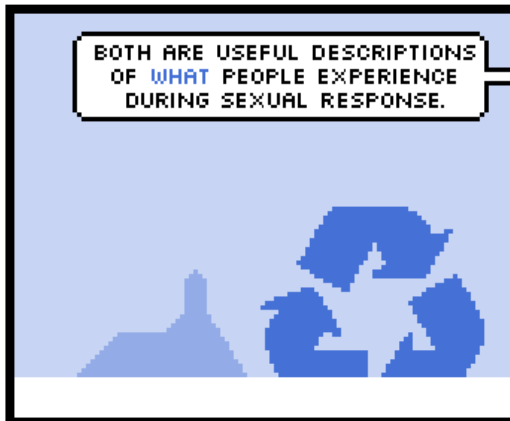
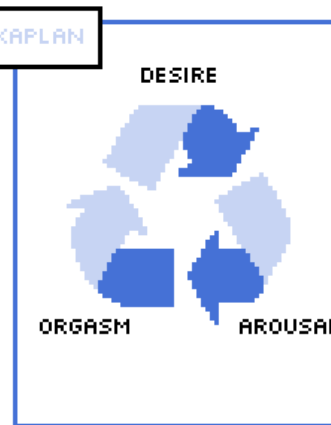
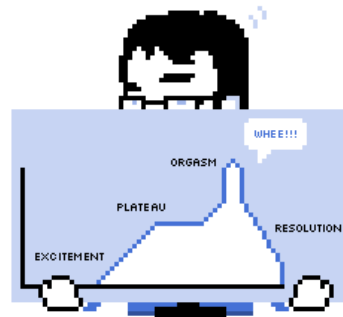




MASTERS AND JOHNSON

OR KAPLAN



ALLOW ME TO INTRODUCE YOU TO THE:

Dual Control Model



YOUR SEXUAL RESPONSE SYSTEM, LIKE EVERY OTHER DOMAIN OF YOUR CENTRAL NERVOUS SYSTEM, IS MADE UP OF A PARTNERSHIP OF INHIBITION AND ACTIVATION:

BRAKES AND GAS.

THE SEXUAL EXCITATION SYSTEM (SES) NOTICES ALL THE SEXUALLY RELEVANT INFORMATION IN THE ENVIRONMENT

TURN ON!

PARTNER SMELL
PARTNER APPEARANCE
PLEASANT GENITAL SENSATIONS
SEEING OR HEARING OTHER PEOPLE HAVING SEX
PARTNER MAKES YOU FEEL SPECIAL
MAKING UP AFTER A FIGHT
NOVELTY
TRUSTING YOUR PARTNER
NEW LOVE

EVERYTHING YOU SEE, HEAR, TOUCH, TASTE, SMELL OR IMAGINE THAT SEND SIGNALS TO YOUR GENITALS TO SAY "TURN ON".



YOUR SEXUAL INHIBITION SYSTEM (SIS) IS THE BRAKE, IT NOTICES ALL THE VERY GOOD REASONS NOT TO BE TURNED ON RIGHT NOW.

TURN OFF!

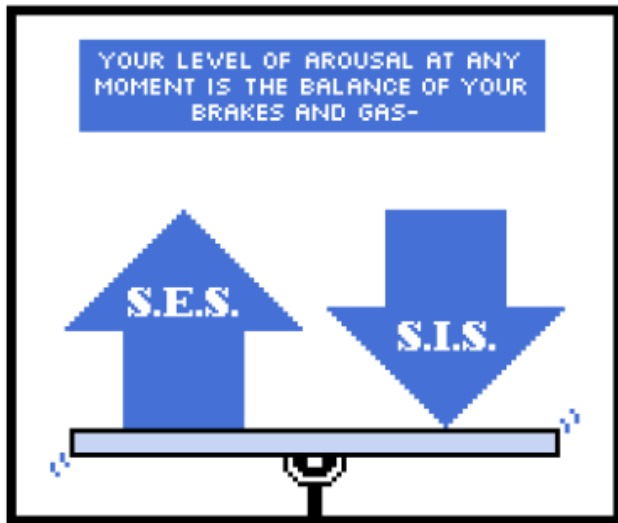
BODY IMAGE
TRAUMA HISTORY
SLEEP DEPRIVATION
RELATIONSHIP CONFLICT
REPUTATION
UNWANTED PREGNANCY / STIS
DEPRESSION/ANXIETY/STRESS*
PERFORMANCE ANXIETY
FEELING OBLIGATED

EVERYTHING YOU SEE, HEAR, TOUCH, TASTE, SMELL OR IMAGINE THAT COULD BE A POTENTIAL THREAT.



* FOR 10-20% OF PEOPLE, STRESS INCREASES DESIRE. PEOPLE VARY.





MOST PEOPLE THINK THAT DIFFICULTIES WITH DESIRE AND AROUSAL CAN BE SOLVED BY ADDING MORE STIMULATION TO THE GAS PEDAL.

RESEARCH HAS SHOWN THAT IT'S MUCH MORE LIKELY YOU NEED LESS ACTIVATION TO THE BRAKES.

COSTUMES	DONUTS	SLEEP	NO-STRINGS AFFECTION
TOYS	APHRODISIACS	TRUST	
PHARMACEUTICALS	ROLE PLAY	DONUTS	A GOOD CRY
ROMANCE	EROTICA	RELAXATION	
		YOGA	PHYSICAL ACTIVITY

