

the new

masters

of

sex

The bold efforts of these five pleasure-maxing pioneers
are revolutionizing sex into a hotter, safer, and more
blissful experience for us all. Try out their tips tonight!

by meirav devash



The second season of the titillating Showtime hit series *Masters of Sex* premiered a few weeks ago, making its fans writhe in viewing pleasure. The show follows the true story of sex researchers William Masters and Virginia Johnson, who were bravely the first to observe men and women as they got busy—and got their rocks off—in the name of science. Back in the '60s and '70s, their controversial findings filled in many of the blanks about the birds and the bees, such as women's physical ability to have multiple orgasms and why some men are impotent. Their work may seem like ancient history now, but you owe much of what you know about sex to this revolutionary pair.

And in the not-so-distant future, you may also be thanking these five modern-day sex pioneers. They are the scientists, researchers, and erotic innovators whose groundbreaking work is helping to enhance the female libido and give women more control over safe sex, among other advances. Let's get it on.

MASTERS CLASS

Just a few of William Masters and Virginia Johnson's top discoveries:



↑ Lizzy Caplan and Michael Sheen play colleagues turned lovers on Showtime's *Masters of Sex*.

1966: Sex has four physical phases— excitement, plateau, orgasm, and resolution—and while men have to rest and recuperate in the last stage, women are capable of having multiple orgasms.

1966: Women fake orgasms, which the duo confirmed in a series of evaluations after one of their study subjects (a prostitute) revealed that she regularly phoned it in with her male clientele.

1970: Sexual dysfunction is a couple's problem that can be solved through a fast-paced therapy treatment involving both partners—not just the one who's having trouble in the bedroom.

1970: Orgasm has no age limit. M and J spearheaded the research of older adults and found that, although it may take longer, women and men well into their seventies are still capable of orgasm.

—Caroline Hopkins



THE ORGASM DOCTOR

who he is: Barry R. Komisaruk, Ph.D., a neuroscientist and a psychology professor at Rutgers University, and director of the Minority Biomedical Research Support Program

what he's doing: Komisaruk's impressive past includes being the first (in 2004) to pinpoint the areas of the female brain responsible for orgasm (something that had previously been studied only in men) and discovering that sensations felt in the vagina and cervix travel to the brain through the vagus nerve—a nerve that runs directly from the colon to the brain stem, bypassing the spinal cord. This was an unprecedented finding, suggesting that women with spinal cord injuries—who had therefore lost all sensation in their lower body—could still feel the pleasure of sexual touch. "Some of the women had not only sensation, but also orgasms. They were more surprised than anybody," Komisaruk says.

Taking his work one step further, he's currently studying methods that can help people who aren't capable of having an orgasm to actually train their brain, via neurobiofeedback, to bypass the "stop sign" that's blocking their pleasure. "If we know what part of the brain has to be active to get around the blockage, we can tell the person to try to activate that region by seeing it in near real time," he says. (Talk about getting your head in the game.) If his methods are a success, women who've never quivered with ecstasy may finally be able to experience an orgasm.

sex tip he swears by: Want an unforgettable O? Have your guy focus on all of your hot spots at once. "Clitoral, vaginal, cervical, and nipple regions each activate a slightly different part of the genital sensory cortex," explains Komisaruk. "When they're all stimulated together, additional neurons are involved and the response is more intense." Try getting on all fours with your guy kneeling behind you—the deep penetration is best for hitting your G-spot, and his hands are free to explore your breasts and C-spot.



THE SAFE-SEX EMPOWERER

who she is: Bethany Young Holt, Ph.D., M.P.H., executive director of the Coalition Advancing Multipurpose Innovations (CAMI) and principle investigator at the Public Health Institute in Folsom, California

what she's doing: As a dedicated advocate for women-initiated, women-controlled health care, Holt is bringing together scientists, policy makers, and investors to promote supercharged forms of birth control and sexual health options. Called multipurpose prevention technologies (MPT's), these methods will guard against unplanned pregnancy, STI's, and other common infections—all at once. "In my research, I saw many of the same underlying social factors that put women in sub-Saharan Africa at risk for HIV and unintended pregnancy affecting college women at Berkeley, like condom negotiation and imbalanced relationships," says Holt. "It was shocking to me when I realized that aside from condoms, there are really no options for women's comprehensive sexual and reproductive health." In other words, she wants to put the power of protection in women's hands.

