



# INSIGHT

## Four steps to increasing

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**BUY YOUR WAY TO BETTER HEALTH**

## your sex appeal

### 4 THE RIGHT EYEFUL

Having the right literary material on your coffee table will increase your chance of having her on it. According to work at the Northwestern University, US, **she is visually titillated by the exact same sights as you are.** Which is science's way of saying she will also enjoy some 'light' reading in the lounge. Just make sure it's high-brow haute erotica and not *Razzle* or any of its top-shelf associates. The researchers showed female subjects erotic images featuring just men, then just women and finally both men

and women, measuring the peaks and troughs in their psychological and physiological response. Heterosexual women were just as physically and mentally excited by all-female erotica, displaying a bisexual pattern of psychological as well as genital arousal, even though they prefer sex with men over women. So, with at least twice as many images to arouse her, there's the potential to double the number of times you have sex each week.

**Net cost** *The Big Book Of Breasts* (Taschen), £35, [taschen.com](http://taschen.com)

**Net result** Her arousal doubled for 100% more sex for both of you. **MH**

The right book is a high-class hook for her

