

Brits ditch prudish mentality on sexual wellness

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- *Behavioural Psychologist Jo Hemmings and Nutritionist Dr Emma Derbyshire back the campaign by industry body British Summer Fruits as The British Urology Foundation praise its research findings.*
- *Over half agree conversations on sex can help reduce taboo around sexual health.*
- *Just 12% try foods to boost sexual wellness; with five in six unaware blueberries may benefit.*
- *'Luberry', a free limited-edition blueberry flavoured lube, has been launched as part of the campaign to raise awareness of the links between food and sexual wellness.*

London, Thursday 10th February 2022 – Brits are ditching their 'prudish and stuffy' mentality and are increasingly happy to discuss sexual wellness with their colleagues – and even their parents.

The new research from Love Fresh Berries – British Summer Fruits' year-round campaign promoting berries – also found that over a quarter of adults enjoy talking freely about all intimate things and feel the days of keeping them a secret are over.

It also emerged that over half believe it is important to openly discuss sex with 41% having become more open to talking about sex in the last decade. Although on average, it's not until you reach the age of 33 that you become confident talking all things sex.

The research aims to unearth the changing attitudes towards sexual wellness and shine a light on the lesser-known benefits foods, like blueberries, may have on it.

Men are almost three times more likely to try certain foods to improve their sexual wellness than woman. Despite this, the overall proportion of adults trying foods to improve it remains low at just 12%, with only one in six aware that blueberries can have a positive effect.

To raise awareness of the relationship between the fruit and its sexual wellness benefits Love Fresh Berries has launched the aptly named 'Luberry' – a free limited-edition blueberry-flavoured lube.

The research also found that six in 10 Brits reckon more open discussion on sexual wellness can only be a good thing. With over half agreeing it could give people the confidence to tackle sexual wellness issues, reduce taboos around sexually transmitted infections and help people improve safer sexual practice.

The Love Fresh Berries survey went on to find a quarter of Brits talk to other people about their sexual wellness on a weekly basis with men almost twice as likely to discuss the topic than woman within this period.

A further 43% of Brits are happy to explore the topic with friends – with one in six even speaking about it with colleagues.

Almost half believe that talking so freely about the topic would create a more positive and open society – with one in two women feeling this compared to around one in three men. Whilst 55% of Brits say that they felt liberated to be able to talk freely about what goes on in the bedroom.

Jo Hemmings, Behavioural Psychologist, supporting the Love Fresh Berries campaign, commented: "It's encouraging to see research that shines a light on Brits' shifting attitudes toward these topics –

and the creation of ‘Luberry’ is a fun way to get Brits thinking about the relationship between food and their sexual wellness.

“Further research is needed, but blueberries contain antioxidants which may help to reduce oxidative stress, thought to be a risk factor for male infertility. While their high concentration of flavonoids may benefit anxiety and quality of life for mothers in the postnatal period as well as helping reduce the risk of erectile dysfunction in men”

“By normalising the discussion around sex, we can help lift the taboo on important sexual wellness issues that many suffer with in silence when they shouldn’t have to.”

Nutritionist Dr Emma Derbyshire advisor to Love Fresh Berries commented: “Blueberries are a great convenient, refreshing snack that are easy for couples to nibble on throughout the day and there is some evidence that they could aid dopamine release in the brain which may boost libido. What’s more blueberries contain resveratrol – a naturally occurring antioxidant – which could have potential therapeutic effects for men with unexplained fertility, with ongoing research needed.”

Chief Executive of The British Urology Foundation Rebecca Porta expressed her support for the research findings: “It is really encouraging to see a study that explores sexual wellness and results that show an openness towards discussing such an important topic. So many factors can impact sexual wellness, from physical and mental health to emotional issues.

“Good communication, setting aside time to spend with your partner, adopting a healthy lifestyle and making a few changes can all help. Think about eating a well-balanced nutritious diet, maintaining a healthy weight, regular exercise, stopping smoking and avoiding too much alcohol.

“Find ways to relax and manage stress and anxiety – and remember to talk to your GP if you have concerns or worries about your sexual health”.

To obtain a free limited-edition blueberry-flavoured lube, ‘Luberry’ head to the Love Fresh Berries Instagram [here](#).

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