Thanks to CAMI and its partners' efforts, some MPT devices that are already in development include vaginal rings and diaphragms spiked with the HIV drug Tenofovir and other antiviral or antimicrobial gels; injectables that stop pregnancy and disease; a nanofiber vaginal film infused with spermicide and anti-HIV meds; and the Holy Grail—a multipurpose vaccine for a host of sexual infections. Some of these are already in clinical trials and could be available within a few years. "There's a real potential market. Women want these products," says Holt. "That's why I founded CAMI to move the policy forward."

sex tip she swears by: Take control of your sex life. "Worrying about getting pregnant or getting an infection can create a lot of anxiety for women," says Holt, which can really interfere with arousal. So until more options become available, insist on a condom—regardless of your partner or his personal preference.

sex enhancers

While some sex trailblazers are focusing on research, others are experimenting with the more recreational aspects of nooky—helping you to find new partners, laugh about your old ones, and even expand your bedroom repertoire. Here, some innovators who are making sex more fun.

— 1 —

The Racy, Witty Comediennes

Fed up with double standards, Corinne Fisher and Krystyna Hutchinson candidly interview a man from their past each week for their podcast, “Guys We F*\$ked: The Anti-Slut-Shaming Podcast.” Their rehashing of explicit details is hilarious, but, says Fisher, “we’re trying to shed the shame so often associated with being a sexual person.” You can listen (and laugh) via SoundCloud.com or the iTunes Store.

— 2 —

The Kink-Positive Author

As a sex columnist, author, and educator, Tristan Taormino is pushing the public to talk openly about more “taboo” sex acts in the name of proper education. She’s penned a vast library of how-to tomes, which cover everything from polyamory to pegging (yes, we had to look that up too). Some of her risqué titles: *50 Shades of Kink: An Introduction to BDSM* and *The Big Book of Sex Toys*.

— 3 —

The Instant-Action Enabler

The founders of Tinder debuted this little dating app two years ago. Now, over 10 million matches are made every day on Tinder, which has made it easier and faster for singles to meet—and hook up—than ever before. Though this wasn’t the founders’ initial intention, the app has become the go-to for those who’d like to swipe for a night of spontaneous, no-strings passion. (Of course, it can also be used to find love.)

— 4 —

The Green-Condom Crusaders

Jeffrey Hollender and his daughter, Meika, are on a mission to get more women excited to carry condoms. The entrepreneurs recently launched Sustain condoms (available at drugstores and sustaincondoms.com), which are sustainably produced in India using natural, certified fair-trade rubber and boast nature-themed (and eco-friendly!) packaging. Plus, 10 percent of the profits help provide sexual health resources to low-income U.S. women.



THE LUST BOOSTER

who he is: Adriaan Tuiten, Ph.D., CEO of Emotional Brain, a clinical research center for Female Sexual Interest/Arousal Disorder (FSIAD), and inventor of “the female Viagras”

what he’s doing: At the rate he’s going, Tuiten may be planning to be the man responsible for turning on more women than a shirtless Alexander Skarsgård. His two libido-enhancing drugs for women (Lybrido and Lybridos) are about to enter the phase-three clinical trial program (the final step before being submitted to the FDA for approval)—and could hit the market as soon as 2016. He developed them after researching how biology, hormones, and psychology affect female arousal. What he found? “Low sexual motivation and desire are not a problem of the genitals, but a problem of the brain,” says Tuiten. Some women’s brains fail to read sexual cues as, well, sexy; others process the cues correctly, but an automatic inhibition response

stubs out any erotic feelings before they can get a woman hot. That’s why, unlike Viagra—which is taken orally to increase blood flow to the genitals—Lybrido and Lybridos are dissolvable tablets designed to be placed under the tongue three to six hours before intercourse to correct the brain chemistry. (The first med helps you to process sexual cues, and the latter helps them turn you on. Doctors will prescribe one or the other.)

sex tip he swears by: If your desire for nooky is lower than low (signs include fewer sexual fantasies or decreased genital sensation), your brain may be to blame. And no amount of talking, snuggling, or pretzel-like sex moves will remedy it. Speak up to your ob-gyn—she can help you find a fix.



