart disease** by 50 percent. They also **decrease stress and insomnia** and act as a **natural pain reliever**, especially for **period pain and headaches**.

So what is the catch? Women are statistically not as 'healthy' as they could be. The 2008 Orgasm Survey, sponsored by UK magazine Scarlet, revealed that more than 36% of women rarely or never achieve orgasm through penetrative sex. However, the good news is that 85% often or always do so by self-stimulation.

Enter two Aussie mothers, Lisa Hughes and Kris Morgan, and their innovative company Love Being Woman. These dynamic women have developed a product which could literally help increase the health and wellbeing of millions of women worldwide.

The 'Be Be', Australia's first designer intimate massager, is the product of months of consultative research and testing. It has been innovatively design for external stimulation and is sure to release those feel-good endorphins.

What's more, the Be Be is high quality, feminine, accessible, easy to operate and, best of all, discreetly packaged – which means not only is it enjoyable to use (with our without your partner), it's not embarrassing to buy. In fact, it's the perfect accessory for every woman.

**Be** beautiful, **Be** you! 'This is all about making women feel confident in and out of the bedroom,' explains Lisa. 'This is not just about launching a new vibrator. It's about women's health and wellbeing. It's offering women a chance to explore their sensuality. This is about giving them the right to be in charge.'

*'We developed The Be Be so women can feel empowered, not embarrassed,' states Kris.*

*'The Be Be is about feeling sexy, not sex obsessed.'*

*So isn't it time you did a little something extra for your health?*

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### **Buzz...**

*It seems that the health benefits of orgasm are becoming more widely recognised in this country, with some national pharmacy chains now stocking 'intimate massagers' alongside regular items like headache and cold medication.*