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
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.

32% of women and 15% of men lacked sexual interest for several months within the last year.

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.

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)
<table>
<thead>
<tr>
<th>Supplement</th>
<th>Women</th>
<th>Men</th>
<th>Both</th>
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<tbody>
<tr>
<td>Ashwagandha (Withania somnifera)</td>
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<td>Catuaba (Erythroxylum catuaba)</td>
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<td>Cordyceps</td>
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<td>Damiana (Lepidium meyenii)</td>
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<td>Eleuthero (Eleutherococcus senticosus)</td>
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<td>Essential Fatty Acids</td>
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<td>Horny Goat Weed (Epimedium sagittatum)</td>
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<td>Maca (Lepidium meyenii)</td>
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<td>Magnesium</td>
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<td>Milk Thistle (and berd burdock, dandelion, and licorice root)</td>
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<td>Panax Ginseng</td>
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<td>Rhodiola (Rhodiola rosea)</td>
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<td>Selenium</td>
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<td>Tongkat Ali (Eurycoma longifolia)</td>
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<tr>
<td>Vitamin A</td>
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<td>Vitamin B1</td>
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<td>Vitamin B3</td>
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<td>Vitamin B5 &amp; Choline</td>
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<td>Vitamin B-6</td>
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<td>Vitamin C</td>
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<td>Vitamin E</td>
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<td>Yohimbe (or yohimbine)</td>
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<tr>
<td>Zinc</td>
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**CURIOSITY 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.

**The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994; and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.**
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.

✔ 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.

✔ 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!

✔ 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.

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.

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™.

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
ASPARAGUS
OYSTERS
Parsley
Anise
White Onions
MUSTARD
FENNEL
Coffee
Sage

Aphrodisiacs
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
- Asparagus
- Oysters
- Parsley
- Anise
- White Onions
- Mustard
- Fennel
- Coffee
- Sage

Aphrodisiacs are often linked to sexual performance, but there’s no real scientific evidence for most of them. Some may improve blood flow, contain nutrients beneficial for sexual function, or simply feel good due to their treat factor.
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.
Ashwagandha


Catuaba


Eleuthero


Horny Goat Weed


Maca


Panax Ginseng


Rhodiola


Tongkat Ali


Yohimbe (or yohimbine)