THE SEX-ADDICTION EXPERT

who he is: Robert Weiss, L.C.S.W., therapist and founder of the Sexual Recovery Institute and senior VP of clinical development for Elements Behavioral Health addiction treatment centers

what he’s doing: Weiss was the first to implement gender-separate treatment for sex addiction in 2007 (for one thing, female-only treatment is less intimidating for women) and among the first to treat and write about cybersex—watching or making online porn, sexting, webcam play, etc.—as part of the problem. “Tech now drives addiction for men and a growing number of women—when pleasure is more accessible, affordable, and anonymous, more people struggle with addiction. Therapists are seeing it all over the country,” he says.

The symptoms present differently, however: “Women with addiction problems switch back and forth from eating to spending to sex. Guys tend to act out more with drugs and sex,” he says. Men are also quicker to accept their sexual addiction—many women believe they have problems connecting or just can’t find the right guy. Thanks to his programs, more women seeking help with other addictions are getting the treatment they need simply because “we’re reframing the question, asking, ‘Are you having problems with intimacy, relationships, and maintaining stable commitments?’” Weiss says.

sex tip he swears by: Don’t be afraid to put the tech in sex. The device isn’t the issue. “As long as you’re using technology for honest, open connections, it’s okay,” he explains. “It’s only when sex involves secrecy, hiding, and manipulation—all typical signs of addiction or affairs—that it causes problems.” Tech can be useful when couples are apart: “There are so many amazing ways for us to connect to a faraway lover,” says Weiss. “I feel closer to my spouse when we’re on FaceTime than on a phone call.” He suggests doing something similar to make long-distance date night even hotter. ■



THE AROUSAL RESEARCHER

who she is: Meredith Chivers, Ph.D., an associate professor of psychology and director of the Sexuality and Gender Laboratory at Queen’s University in Ontario, Canada

what she’s doing: Chivers’s research on what turns people on revealed a remarkable thing: Even when they say they’re strictly dickly, straight women get hot for both men and women. (Straight men, gay men, and gay women show more sexual concordance—i.e., their genitals agree with their self-identified sexuality.) This doesn’t necessarily mean they’re bisexual, but it does open up a new set of questions for the science of attraction, including how cultural and social taboos shape sexuality and what the best tools are for measuring arousal. Chivers believes women’s sexual issues can’t truly be addressed with the limited knowledge available; her mission is to record the basic characteristics of sexual response and desire. (For example, she suggests moving from using a vaginal plethysmograph, a tool that measures blood flow and lubrication of the lady parts, to thermal imaging, which measures temperature increases in the genitals of both women and men, so that results can be compared.)

sex tip she swears by: Know thyself—and what fires you up. Chivers’s research revealed that watching gay, lesbian, and hetero sex; watching people masturbating; and listening to 50 shades of ouch (descriptions of sexual masochism) got straight women going. With so much to inspire us, ditch the self-judgment to figure out what works best for you.



OPENING SPREAD: MARCUS OHLSSON/TRUNK ARCHIVE SECOND SPREAD, CLOCKWISE FROM BOTTOM LEFT: MICHAEL DESMOND/SHOWTIME; MEL EVANS/AP PHOTO; ROBERT WHITMAN/THE LICENSING PROJECT; COURTESY OF LIZA MADIGAN (BETHANY YOUNG HOLD); THIS SPREAD, CLOCKWISE FROM BOTTOM LEFT: BRUNO DAYAN/TRUNK ARCHIVE; COURTESY OF ADRIAAN TUITEN; COURTESY OF ROBERT WEISS; COURTESY OF BERNARD CLARK (MEREDITH CHIVERS)