

LELO

Come Together

Dry January? Define "Dry"...We Are Going Wet



Most of us are participating in Dry January - giving up alcohol for the whole month after enjoying it during December festivities has become pretty popular worldwide. We must agree it's giving the New Year a quite strong health kick.

Dry January's popularity is not a surprise at all and has a lot of benefits; it saves money, makes people sleep better, no hangovers (hello morning sex), and brings numerous health welfare - reduced blood pressure, improved skin, more energy - the thing that people really need, according to [LELO](#) survey. For **61.28% of respondents, low energy level makes them hard to make it through January.**

And even though you might not be a regular drinker, you (and your liver) surely deserve a small break. With this in mind, [LELO](#) indorses Dry January with a small note on a side - not everything has to be dry (wink, wink).

While Dry January has its charm and a good cause, there is a widespread myth that it is also quite a challenge - especially if you want to continue enjoying your sex life. An encounter without the help of that small something that makes you relax your nerves

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.

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might sound less exciting, but actually, it turns out, all that not drinking has some pretty positive effect on your sex life.

And no, it's not just about the "being present at the moment"; being sober significantly improves the physical side of sex. If you have ever experienced drooping after drinking, you'll know that erectile dysfunction is a real thing. Drinking can cause struggles to get and have an erection, leading to disappointment in sex. Besides that, studies have shown that women are more likely to orgasm when they are entirely sober because alcohol reduces physical sensitivity, meaning it's also harder to feel pleasure. Also, women might struggle to get aroused in the first place when drinking. Making your vagina free from the influence of alcohol gives sex a whole new dimension.

Also, it is a fact that alcohol leads to irresponsible sex encounters; people are more likely to forget to use [condoms](#) because alcohol lowers inhibitions, leading to unwanted pregnancy and STIs. Being alcohol-free sounds pretty responsible here, right?

Studies show that alcohol often leads to having partners you might not actually be that keen on, as well as post-sex dissatisfaction. Knowing this, Dry January will ensure you choose people you want, make sexual decisions you are comfortable with, and enjoy it without regret. Additionally, according to the LELO survey, **93.7% of people would be willing to try something new sex-wise to cheer themselves and/or their partner**. Is there a better timing than "depressing" January?

To wrap it all up, cutting out alcohol (a well-known depressant) will make you well rested and more energetic, which automatically increases your libido and improves your sex life. The highlight of Dry January will be more exciting and engaging sex - the one you actually remember. And if we add **51.7% of our survey respondents who will consider buying a [new toy](#) to incorporate into their love life**, January will be anything but dry.

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