

Press release: Orgasm Glow

## WE ARE HAVING INCREASINGLY LESS SEX AND BIJOUX INDISCRETS WANT TO SORT IT OUT

The sector's pioneering sexual wellbeing brand, Bijoux Indiscrets, is launching Orgasm Glow, a **natural food supplement** based on a herbal mix which stimulates the libido, reduces stress, and increases sexual desire.

Sex has decreased drastically in recent decades, and this has only worsened since the pandemic. According to British research, the National Survey of Sexual Attitudes and Lifestyles (a study which does not take into account the consequences of the health emergency which started in 2020), **we are having 40% less sex than three decades ago**. Furthermore, millennials (those born in the 1980s and 90s) have less sex once they have reached the age of 18 than those who came before them, Generation X (born in the 60s and 70s), according to a study coordinated by the University of San Diego and published in the scientific magazine Archives of Sexual Behavior.

The pandemic and the restrictions it has imposed on society have decreased **sexual desire** even further. According to Adecco Group Institute, 2.8 million Spanish people work from home, 1.2 million more than before the pandemic. Such data didn't seem relevant beforehand but does now that **we see a connection between the slump in sexual desire and couples spending more time together**. "Before this, work and leisure would occupy two different spaces. Now people who work from home spend all their time in the house, eat at home, sleep at home... and this doesn't help," comments Francisca Molero, codirector of the Institut de Sexología de Barcelona (Barcelona Sex Institute) and President of the Federación Española de Sociedades de Sexología (Spanish Federation of Sexology Societies). "*This – an excessive level of cohabiting – means that you don't spend time apart and, in order to want to have sex, one has to disconnect.*"

### Social media, a double-edged sword

The pandemic and its fallout have forced the libido of new generations to decrease even further, but it is not the original cause of the drop in sex in today's society. Soazig Clifton, director of the British National Surveys of Sexual Attitudes and Lifestyles, speculates on the reasons for the decline and says: "*It is certainly theoretically plausible that people are spending so much time on their iPads and phones, connecting with others virtually rather than having sex with the person next to them.*" Basically, technology and social networks have opened an enormous portal into new possibilities on which to spend our leisure time and downtime. Jean M. Twenge, author of the book 'Generation Me', and principal investigator of the study, points out that "*although technology and online dating apps should, in theory, help millennials find sexual partners more easily, it can also have the opposite effect if young people are spending so much time online that they interact less in person, and thus don't have sex.*" A double-edged sword making all real relationships, whether sexual or not, the losers.

## The rhythm of the 21st century

It is no secret that so far this century the pace of life has accelerated exponentially, dragging with it society's **mental health**. The cases of stress which lead to anxiety and depression are on the rise and this increases the likelihood of failure of any possible resurgence in sexual desire.

**Poor nutrition and lack of proper rest**, caused by an excessively rushed pace of life, also add to the deterioration of mental health, which in turn leads to an almost non-existent libido. "**Many women claim that they are too tired for sex. They have too many things to do in their life,**" indicates Clifton in reference to the study. This is a feedback loop which Orgasm Glow aims to slow down, thanks to its ingredients.

## A food supplement for the libido

Orgasm Glow is exclusively conceived to **remedy this century's lack of libido** and to encourage arousal. The best bit? It's not female Viagra or anything of the sort. It is completely natural, vegan, and designed to care for you and preserve your desire. The premise? "*When you feel good, you enjoy double.*" Because there is no better starting point for good sex than healthy mental and physical balance.

The team at Bijoux Indiscrets, in collaboration with its Madrid laboratory which boasts more than 40 years of experience, has committed itself to developing this food supplement. A natural mix of herbs which **boost libido, reduce stress, and increase sexual desire**. One single jar contains all the capsules needed for two months of daily supplement and each capsule contains: Ashwagandha, which works as a **natural antidote to stress**; L-Arginine, to strengthen the immune system and Damiana, which naturally **increases the libido**. "*We blame our lack of libido on stress and daily life, but sometimes our diet is crying out for an extra boost of vitamins and minerals,*" comments Elsa Viegas, co-founder of Bijoux Indiscrets. "*We decided to develop the solution which we wanted for ourselves, one which we would feel comfortable with. An effective aid to making stress levels go down and libido go up,*" she concludes.

Society's low libido is a **consequence of multiple factors**. Technology is advancing faster than humankind can possibly manage; life is so excessively rushed that it has altered our rhythms and our nutrition; the plethora of activities and relationships that can be had without any physical contact distances us from our most basic instincts. The quest for solutions leads us to **make small positive changes** to the elements we can affect, such as limiting contact with the virtual world, living life more slowly or investing in more effective nutrition with the help of **plants and minerals which help the body to regain balance and boost libido**.