

# The Pleasure Principles

## Pleasure-based Sexual Health

### LOVE YOURSELF

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 that pleasure-based sexual health is possible for all.



### THINK UNIVERSAL

Everyone has the **ability to experience pleasure**. Recognise individual differences and identities, and ensure everyone is included in pleasure-based sexual health.



### RIGHTS FIRST

**Sexual rights and human rights are core to a person's sexuality**. These are the building blocks of pleasure-based sexual health.



### BE POSITIVE



Core to all The Pleasure Principles is to be **'sex positive'**. Remember, when you feel safe and are safe, sex can be very good for you!

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.

the  
pleasure  
project.