## The Pleasure **Principles**

Pleasure-based Sexual Health

These Pleasure Principles are designed to act as a guide and inspiration to support people and organisations to embark on the journey towards a sex-positive, pleasure-based approach to sexual health. The Pleasure Principles aim to help inspire and guide you as a pleasure activist, propagandist or practitioner. LOVEYOURSELF

To build a pleasure-inclusive world, love yourself. Show kindness to yourself and others. Collaborate with and promote other pleasure champions.



EMBRACE LEARNING

There is a growing body of evidence about the impact of pleasure positive approaches on sexual health. Use this knowledge to spread sex positivity.



TALK SEXY

Pleasure-positive messaging communicate positively & effectively. Adopt evidence-based pleasure-inclusive language and imagery across your media and mediums.



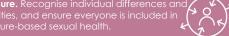
BE FLEXIBLE

Be adaptive in your approach to each unique context and culture. Recognise possible for all.



HINK UNIVERSAL

Everyone has the ability to experience pleasure. Recognise individual differences ar





Sexual rights and human rights are core to a person's sexuality. These



Core to all The Pleasure **Principles** 

is to be 'sex positive'. be very good for you!

