



HELLO PARENTS

Have 'The Talk 2.0' with a generation
having up to 50% less sex than you.

THIS IS THE FOUR SEASONS GENERATION INTERVENTION PACK

A fun-sized pack for fun, safe sex

Use this pack as an opportunity to let your adult child know that you're available at any time to discuss the new face of sex today.

Inside you'll find a range of Four Seasons goodies including three sizes of NAKED condoms to make sure you can find your perfect fit. There's also stimulating Arousal Gel that does just what the name says, Passion Lubricant made with peppermint oil that makes the experience all the more pleasurable, and a vibrating ring that can be used on the finger or penis to get things buzzing.

The pack is a great tool for you to talk to your adult child about all the different ways they can enjoy safe, intimate sex - not just the in-and-out variety.

Also included is a pack of Ice Breaker cards. These are simple suggestions about how to easily open a dialogue with the young person in your life.

Together, we can reframe sex for millennials

In an era of fast-paced tech and instant gratification, it's time to bring sex back to basics and focus on good old-fashioned human connections. Thanks for helping out and saving a generation from themselves.

It just so happens that all the reasons you'd think millennials would be having more sex, are the exact reasons they're not. According to the ABC Australia Talks Survey 2019, they're having up to 50% less sex than you are, and we won't sit idly by while their libido does.

The human sex drive is complex and can easily affect our wellbeing. Evidence suggests that a healthy, happy safe sex life leads to a healthy, happy mind², and we want everyone's body and mind to feel juuuuust right.

Now, you may have already had the 'Birds and the Bees' chat with your adult child, but it's time for a new conversation. An intervention for a generation that serves as a check-in on their mental and physical wellbeing and lets them know you and your wealth of sexual knowledge are there for them.

We're calling it 'The Talk 2.0'.



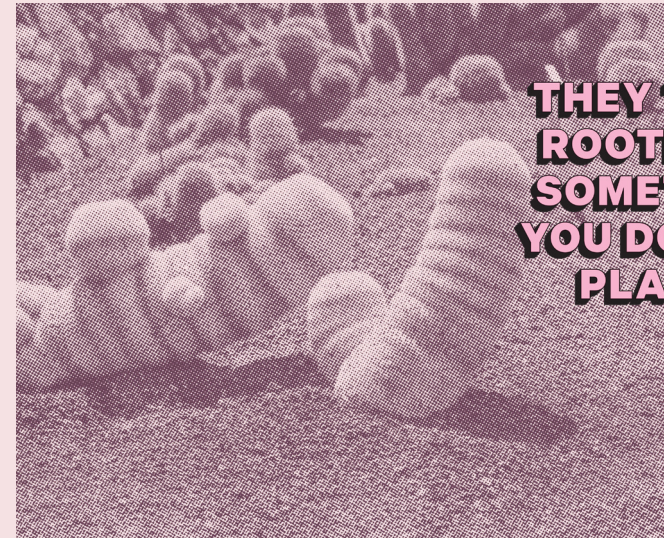
**MILLENNIALS THINK
THE G-SPOT
IS A HIP NEW
BRUNCH SPOT**

Let's get down to business

The 2020s should be a boom time for sex, however, while millennials might be sending more nude photos, they're having less sex than almost everyone else. It's a different world to the one you grew up in, Ma and Pa.

Modern dating apps are replacing real physical connections with 'people shopping' and producing underwhelming and short-lived sexual encounters. Not cool. Crippled with option paralysis, their choice of partners is near endless. Millennials are not just becoming increasingly picky, these endless swipes are leading to an overall feeling of dissatisfaction and pessimism about actually finding a partner.

Overexposure to pornography is also creating false expectations and an obsession with 'performance'. It exhibits two bodies getting physical, not the real emotional connection that gets dopamine pumping and oxytocin flowing. No one is explaining to millennials that porn is a medium that's designed to be visually titillating - it's all about what looks good, not what feels good. Help them understand that quality sex comes through communicating with your partner about what feels good and not just trying to mirror what you see online.



