

## Sexual Healing

A rapid response document  
prepared for **Jayne Mayled**  
Director of Communications

The question has been raised, “Can we see Boots selling sex aids?” Here are a few views, ideas and images which may assist in the decision making process.

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### **What's love got to do with it?**

The idea that we can all find true love and romantic fulfilment in a secure loving relationship [SLR] is often frustrating, possibly painful.

Last Valentines Day one of those 'damned statistics' claimed that only 20% of eligible adults were in an SLR. Taking into account separated, divorced and single people - what we might call once burned, twice shy and painfully shy. If Pareto is as active as usual, this would suggest that more people that ever are looking for love. And commercially the greatest potential to attract sexually active people lays outside traditional relationships.

Love and romance may be elusive, but sexual fulfilment needn't be. After all, don't they say that masturbation is sex with the one you love most? :)

Integrity: Intimacy: Inspiration meets Simplicity: **Sensuality**: Subtlety



The first visual that sprang to mind was an all inclusive range. Sexuality is a delicate matter. Boots can't afford to discriminate. The range covers both sapphic and male homosexuals, hetero and solo. If anyone can be expected to treat sex with a 'common sense' of authority it's Boots.

**Sexual Healing**

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### ***The fact of life.***

One only has to look up sexy in Roget's Thesaurus to see that once sex extends beyond gender it is seen as licentious and prurient. Why should this be so? Sex is a fact of life. It's the most natural thing in the world, and yet it remains a mystery to most of us. However, recently the Government recently launched an initiative to increase awareness in teenagers about oral sex as an alternative to penetrative sex. This isn't exactly teaching Granny to suck eggs, but chances are Granny could learn a thing or two from the youngsters!

The Americans display a more progressive attitude. Samantha in Sex in the City declared to less liberated women "that thing will; burn your clit off!" They seemed grateful for the advice... and why not? We are agreed that people like to know what they're doing. Knowledge makes us all feel confident and comfortable. Surely people want to know how *it* is done?

### **Would sex turn off Boots customers?**

The question might be put, dildo or dildon't? The obvious risk for Boots is association with the vulgar or unseemly.

However, the pharmacy issues prescriptions which will be stuffed into various orifices, and provides medicines to treat STDs - quite how dialling codes became so contagious beats me... :)

There is clearly an intimate niche that Boots could fill providing that the offer is neither prurient or overtly sexual. This can not be a top-shelf offer which attracts low-lives.

The product if displayed can not attract unwanted or unwarranted attention. The packaging must be discrete yet attractive, and it is probable that a directory is required. One does imagine that dildos, like pierced earrings are a nonreturnable purchases.



AIDULT is derived from 'aids for adults only'. The use of the word aid is a fundamental weakness, as it suggests some incapacity cp. hearing aid. It is preferable to suggest that the range complements or augments the sex act.

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### **Bed, knobs and broomsticks!**

