



LELO SELF-LOVE DAYS: Building up economies one orgasm at a time

Experts worldwide are constantly thinking of new ideas and policies to help boost the economy, but seem to overlook the idea that personal pleasure has a direct bearing on the economy. A new report by LELO suggests that this cost-effective way would help boost the economy by allowing people time to have more orgasms. This is no joke.

Economic growth is measured by an increase in gross domestic product (GDP), which is defined as the combined value of all goods and services produced within a country in a year. Still, many more forces contribute to this economic growth, and a report by sexual wellness bigwig [LELO](#) shines a light on a less explored force - pleasure, and its influence on personal productivity.

The global hangover from Covid 19 and the ongoing global crises are combining to keep productivity at low levels across the world. But small changes can make enormous differences. If global productivity can be increased by 20% the effects of lifting people out of poverty and improving standards of living across the board are immense. Even smaller increases would make immeasurable differences in people's lives. Making and keeping people happy can be achieved with behavioral changes as small as regular happiness injections through orgasms and intimacy in the bedroom. Changes such as these cost nothing, just creative thinking from governments, employers and their employees.

LELO is already doing its bit by offering its UK staff the opportunity to take up to four days a year as self-love day's holidays in addition to their allotted entitlement and is looking to expand this practice and roll it out worldwide to all employees as the so-called *Self-love days*.

The Self-love days follow the format of duvet days, but with a twist: employees are encouraged to take the day to fulfill themselves sexually and have plenty of orgasms. Whether it's alone or with a partner, LELO believes that offering employees the chance to take days off dedicated to sexual pleasure will improve happiness, reduce stress and ultimately improve the productivity of its workforce.

In fact, talking about pleasure and orgasms in general, Kate Moyle LELO UK sex expert says "Approaching sex from a biopsychosocial understanding and looking at it from a mind-body approach we know that our sex lives can be influenced by, and influence what's happening for us as individuals in our life contexts and relationships as it can shape how we see and feel about ourselves both as individuals and in terms of our relationships. These are all factors that can shape our experiences, perspectives, worries and self-beliefs, and so having improved sexual wellness not only plays a role directly but also how we think, feel and behave in other contexts."

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



The study, which draws on existing academic research as well as an original survey commissioned by LELO, found that happiness is a major driver of productivity, with 9 out of 10 people worldwide agreeing that the happier they are, the more productive they are at work. At the same time, 7 out of 10 would gladly utilise the Self-love days to work on their productivity if offered the opportunity.

Rosanna Spero, author of The LELO Economy of Organs report said: "It is truly interesting researching what orgasms can do for a person, but it is even more astonishing to realise that this can increase happiness and productivity, and thus influence the global economy. It has been fascinating discovering what a difference increased happiness could have made over the 20 years of LELO's existence. Global GDP stood at \$101 trillion at the end of 2022 according to the World Bank. If it had risen by 20% year on year since 2003 when LELO launched and it stood at \$39.16 trillion, it would have been \$1,501 trillion by the end of 2022. An incredible nearly 15 times bigger. Not bad for an orgasm or two!"

Luka Matutinovic, LELO CMO adds, "Ever since the first lockdown in 2020, the discourse on sexual wellness pleasure has been regularly featured in the mainstream media. Finally, it was proven that sexual satisfaction is an integral part of human wellbeing, physical and mental. We at LELO are happy to have been in the driving seat for the last 20 years in getting sexual wellness to the place it is now, and are now focusing on portraying that there is much more to it than just snagging an orgasm. Because of this, we thought it would be interesting to find out how this really impacts people's day-to-day life and to explore what benefits could arise from the people having more opportunities to love themselves. The fact that something so simple like an orgasm could affect, and positively so, the economies worldwide was not that big of a surprise because we did a similar research in the UK a couple of years back. But the figures surprised us as well, and we hope experts and people around the world will take notice of this and join LELO in implementing the Self-love days."

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.