

Let's Talk About (Period) Sex, Baby

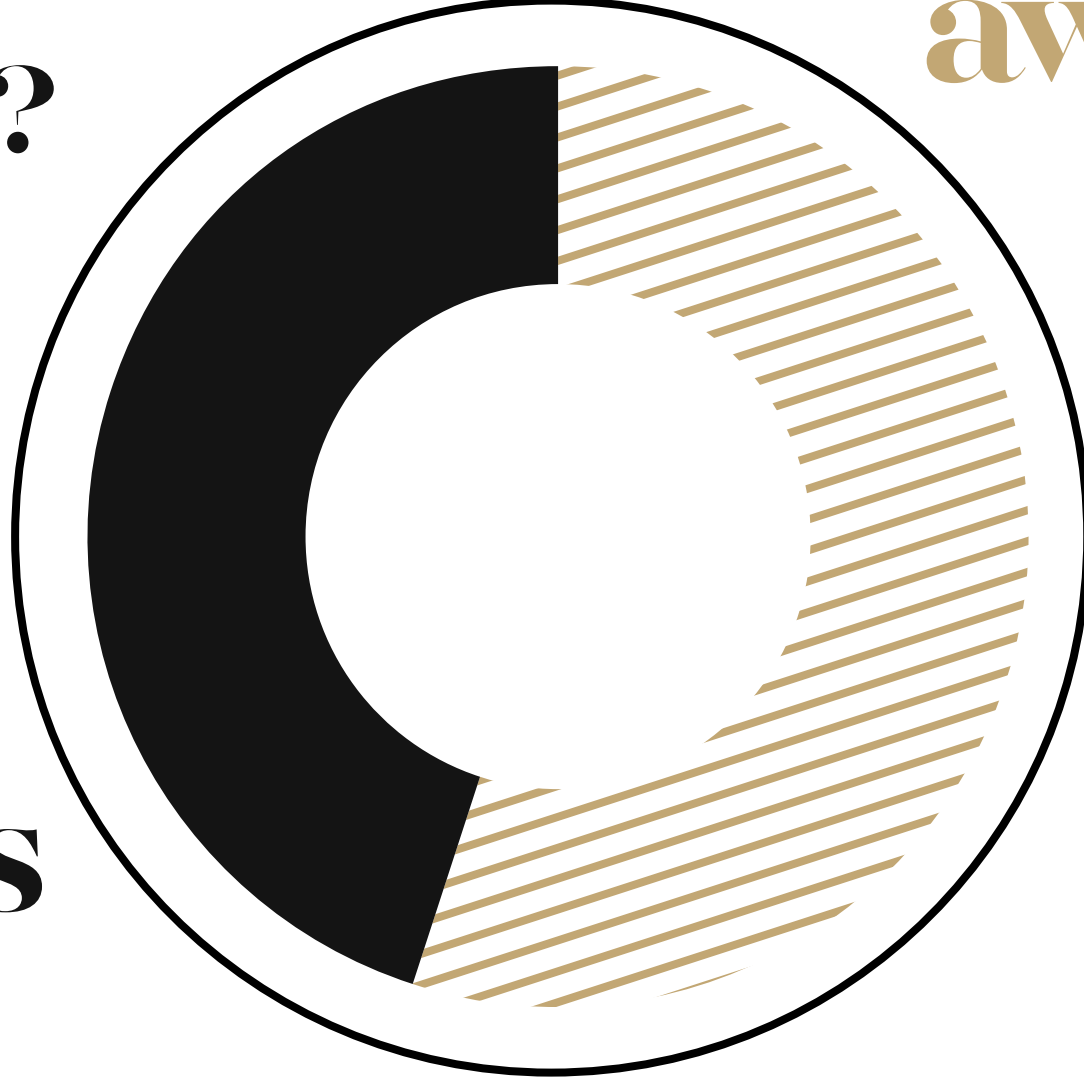
Sex is no longer a taboo topic, but period sex still carries a stigma. When FLEX—a new product for mess-free period sex—launched, its creators were shocked by the media frenzy that followed.

They decided to survey more than 500 men and women to find out what people really think about period sex.

PERIOD SEX, HOT OR NOT?

Almost HALF of people surveyed thought that period sex was *gross*, or *kinda gross*.

gross or kinda gross
45%



natural or awesome
55%

Age

Younger Millennials

40-49 year olds

Sexual Orientation

Heterosexuals

Bi-, pan-, polysexuals

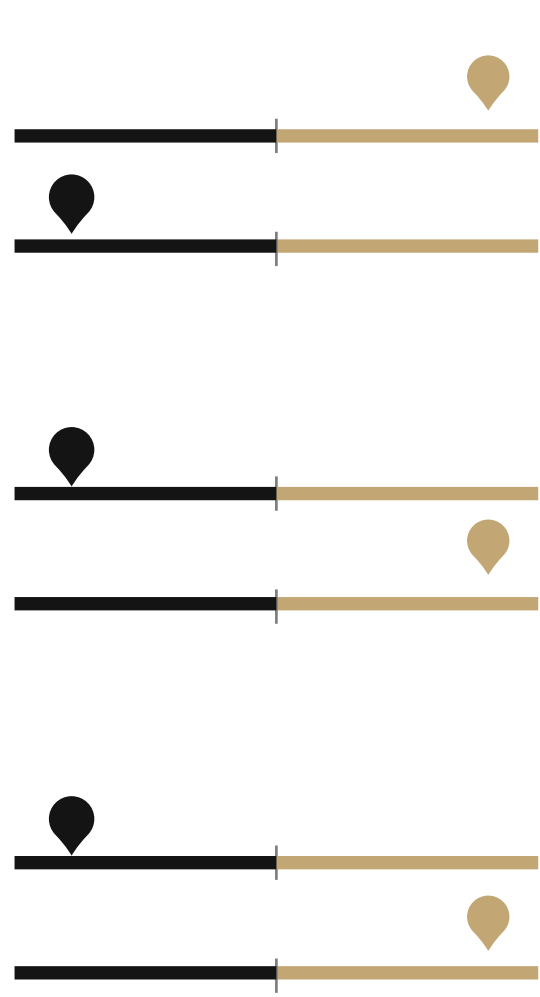
Religion

Christian

Spiritual

Gross/
Kinda Gross

Natural/
Awesome



SAYS WHO?