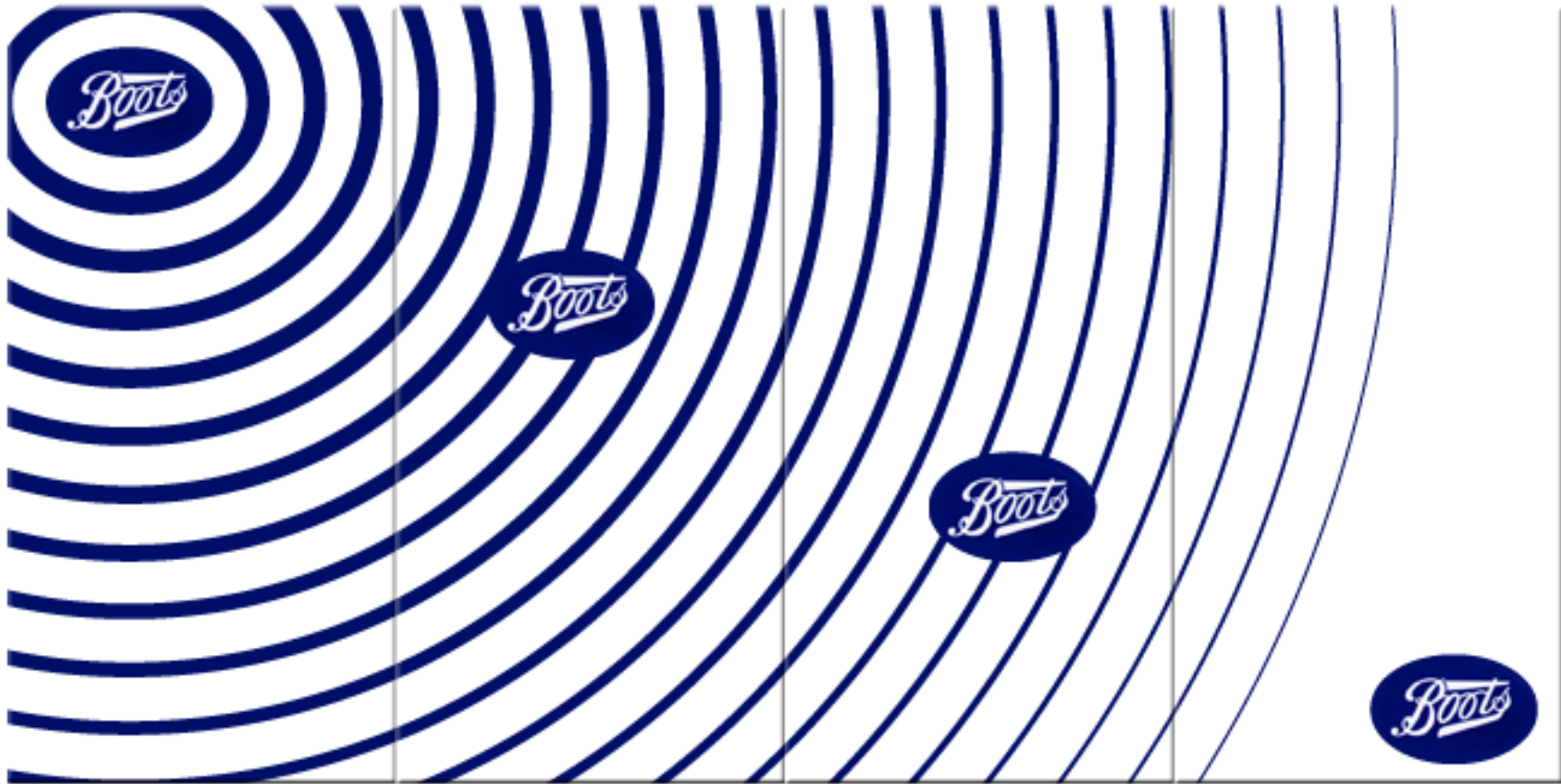
Male sexuality and insecurity can scarcely be separated.

Male sexuality is less concerned with technique than scale or sforzando. The former is being reinforced by some women too. Pamela Anderson has been famously quoted "Any man who says size doesn't matter is a liar with a small dick!" Clearly her finishing school wasn't - finished:) Although, this is quite liberating when one considers the supposed reason that women parked so far from the kerb... the joke goes that they had been lead to believe that 6 inches was quite a small dimension:)

There is a serious aspect to all this. Men need to feel confident, and most would benefit from some sex education too. The majority of men seem unaware that foreplay is a game that two can play. Sex is about opening your mind too...

