

Women4Real

Women4real.com

Media Release

26 February 2014

"Painful Sex vs. 'Normal' Sex: The Differences Explained With Food"

Our issues-raiser video is a finalist for 'Sexual Health Media Campaign/Storyline of the Year' at the UK Sexual Health Awards 2014

[CLICK HERE TO VIEW THE VIDEO \(2 mins\)](#)

In September 2013, [Women4Real](#) made a short video for social media outlets to raise awareness around painful sex and [vulvodynia](#) – health issues that affect millions of women, but are often under-reported and misdiagnosed. Since then the video has been viewed almost 100,000 times, has received a glowing review from Dr Brook Magnanti (Belle de Jour) in the [The Telegraph](#), and is now a finalist for 'Sexual Health Media Campaign/Storyline of the Year' at the [UK Sexual Health Awards 2014](#) (due to take place on 14 March).

Our video was inspired by Kornhaber Brown's [Porn Sex vs. Real Sex: The Differences Explained With Food](#) which has gone viral across social media with more than 10 million views on YouTube. We loved the film's humour and creativity as an issues-raiser and were inspired to bring some hot sauce to the table (along with a frankfurter, a finger roll and a creatively spiced chilli) to highlight another burning issue: painful sex and vulvodynia. The result is our short video, [Painful Sex vs. 'Normal' Sex: The Differences Explained With Food](#).

Sabine Tyrvaïnen, a health psychologist and Executive Director of Women4Real says: "Women4Real is an innovative new health and communications consultancy with a focus on women's issues. Vulvodynia is often misdiagnosed and misunderstood and can have a detrimental effect on women's self-esteem, quality of life and relationships. We want to bring about a shift in cultural attitudes and expectations around sexuality and to open up new perspectives and conversations on what's *real* for women in terms of their sexual experience."

Writer, broadcaster and PR consultant Sally Turner, who is Creative Director of Women4Real says: "We loved the concept of juxtaposing sexual health with porn and pleasure and using humour to engage a wider audience with a serious issue. Not all sexual pain is the 'delicious' Fifty Shades kind and we wanted to make a film that raises awareness of sexual pain in a different context. We want to help support women with vulvodynia, who are finding sex painful, to make a positive journey from 'Ouch!' to 'Ooooh'."

Our sponsors, **The Yes Yes Company**, **Natracare** and **Amielle Comfort**, are market leaders in positively engaging with women's sexual and intimate health, and they offer innovative products to help manage vulvodynia and painful sex. Please see page two of this release for further details of how they can help.

For further information, or to arrange an interview or commission, please contact:

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A word about our sponsors

Our film was produced independently by Women4Real to raise awareness around issues relating to painful sex and vulvodynia. We approached sponsors, who share our values, to cover our costs and are grateful for their support. Their products are of benefit in the management of vulvodynia and painful sex.



Yes® natural lubricants. *When sex hurts, Yes® soothes*

"Yes is proud to sponsor this enlightening film which imaginatively illustrates a widely experienced, but little discussed, issue. We have formulated a range of natural intimate lubricants and moisturisers which nourish rather than compromise sensitive vulval and vaginal tissues. The founders of Yes set out to promote a deeper understanding of intimate health, and their innovative products have been hailed by women and HCPs around the world for their success in alleviating painful sex."

– Susi Lennox, Alchemical Director, The Yes Yes Company Ltd

www.yesyesyes.org

Natracare® organic & natural tampons, pads, panty liners & wipes.
Recommended by gynaecologists



"As the first feminine hygiene brand to be founded with the aim of improving women's menstrual health we were keen to support a film that raises important issues such as vulvodynia. Natracare has worked alongside the Vulval Pain Society for over ten years highlighting how small simple changes to a woman's monthly routine can make a huge difference. Women consistently tell us how their symptoms such as itching and soreness have improved since switching to Natracare. We are all much more concerned about what we put into our bodies, both for health and environmental grounds, and often overlook the benefits of natural sanitary care."

– Susie Hewson, Founder of Natracare

www.natracare.com

Amielle Comfort vaginal dilators. *A gentle self-treatment for painful sex*



"This area of women's sexual health is rarely talked about, with thousands of women suffering in silence, but thankfully treatments for vulvodynia are available. Amielle is proud to be associated with Women4Real's film, which imaginatively and succinctly conveys the difference between "intentionally" painful playful sex and vulvodynia, an unwanted burning pain making penetration for women unbearable and even impossible. Self-treatment using graduated vaginal dilators can help build confidence at a pace that suits so that women can start to enjoy intimate relations again. It's time to talk and offer women real support with practical solutions."

– Tania Mackenzie, Amielle Marketing Manager

www.time2talksexualhealth.com

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Supplementary Information

Women4Real

For an FAQ about "Painful Sex vs. 'Normal' Sex: The Differences Explained With Food", please visit www.women4real.com, where you can also view the film. Women4Real is improving patient care for women with vulvodynia by developing an expert network, a CPD programme for GPs and health professionals, a mindfulness-based self-care course for women, new research and treatment options and further arts and media projects.

What is vulvodynia?

Research indicates that 16% of women will develop vulvodynia at some stage in their lives and this under-diagnosed health condition can be a cause of painful sex. That equates to a staggering 3.2 million women in the UK who are denied what most of us take for granted as a basic human right, let alone be able to aspire to the mind-blowing sex lives we're led to believe are the 'norm'. Symptoms include vulval burning and soreness, usually caused by proliferation of nerve fibres in the vulval skin.

For support and further information about vulvodynia contact The Vulval Pain Society - www.vulvalpainsociety.org



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