

LIBIDO

FOR MEN & FOR WOMEN

*50+ Enhancing
Supplements,
Body Care &*
LIFESTYLE TIPS

NATURAL APPROACHES
for What's Only Natural

*Where Has My
Libido Gone?*
THE NAKED TRUTH



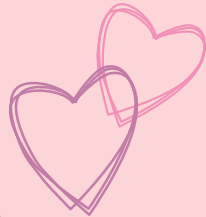
BE GOOD TO YOUR

WHOLE
BODY



LOW LIBIDO?

YOU'RE **NOT** ALONE
& THERE **IS** HOPE



Libido (li-bē'dō)

“Any passionate interest or form of life force,” is one definition of libido, according to Stedman’s Medical Dictionary. But most of us know it simply as “sex drive” and have at least a passing interest in the topic. If not, you may have even more reason to peruse this booklet. Libido is part of a healthy human life and just like any other wellness topic, it deserves attention.

Fortunately, for those whose natural libido is not as strong as it could be, nature has provided help. **Single herbs, formulas and certain everyday vitamins and minerals offer support.** There are also body care products that can help instigate or enhance exercising your libido, so to speak. Just a few more ways you can be good to your whole body.



EXPERTS
SAY...

32% OF WOMEN AND 15% OF MEN LACKED SEXUAL INTEREST *for several months within the last year.*

(Laumann EO, Paik A, Rosen RC. Sexual dysfunction in the United States: Prevalence and Predictors. JAMA 1999; 281:537-544)

STRANGE BEDFELLOWS: BODY, MIND & LIBIDO



One would hope that libido would be free of all the usual worldly complications. Well, that's not the case. Like every body system, it is affected by both physical and mental factors. Being aware of these is perhaps the first step toward overcoming them and discovering—or rediscovering—the joy of...libido.

BODY

Physical causes for reduced sex drive may include pain during intercourse, inability to orgasm, disease, fatigue, alcohol, drugs and certain prescriptions—antidepressants, antihistamines and blood pressure or chemotherapy medications. Aging can naturally affect libido, too, with menopause or the decline of testosterone.

MIND

Mental and emotional reasons for low libido are numerous and complicated. Low self-esteem, poor body image, anxiety, depression and cultural factors are all part of the mix. Stress is a big one, and then there are relationship issues such as lack of connection with a partner, unresolved conflicts and poor communication of sexual needs and preferences. There are also physical issues with strong "mind" components such as infertility, genital or breast surgery and history of physical or sexual abuse.


EXPERTS
SAY...

SEXUALITY IS A COMPLEX INTERPLAY OF MULTIPLE FACETS, including anatomical, physiological, psychological, developmental, cultural and relational factors.

(Sadock BJ, Sadock VA. Kaplan and Sadock's Synopsis of Psychiatry: Behavioral Sciences and Clinical Psychiatry, 2003)

FIRE UP!

HERBS & SUPPLEMENTS THAT SUPPORT A HEALTHY LIBIDO

W Women M Men B Both

ASHWAGANDHA <i>Withania somnifera</i>	B	studies show supports red blood cell formation (very important for overall energy levels) and stress resistance; in one study, physical endurance was doubled
CATUABA <i>Erythroxylum catuaba</i>	B	consumed for centuries to support sexual function in men and women
CORDYCEPS	B	supports improved sexual function and libido
DAMIANA	W	a tonic used in traditional cultures to support sexual function; at least one scientific study supports its use for sexual performance
ELEUTHERO <i>Eleutherococcus senticosus</i>	B	formerly known as Siberian ginseng, but not actually related to ginseng; appears to help the body adapt to stress by supporting healthy adrenal gland function
ESSENTIAL FATTY ACIDS	B	the building blocks for the production of sex hormones and help the body store the vitamins that maintain sexual activity and desire
HORNY GOAT WEEED <i>Epimedium sagittatum</i>	B	found to have natural compounds that have androgenic/anti-estrogenic properties (androgens promote physical vigor and increased libido in men and women)
MACA <i>Lepidium meyerii</i>	W	acts upon the hypothalamus-pituitary axis, supporting and boosting energy levels
MAGNESIUM	M	in a clinical study men showed improved sexual desire after 8 weeks of use; in another study, it was associated with significant support for erectile function
MILK THISTLE <i>(and/or burdock, dandelion and licorice root)</i>	B	important for the production of sex hormones and neurotransmitters that modulate arousal
PANAX GINSENG	B	supports healthy functioning of the liver, which processes sex hormones
PANAX GINSENG	M	appears to be linked to improved blood microvascular function; in a study 60% of male patients reported support for sexual function over the placebo group
RHODIOLA <i>Rhodiola rosea</i>	W	in a clinical trial, improved energy levels in 64% of participants; in another, supported healthy reproductive cycles in over 60% of participants
SELENIUM	M	in an open study, 26 of 35 men noted substantial improved support of sexual function, after three months of daily use
TONGKAT ALI <i>Eurycoma longifolia</i>	M	imperative for sperm production and mobility
VITAMIN A	M	laboratory research showed up to a 13% increase in sexual drive
VITAMIN B1	B	helps regulate the synthesis of the sex hormone progesterone, important for that loving feeling
VITAMIN B-3	B	essential for optimal nerve transmission and energy production throughout the body, which is vital to libido
VITAMIN B5 & CHOLINE	B	supports sexual flush, increased blood flow to the skin and mucous membranes, and orgasm intensity
VITAMIN B-6	B	helps maintain sexual responsiveness and enjoyment of lovemaking
VITAMIN C	B	controls prolactin, a libido enhancer; essential for serotonin levels that are required for healthy libido; caution is advised regarding dosage
VITAMIN E	B	participates in the synthesis of the critical hormones that are involved in sex and fertility, including getting "turned on"
YOHIMBE <i>(or yohimbine)</i>	B	required for the synthesis of hormones and the hormone-like substances, prostaglandins
ZINC	M	scientific research has demonstrated that it is associated with support of male sexual function; strong caution is advised regarding dosage
	M	helps to maintain semen volume and adequate levels of testosterone which all adds up to a higher sex drive and healthier sperm
	B	required for the production of testosterone and other sexual hormones