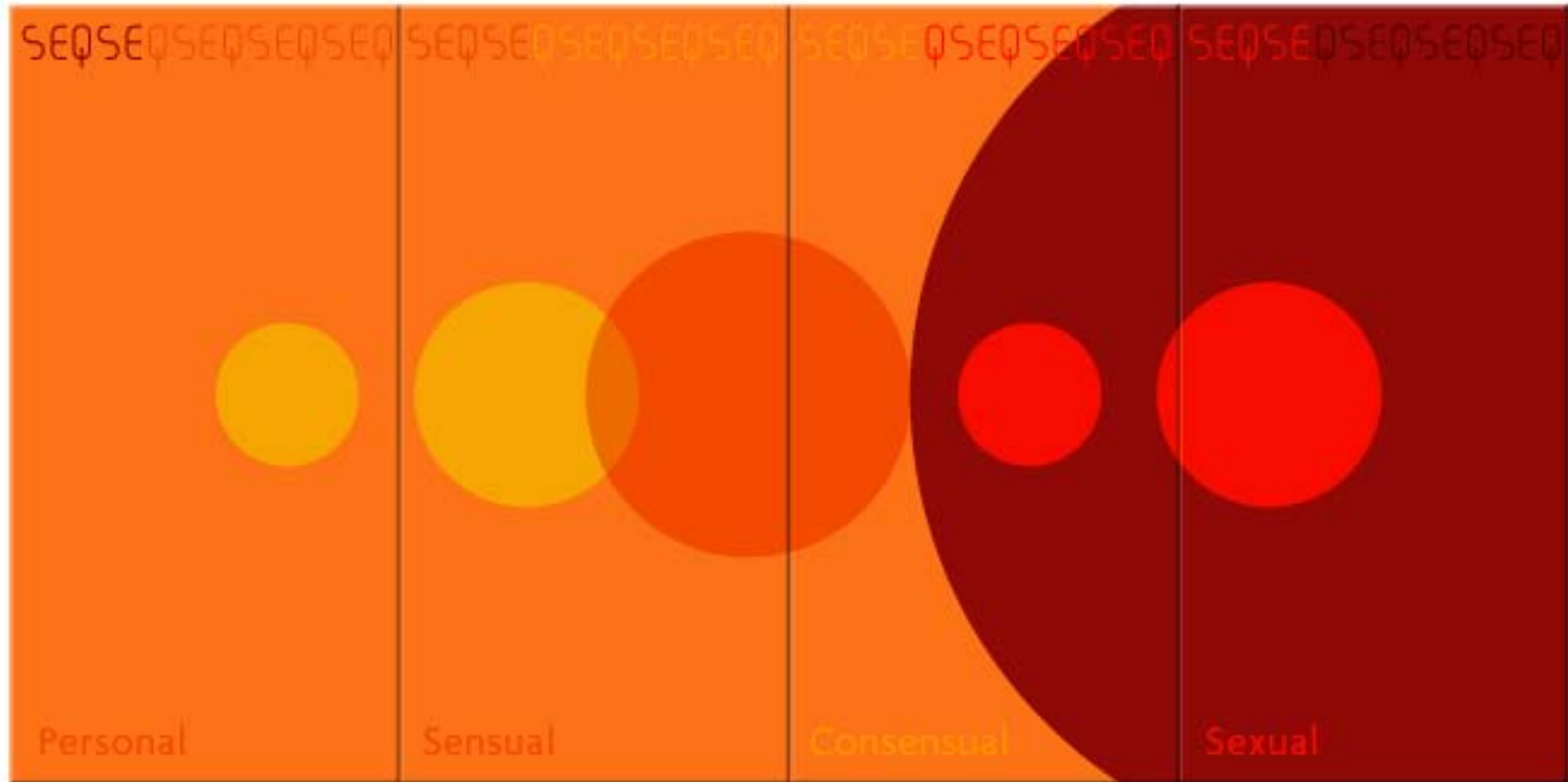


## Blue Groovies!



A more corporate 'ripple effect' could provide an effective graphic for a series of sex-related products. The concern is that it is *too* Boots. If Boots aligns too closely with SexAids a strategic retreat becomes more difficult. We might consider an 'own brand' which is endorsed by Boots, bringing the brand values to bear as an endorsement rather than in direct association.

## A Seqse sequence



The idea of a sequence embraces all sexually active, or sexually curious customers. We encourage them to be:

