

# MAKING LIFE MORE FUN

## A New Way Couples Can Heat Up Their Lives

(NAPSA)—Many couples are discovering a new way to literally “heat up” their relationship.

They’re turning to a new personal lubricant that offers users with a gentle warming sensation on contact. Demonstrated as safe in clinical studies, and considered quite gentle, it’s the first personal lubricant of its kind to receive U.S. Food and Drug Administration clearance. From the popular K-Y® Brand comes their newest product offering, K-Y® Brand Warming Liquid Personal Lubricant.

Research suggests that, in general, more couples than ever are using personal lubricants to enhance intimacy in a safe, fun way. In fact, according to one study, 72 percent of couples who used the new heating lubricant said it improved their sex lives and helped “stoke the fires of passion.” Importantly, the feeling of warmth was felt by both partners.

What’s more, 92 percent of couples—ranging from those in their 20s to those in their 50s—who use lubricants, use the products to improve the quality of their sex lives. Sixty percent of lubricant



**A “hot” new product can help many couples have a warmer relationship.**

users surveyed say they use lubricants to “enhance pleasure.”

Like K-Y Brand Liquid and K-Y Ultragel™ Personal Lubricants, the new product is silky smooth. All three are water-soluble and, therefore, both safe to use with latex condoms.

The product, available in one-ounce and five-ounce bottles, can be found in local pharmacies. More information is available at 1-877-KYBRAND or at [www.ky.com](http://www.ky.com).