



FOR IMMEDIATE RELEASE – 27 Nov 2006

## **Pleasure and condoms make sexy bedfellows in the run-up to World AIDS Day**

*The Pleasure Project offers fast and dirty ways to make safer sex sexy*

LONDON – In the run-up to World AIDS Day (1 Dec), the Nov issue of the journal *Reproductive Health Matters* features an article by The Pleasure Project about how to eroticise male and female condoms and make safer sex feel good.

“Pleasure and Protection: When good sex is safer sex” shows how condoms are increasing pleasure for sex workers, married couples and others around the world, and how sexual health educators can encourage more condom use and lower rates of sexually transmitted infections using the ‘power of pleasure’.

According to the article, “... condoms can be very sexy and pleasurable, good sex can be safer, and safer sex can be very good – especially when you know some erotic ways of sexing up male and female condoms for penetrative sex.” The authors then offer “quick and dirty ways to illustrate the erotic benefits of male and female condoms.”

This issue of the journal focuses on male and female condoms and the fact that they are the most ignored – yet most important – tool we have to reduce STI/HIV transmission worldwide. The Pleasure Project’s article takes a provocative look at condoms and how we can begin to make them more attractive to a wider audience as a way to dramatically reduce disease transmission.

The article cites research indicating that the pursuit of pleasure is one of the primary reasons people have sex, describes some of the reasons that people do not choose condoms – such as high cost, perceived lack of effectiveness, lack of perception of risk, and reduction in pleasure – and ways to make condoms more acceptable. The authors focus on growing evidence that using the pleasure to promote male and female condom use alongside safer sex messaging can increase their consistent use.

Readers will find information about making male condoms feel better by using water-based lube, putting the condom on with one’s mouth, and making the tearing open of the condom packet a turn-on. Regarding female condoms, the authors say, “Many men report enjoying the feeling when their penis hits the inner ring of the female condom as they thrust into their partner.” And, “A woman can insert the female condom while her partner watches, telling her partner that he can look but not touch.” Plus, the authors state, “The outer ring can be used to rub on the clitoris using fingers and the man’s penis.”

The article also features five key tips for sexual health educators who want to integrate pleasure into their safer sex education and messaging. And the authors highlight

projects that have eroticised condoms to positive effect in Cambodia, Senegal, Zimbabwe, India and Mongolia.

Access the article online at [http://www.aidsportal.org/Article\\_Details.aspx?ID=3373](http://www.aidsportal.org/Article_Details.aspx?ID=3373), or contact [info@the-pleasure-project.org](mailto:info@the-pleasure-project.org).

*Press release ends*

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**Notes to editors:**

The Pleasure Project (TPP) is an educational organisation that promotes pleasurable safer sex and builds bridges between the pleasure/sex industry and the safer sex world. TPP provides sexual health training and materials, helping sexual health educators to become more comfortable talking about sex and pleasure, particularly in resource-poor areas in Africa and Asia. TPP also promotes erotica and porn that depict safer sex.  
[www.thepleasureproject.org](http://www.thepleasureproject.org)