

# q sex: **BLOWMOTION TOYS FOR MEN**

## **Blow Motion: Why men need to start talking about using sex toys**

In 2020, male sex toys are continuing to get increasingly popular, but there still seems to be a taboo around openly discussing using them. When it comes to overall sexual satisfaction, more women are taking control of their sex lives to enhance their pleasure levels. According to global sexual wellness brand Lovehoney's Sexual Happiness Survey\*, four in ten women say they sometimes use sex toys for added sexual satisfaction, compared to a third of men.

Lovehoney is looking to help destigmatise the use of male sex toys with the launch of its innovative new range of male sex toys, Blowmotion. To celebrate, Lovehoney's recently-appointed resident Australian Male Sex Coach, Cam Fraser shares the reasons why he thinks men need to start talking about using sex toys more.

### **You'll be a better lover**

Knowing your body and what gets you off not only helps you get more pleasure from solo fun, but it also enhances couple's play and helps you be a more attentive and intuitive lover. Being well-versed in your own arousal will help you switch your brain off and fully immerse yourself in play with a partner and be sexually mindful in the moment. This can only lead to a better experience for both of you. Plus, using sex toys that replicate the sensation of penetrative sex can also boost your stamina for longer-lasting sessions. Longer-lasting sex equals the potential for even more thrills.

### **New innovative technology**

Innovation in male sex toys has come on leaps and bounds in recent years. Lovehoney's latest superior collection of male masturbators, Blowmotion, features cutting-edge sex tech designed to take your satisfaction to the next level. The groundbreaking tech delivers mind-blowing toys that realistically suck, stroke, stimulate and satisfy to give your pleasure sessions an upgrade. From Blowmotion's blow job male masturbator to its warming male masturbator, pleasure like this is so good you'll want to share the knowledge with all your mates.

### **It can encourage your partner to try a sex toy**

Even if you haven't considered using a sex toy alone, you may have thought about introducing one to couple's play. As a sex coach, often a lot of people ask how they can introduce sex toys into a relationship or encourage a partner to try a sex toy, but the best thing to do is lead by example. By talking about sex toys openly and showing them that you're open-minded and take pleasure seriously, you'll help them feel at ease and better prepared to try something new with you.

### **It's good for your health**

Whether you're single or in a relationship, sex toys have the potential to skyrocket your pleasure and give you orgasms that just aren't possible with a hand or a partner, thanks to warming functions, different vibrating modes and intense sucking power. Not only is using sex toys pleasurable, but the best thing is, they're great for your health too. A recent survey\* from Lovehoney found that sex and masturbation help improve mental health (27% of males) and help with stress and tension (32% of males). Masturbation is a win-win. Using sex toys should be openly encouraged as something both positive for physical and mental wellbeing, as well as pleasurable.



Shop the full Blowmotion collection here: [www.lovehoney.com.au/brands/blowmotion](http://www.lovehoney.com.au/brands/blowmotion)

\*Lovehoney Sexual Happiness Survey, 2019