Based on age, sexual orientation, and religion, a person's perspective on period sex varied widely.

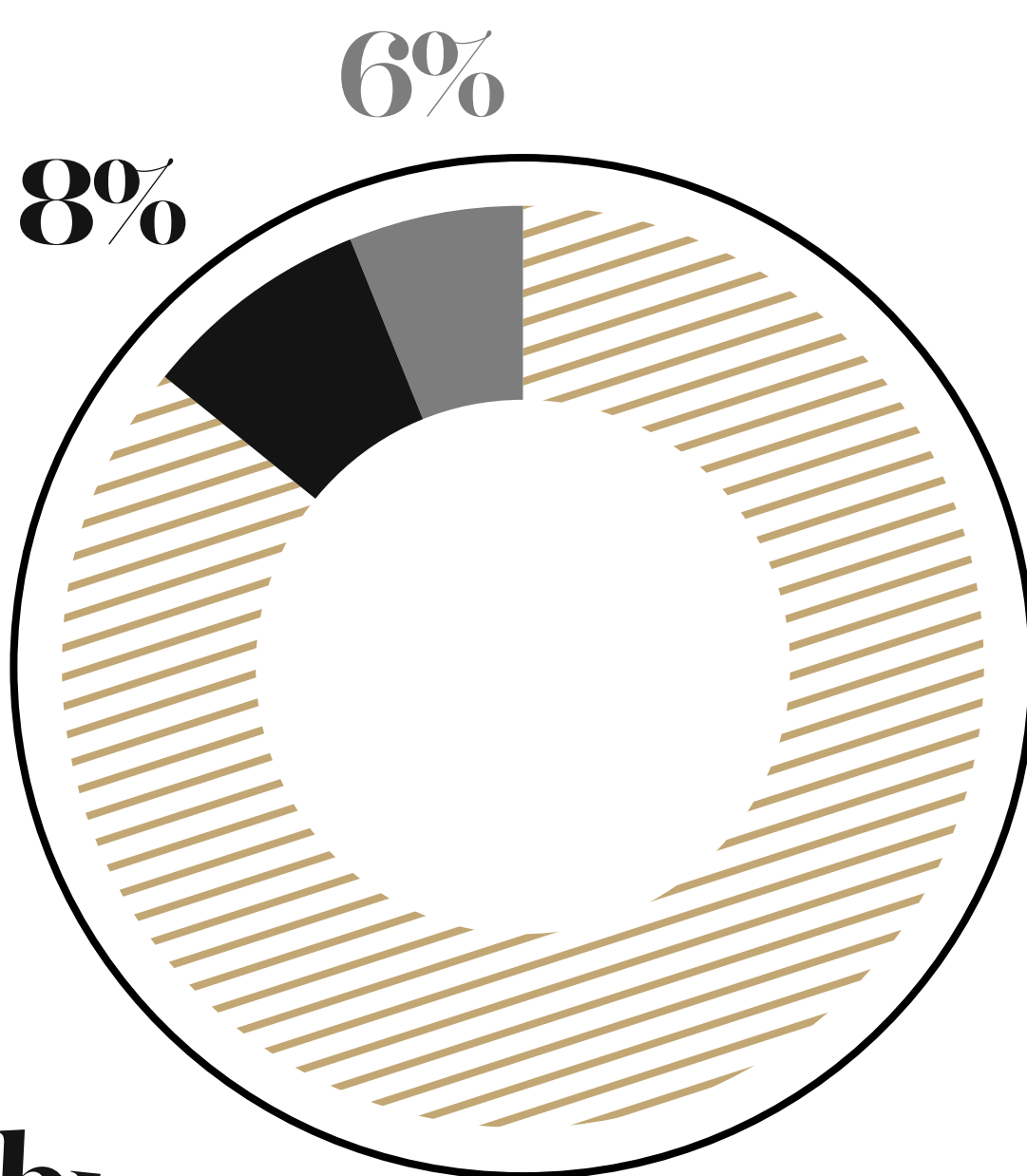
WHAT'S THE PROBLEM?

So, what actually sucks about period sex, according to the survey results?

Turns out, it's the cleanup.

- The mess & clean up.
- Having to pause/ruin the moment by acknowledging it.
- Nothing.

86%
the mess & clean up



bloody bummer

Women are **2x more likely than men** to be unwilling to have sex with a new partner because of their period.

HERE'S THE KICKER:

Despite almost half of men and women surveyed thinking period sex is gross, it turns out that *most people do it*.



Despite almost **half** of men and women thinking that period sex is **gross**,

+80%

of those surveyed have done it



45% of women

have had a male partner **turn down sex** because they were on their period

30% of people

polled want to have **more period sex**

70% of people

have a **conversation** with their partner about being on their period before having sex

80% of people

also said they would have more period sex if there was a product that made it **mess-free**

While the populous is clearly divided on their views of period sex, we now know that the perceptions, behaviors, and pains of period sex are highly individual. So here's to keeping the conversation flowing!