The rise in social media is creating peer pressure that never existed previously leading to social anxiety among young people. Evidence shows just two hours spent on social media can leave millennials feeling isolated and lonely. No amount of likes or shares can overcome that and get their O-face oooohing.

Streaming services, video games and a general addiction to screens is coming between your offspring and their potential partner. It's Netflix and no chill. They are literally choosing the sofa as their BAE [Before Anyone Else], rather than getting out there to enjoy real dates and experiences. Encourage them to leave the house for social occasions and to meet people IRL [In Real Life].

There are even more reasons! Millennials don't want their parents hearing their cries of passion and living at home longer makes it even harder for millennials to engage in meaningful sexual experiences.

In addition, sex education only teaches your kids about reproduction, STIs and avoiding pregnancy, not intimacy and the importance of creating genuine connections.

This is why 'The Talk 2.0' is more important than ever and why you're the best person to have it.

**START
MOANING
ABOUT THE
LACK OF NOISE
COMING FROM
UPSTAIRS**



**YOU WENT
AT IT LIKE
RABBITS
THEY GO
AT IT LIKE
PANDAS**

You're a sexpert. Yes, you.

Now, you might think sex in 2020 has progressed beyond your grasp, but rest assured that you are exactly the right person for the job. Why? Experience is always the best teacher. Under your belt and under your undies is a lifetime of sexual experience. Ups and downs. Ins and outs. I mean, you had to make your adult child somehow, right? Sex is about bonding, trust and openness. So, when you open yourself up to your adult child, not only are you providing much needed information, you're modelling the exact behaviour you're promoting.

Time for a Generation Intervention

So, you're now prepped and ready to stage your own Generation Intervention. To take the first step, find a convenient moment. Just you and your adult child. Hand over the Generation Intervention pack and remember to be open, honest and attentive. You don't need to solve every problem they have. Sometimes listening is just as effective. You might find the intervention helps you connect like you've never connected before.

If you have further questions, we've enlisted the expertise of acclaimed sex therapist, Jacqueline Hellyer to train a team of parents, just like you, about modern sex. If you have questions about 'The Talk 2.0' and want to have a chat about the chat, simply call 0400-CONDOM [0400-266366] to speak to one of our sexperts.

Alternatively, let your adult child know about the hotline and they can reach out themselves.

Think of yourself now as an equipped mini-sex therapist, armed with everything you need to ensure your loved one's wellbeing and get them back in the sack.

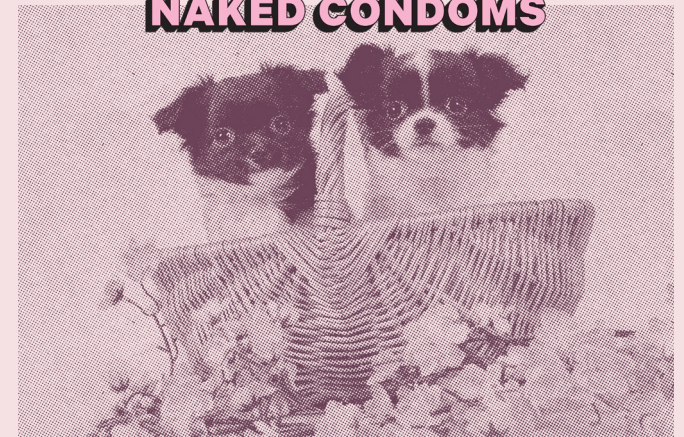
REFERENCES

1. Ditzen, B; Germann, J; Meuwly, N; Bradbury, T; Bodenmann, G; Heinrichs, M. [2019]. Intimacy as Related to Cortisol Reactivity and Recovery in Couples Undergoing Psychosocial Stress. *Psychosomatic Medicine*, January 2019, 81[1]:16-25, doi: 10.1097/PSY.0000000000000633.

Let's normalise the conversation about modern sex so that a whole generation can learn from the best, and begin having happier, healthier, safer sex.

Just like you did. 😊

**LOVE, FOUR SEASONS
NAKED CONDOMS**



FOUR
seasons
NAKED