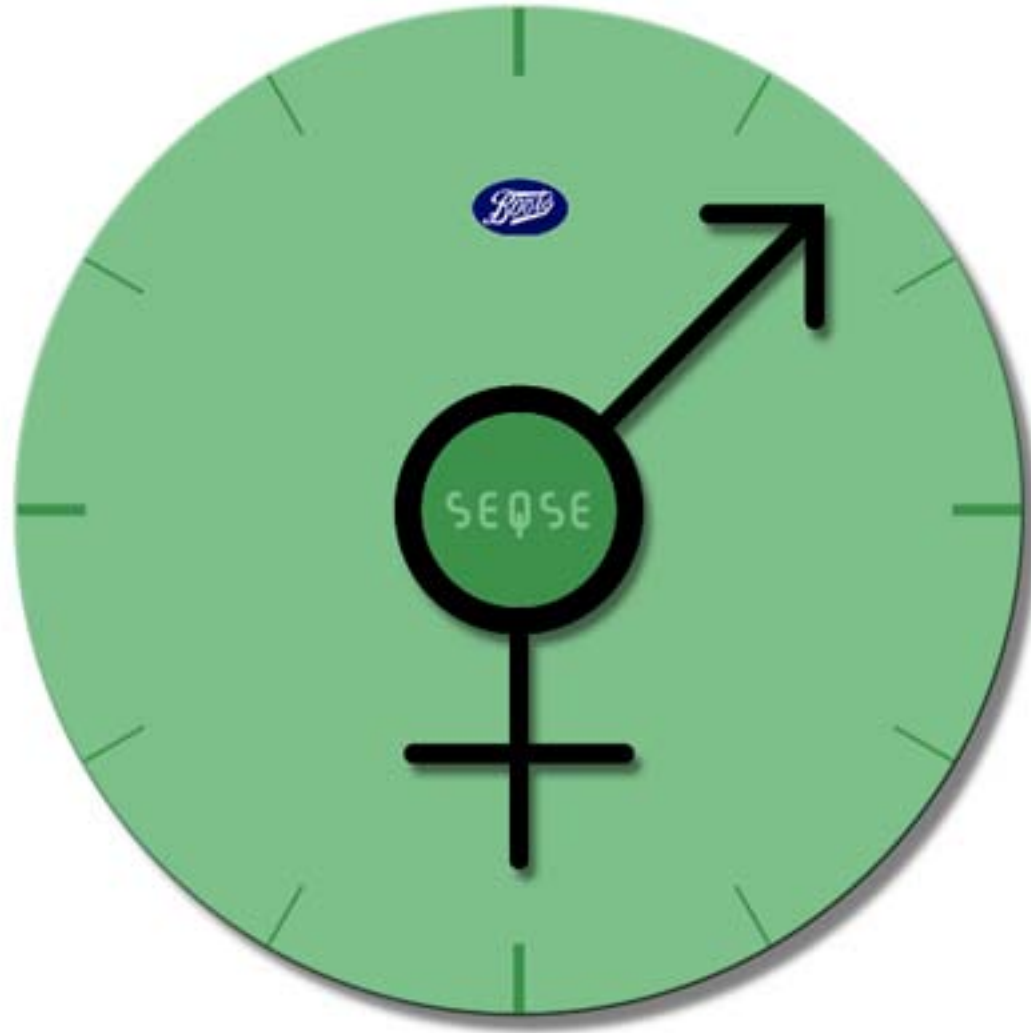
**Personal:** express personality

**Sensual:** enjoy sensuality

**Consensual:** embrace consensuality

**Sexual:** explore sexuality.

It's sex o'clock!



### **There's nowt so queer as folk!**

We're all adults, and it's not just heterosexuals whose sex lives may be a cock-up - geddit, cock up! Oh well suit yourselves.

How many of us when exploring our own sexuality got completely duff device. The first definition of wank I heard was so misleading that I'm amazed I didn't opt for celibacy. There is absolutely no reason why Boots can't provide a responsible step-by-step guide to all aspects of sex which encourages experimentation. While we mightdistance ourselves from the coarse and vulgar, the more vulgar vernacular which is often the more familiar, and needs to be explained. Let's face it, the research will be interesting.

We have to face the fact that information only becomes knowledge if it is intelligently interpreted.



SEXUAL  
HEALING

H+H

SERIES 1 | 404

H+H

SERIES 2 | 505

H+H

SERIES 3 | 606

H+H

H+H embraces every sexual proclivity: His 'n' Hers; Hers 'n' Hers and His 'n' His. Again we shift away from the porn site lexicon of guy on guy, or girl on girl, that's a turn off (in this context).

