

Sex And The Recession

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Times may be tough and we may not be visiting our favourite restaurant or splashing out on electronic goods as much as we used to but the quality of our sex lives seems to be getting more attention then ever.

As couples increasingly hunker down at home it seems there is at least one bright spot....were having more sex and buying more adult products to spice things up!

"Of course there is concern about the economy but we are seeing month on month increase in sales" says Liberator Australia CEO Nigel Hobbs, a manufacturer of sex furniture and pleasure objects. "The adult industry is shielded in a way...people stay home more when times are tough and a direct result is increased intimacy for couples. Let's face it...its inexpensive entertainment. And being able to shop adult products and prices anonymously online adds even further attraction"

One of Liberator's biggest sellers is the Wedge Ramp Combo which had a leading role in the recently released "Burn After Reading" with George Clooney and Brad Pitt. "Sex is becoming increasingly mainstream and people are becoming much more willing to experiment" says Hobbs.

And a new report even suggests more sex can actually make you feel wealthier.

After analyzing data on the self-reported levels of sexual activity and happiness of 16,000 people, Dartmouth College economist David Blachflower and Andrew Oswald of the University of Warwick in England report that sex "enters so strongly (and) positively in happiness equations" that they estimate increasing sex from once a month to once a week is equivalent to the amount of happiness generated by getting an additional \$50,000 in income for the average American.

So the solution to increasing hapiness, feeling wealthier and dealing with the recession is simple.....more sex!

For further information visit www.theliberator.com.au or contact:

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About Liberator

Liberator Bedroom Adventure Gear transforms ordinary beds and bedrooms into creative sex terrain by employing angles, elevations, curves, textures, environments and motion. For more information visit: www.theliberator.com.au or call 1300 858 603.

About Injoy Innovations.

Sydney based Injoy Innovations is one of Australasia's leading manufacturers and importers of lifestyle product ranges and exclusive licensee of Liberator Bedroom Adventure Gear