



The GREY EFFECT

How the Fifty Shades phenomenon has affected our sex lives and emotions...

It's no secret that Fifty Shades of Grey has spiced up our sex lives. The year the erotic trilogy hit mainstream publishing, it became far more acceptable to experiment in the bedroom. The media frenzy led to reports it could even result in a baby boom! 'Reading Fifty Shades of Grey is like an aphrodisiac for women,' said Lina Murray, global editor in chief of Baby Center. 'It's putting them in the mood and they're having more sex and ultimately getting pregnant faster.'

HAVING QUALITY SEX MAKES US HAPPIER'

Bedroom antics aside, the book has had a much deeper effect on our relationships. 'In the wake of

Fifty Shades of Grey, fans became more sexually awakened, with both sexes looking for more in the bedroom,' says sex and relationship expert, Annabelle Knight. 'But, more than that, once-taboo topics suddenly seemed more socially acceptable, it helped couples be more open about their relationships. It made men and women sit up and take notice of their love lives, not just their sex lives.'

A US study by Dr Pepper Schwartz, a professor of Sociology at the University of Washington, and Chrisanna Northrup, co-authors of The Normal Bar, reported that 97% of women and 94% of men said Fifty Shades had a positive

impact on their relationships. Apparently, being prompted to talk to their partner about the sexual issues the book threw up led to discussions about emotional issues. This brought them closer together. 'When a woman can articulate her desires, it opens up an exchange that can increase relationship satisfaction in and out of bed,' says Michelle Skeen, psychologist and author of Love

Me, Don't Leave Me. 'We feel extra vulnerable in sexually intimate relationships because we are often exposing so much more of ourselves than we do in non-sexual relationships. Revealing our deepest, darkest sexual secrets can trigger fears of rejection, but ultimately we are really talking about getting comfortable with self-disclosure and expressing our needs.'

rich, powerful and wildly successful protagonist Christian Grey who has millions of women



Annabelle Knight



Michelle Skeen



Revealing our deepest desires can strengthen communication

that safety and protection.'

'But it's easy to see how a man might feel threatened by his partner discovering a whole new world of sex or expecting him to act more like Christian Grey,' Annabelle adds. 'A woman could reassure her partner that she

knows Christian is nothing more than a fantasy figure, while being frank and honest about any desires and expectations she has.

'Those who are having quality sex, and plenty of it feel happier emotionally, physically and mentally,' says Annabelle. 'Fifty

Shades of Grey has opened us up to communication, the key element in achieving and maintaining a happy and healthy relationship.'

Book your tickets now at www.fiftyshadestickets.co.uk