SEXUAL  
HEALING

H+H

SERIES 1 | 404

H+H

SERIES 2 | 505

H+H

SERIES 3 | 606

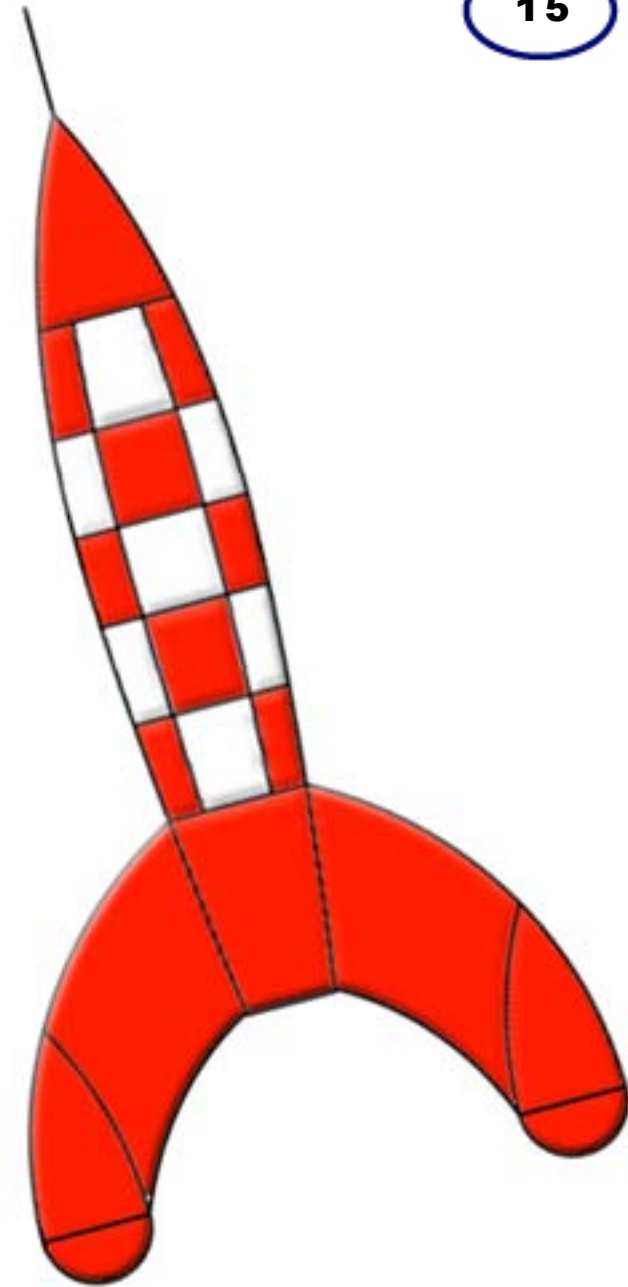
H+H

The colour palette here is the same as applied on page 10. The use of warmer colours may be more appropriate as we undoubtedly have to create a sense of enjoyment, and excitement.

### Crotch rockets!

Mention these and I like most men think of motorbikes. I must admit to limited experience in the dildo department. Not my cup of tea - haven't even stirred my tea with one (sheltered life I guess). Extending the Monty Python scale to dildos, one might imagine they come in: What's that sonny? Small, Medium, Large and Golly!

Again, in the interests of discretion a one-size-fits-all canister (labelled according to a directory) would probably be most appropriate. I also think it would be advisable to include batteries wherever possible to spare (pre-coital) blushes.



**Going Forth:** preliminary labels and slogans:

**AiDULT > AiDA!**

**Ibido > Mebido > Webido**

**I'ntimate**

**Sexplicit:** focussing on sex education

**Sesame\***

**Sexcess > Sexess:** intended as sucess cp. excess!

**Seksi >**

**SEQSE**

Love the one you're with™

Mating should never be a ritual™

Relighting the fires of desire™

... FROM THE MIDDLE YEARS OF EUROPE. [1]. *serapiada*].  
\* **SESAME**, [ses'-am-i], *n.* an East Indian herb, yielding  
an oil similar to olive oil; **open s.**! a magic invocation  
by which Ali Baba opened the robbers' cave; (*fig.*)  
that which assists in making a difficult entry or  
approach. [Ofr. *sésame* from Gk. *sesame*].  
**SESAMOID** (*ses'-am-oid*) *adj.* resembling sesame.