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## Recession-proof sex - Always in style, doesn't cost a thing

If you've used this line to avoid intimacy with your partner one too many times lately, don't worry. There's hope! Thoughts of layoffs, working overtime and cutting back on luxuries you once considered necessities may be weighing on your mind, but sex is the last thing you should cut out of your life. Known as one of the greatest stress relievers, sex can actually trigger a number of positive physical and emotional reactions, and is a surefire way to raise your spirits and improve your mood during hard times.

The female libido in particular is governed by a number of physiological, hormonal, lifestyle and relationship factors. Women are more susceptible to the emotional consequences of stress. Worry, anxiety and depression make us simply "not in the mood," whereas a man's desire in sex is less impacted by stress (they can block it out more easily). In a recent study on sexual health in the **November 2008 issue of Obstetrics & Gynecology**, **39 per cent of women reported low levels of desire, 26 per cent had problems with arousal and 21 per cent had difficulties with orgasm.**

Stress causes the release of 'stress' hormones (adrenaline, noradrenalin and cortisol) that exhaust the adrenal glands and alter levels of sex hormones (estrogen and testosterone), which are important for regulating libido.

According to **Sherry Torkos, pharmacist, fitness instructor and author of The Canadian Encyclopedia of Natural Medicine**, lifestyle factors can have a dramatic impact on libido.

"Lack of sleep, stress, hormone imbalance and even a poor diet can impact libido. These areas need to be addressed. Women also need to be aware of the role that nutritional supplements can play in helping to enhance sexual desire, satisfaction and lubrication," said Torkos.

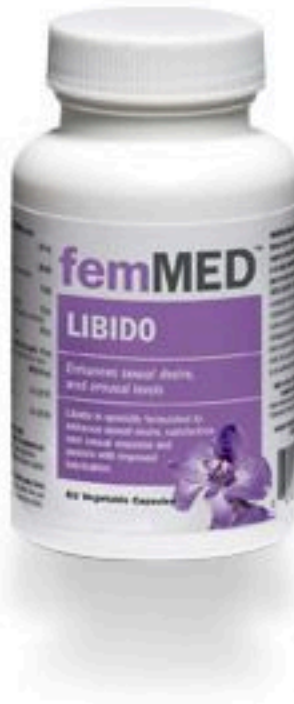
FemMED, a women's-only natural vitamin line, recently launched a revolutionary targeted supplement called Libido, which helps to enhance sexual desire, response and satisfaction, as well as improve lubrication. Unlike existing prescription medications, Libido is taken over time to encourage pelvic blood flow, increase free testosterone and sexual desire.

"Our libido supplement is a natural remedy that works with the individual's body to gradually improve libido quality," said **Shawna Page, founder and CEO of femMED.**

**Key supplemental ingredients that support the body during stress include, but are not limited to: L- arginine, Tribulus Terrestris, and Ginkgo Biloba.**

**L- arginine is an essential amino acid that helps increase blood flow to the pelvic area.** Studies suggest that an increase in blood flow to the genital area increases the sensitivity and intensity of the sexual experience. Lubrication is enhanced by a combination of the lesser-known herb Tribulus Terrestris (Puncture Vine) and the well-known herb Ginkgo Biloba. Tribulus Terrestris is thought to increase the production of DHEA, the direct precursor to testosterone and the indirect precursor to both estrogen and progesterone. Each of those hormones promotes the normal functioning of the vagina and uterus throughout the female cycle. If these hormones are maintained at optimal levels, so too is the body's ability to produce natural lubrication. Ginkgo Biloba is thought to work by not only increasing blood flows to the genital region, but also altering the effects of serotonin in the body. Serotonin clearly diminishes libido and subsequently the ability to produce normal vaginal lubrication.

For more information on other libido enhancing ingredients, check out **femMED's new Libido supplement** at [www.femmed.com](http://www.femmed.com)



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Sugarcain Entertainment is an on line magazine that extends into an entertainment company, run by a talented group of Canadian women, with offices in Toronto and Vancouver. Their style has been referred to as "Rolling Stone Magazine", but written by the women of "MAXIM". Look for them on the red carpet and behind the scenes!

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