CURIOUS ABOUT THE STUDIES AND RESEARCH REFERRED TO IN THIS CHART? View the sources by clicking here in the online version of this booklet at wholefoodsmarket.com/products/good-whole-body.php.

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NOT IN *THE MOOD?*

CHECK YOUR LIFESTYLE

According to the Mayo Clinic, healthy lifestyle changes can make a big difference in your desire for sex.

✔ EXERCISE MORE

Regular aerobic and strength-training exercise can not only increase stamina, improve body image and reduce stress, it may also elevate mood via release of endorphins. Yoga and stretching exercises can stimulate blood flow and provide increased flexibility.

✔ BE HAPPY

A positive attitude and optimistic outlook on life are always a good thing for mental health and personal well-being, not to mention it's attractive!

✔ STRESS LESS

Learning to manage stress has uncountable benefits to health overall and can positively affect sex drive.

✔ EAT RIGHT

Just as with most health concerns, deficiency in certain nutrients may result in less-than-optimal functioning of organs and levels of hormones, stress and energy. Go for a healthy everyday diet with a variety of whole foods providing nutrients as well as essential fats and fiber. Steer clear of artificial additives and hydrogenated fats.

✔ COMMUNICATE

Conflict is a natural part of relationships, so practicing honest, open communication can help maintain a stronger emotional connection and thus intimacy. It is also important for partners to communicate about sex itself, with or without the guidance of a third-party professional.




EXPERTS
SAY...

*Women reported that the most important factor they believe would improve their sexual satisfaction was **LESS STRESS.***

(AARP/Modern Maturity Sexuality Survey)



Romance IN A BOTTLE

and Other Amorous Ideas
for Inspiring Libido

AROMATHERAPY

This ancient art uses essential oils from plants for certain benefits or effects. Oils of neroli, rose, rosewood, ylang ylang and patchouli are **“romance recommended”** for various reasons, mostly related to supporting a calm, non-stressed mood. Always choose 100% pure essential oils and do not apply directly to skin. Use in massage oil, lotion, candles, diffusers, misters or diluted into bath water.

MASSAGE

Never underestimate **the power of touch** to enhance communication and connection. Plus, the undivided attention of a massage, even amateur, can create an environment of intimacy.

APHRODISIACS

NO SCIENTIFIC EVIDENCE!

Throughout history, specific foods have been linked to sexual performance. There's no real evidence for most of these, but some may be on the list for increasing blood flow, others for containing high levels of nutrients that benefit sexual function and still others for the simple fact that their “treat” factor makes you feel good!

COLA **CHOCOLATE** Parsley
ASPARAGUS **OYSTERS** Anise
White Onions **MUSTARD** **FENNEL**
CAYENNE Coffee Sage

SCHEDULED INTIMACY

Add **“date night”** (or **“date morning”** or **“date afternoon”**) to your calendar regularly. It might seem contrived, but who cares when it works? Setting aside the time, preparing for the date and building anticipation can build libido!

FUN & GAMES

Try new things—communicating all the while, so if it only results in a private moment of shared laughter, you'll at least get the benefit of that type of intimacy.

LUBRICANTS & CONDOMS

Looking for these? Look no further than Whole Body™.



STANDARDS TO BELIEVE IN

- We carefully evaluate each and every product we sell.
- Our body care vendor partners are encouraged to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- None of our personal care products have been tested on animals.
- We are committed to high-quality body care products and research-driven dietary supplements with a proven track record.
- We feature supplements that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- Supplements on our shelves are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.

2 Reasons to Shop for Supplements **HERE & NOT THERE**

① At Whole Body™ we're very careful with our selection and your health! It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.

② Our team members are thoroughly trained and educated about the products we offer. They're not doctors, but they are here to help you and guide you in making the most informed decisions for your needs.

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Be Good to Your Whole Body™

Libido booklet (released February 2009)

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