



womanizer
— THE ORIGINAL —

| lunette

The Menstrubation Study

What is the Menstrubation Study?



Womanizer has teamed up with Lunette and launched the Menstrubation Study. Menstrubation stands for menstruation and masturbation – two topics which, when viewed separately, already represent two major social taboos.

The two brands brought them together to not only help fight the taboos, but also to look at whether masturbation can help ease period pain, and if so, to what extent.

The results are now in and have been validated by Dr. Jones, clinical psychologist, sex therapist and head researcher of the study.



“

We have been committed to destigmatize masturbation for years. This also includes educating about certain myths, some of which claim masturbation has a negative effect on health or the body. We have known for a long time: The opposite is the case! Masturbation has a positive effect on mental and physical well-being. From reduced stress levels to an increased life expectancy – and now also, scientifically proven, a method against period pains.

”

Johanna Rief
Head of Sexual Empowerment at Womanizer



“

After more than 15 years in the menstrual cup business, we have seen how taboo the subject of periods are and how perplexing the problem of period pain is. There are not enough studies made, not enough conversations being had and that’s why we want to inspire communities to normalize the bloody conversation. We are beyond excited to see the study officially confirming what our customers have been telling us for years – Masturbation and using the menstrual cup helps with period cramps and other symptoms. We at Lunette are all about sustainable period and sexual health, and it’s amazing to see more and more people who menstruate seeking more natural alternatives in this area.

”

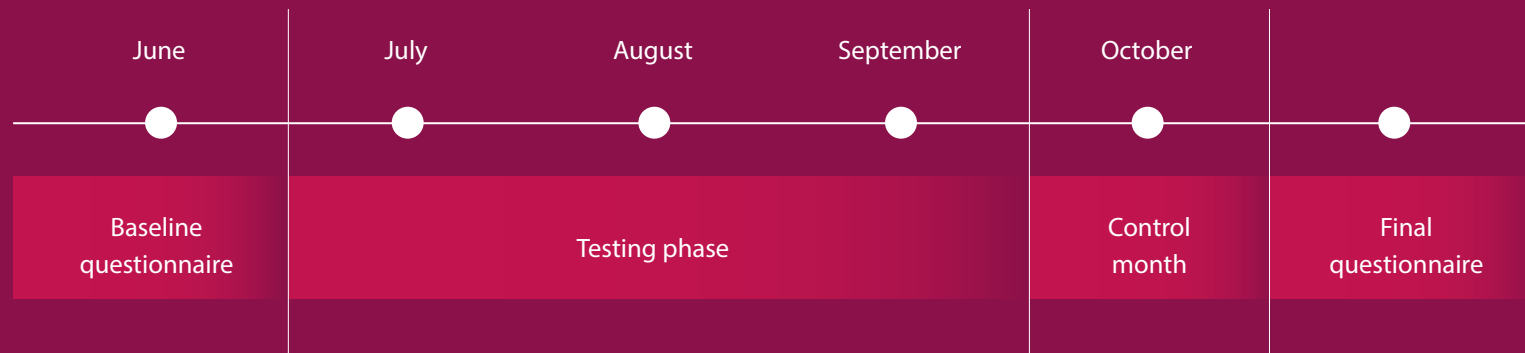
Heli Kurjanen
Founder of Lunette

Study Design










The study utilized an experimental design whereby participants first gave an inventory of their current symptoms during menstruation. The results served as the baseline for this study, whereby all other data was correlated. During a three month period, participants were asked to refrain from taking pain medications for their menstrual symptoms and masturbate instead. All participants were given products to assist them during the trial.

Each month, participants were required to report on their level of menstrual pain they experienced while utilizing masturbation techniques. These results were analyzed and correlated with the baseline inventory to determine if there had been any reduction of menstrual pain. Upon the completion of the three month trial, participants returned to their previous methods of pain control. After these months, they reported on their symptoms again, in order to determine if there were any long term benefits associated with masturbation and the control of menstrual pain.

Timeline



The Participants

	Australia		Norway
	Austria		Singapore
	Canada		South Korea
	Denmark		Spain
	Finland		Sweden
	France		Switzerland
	Germany		UK
	Hong Kong SAR		USA
	Italy		Taiwan
	Netherlands		

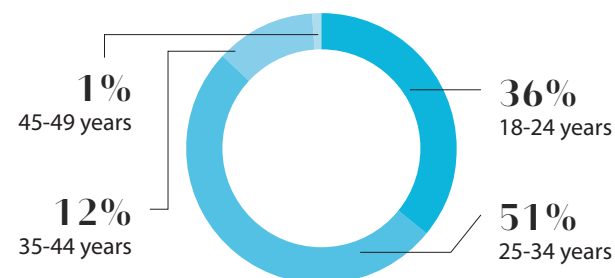


486

people who
menstruate participated

Age

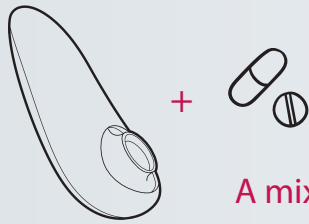
Ø 27 years



RESULTS

What was more effective in controlling the period pains, masturbation or medication?

43% of the participants answered with medication, while 42% said masturbation.
The most common answers of the remaining 15% were:



A mix of both



Heat



CBD

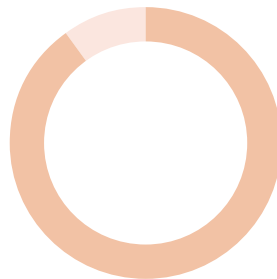


Exercise



Rest / Sleep

Would the participants recommend masturbation to combat period pains to a friend?



Do the participants plan to uphold their masturbation routine to combat period pains?



Why do women experience period pains in the first place?

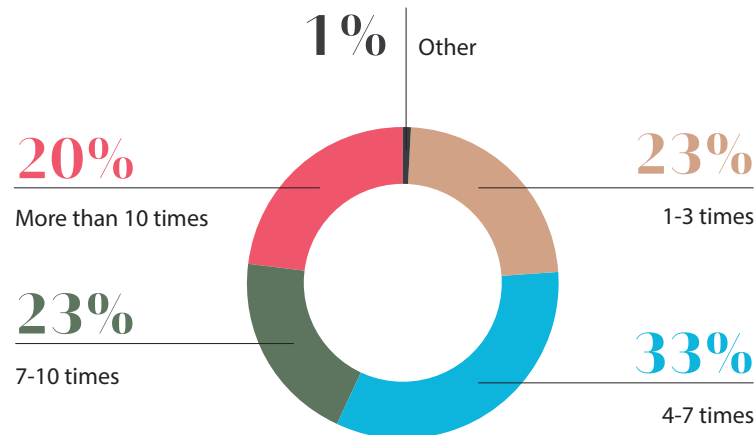
The most common pain associated with periods are menstrual cramps. During menstruation, the uterus contracts spasmodically to shed its lining that built up over the past month in preparation for pregnancy. When there is no egg implantation, this lining must shed, and this causes painful cramps. The contractions of the uterus are also controlled by the hormone prostaglandins. This hormone is not only a pain messenger, but it also plays a key role in the body's inflammatory response. The higher the levels of prostaglandins, the stronger the period pain can be. Other common period symptoms include headaches, back pain, diarrhea and nausea. It has been proven that psychological factors, such as stress or anxiety, can also have an impact on the intensity of these symptoms. However, there is not just one explanation as to why certain women experience stronger pain or more symptoms than others do. It is very individual and can be a result of many combinations of different causes and factors.

How can masturbation help against period pains?

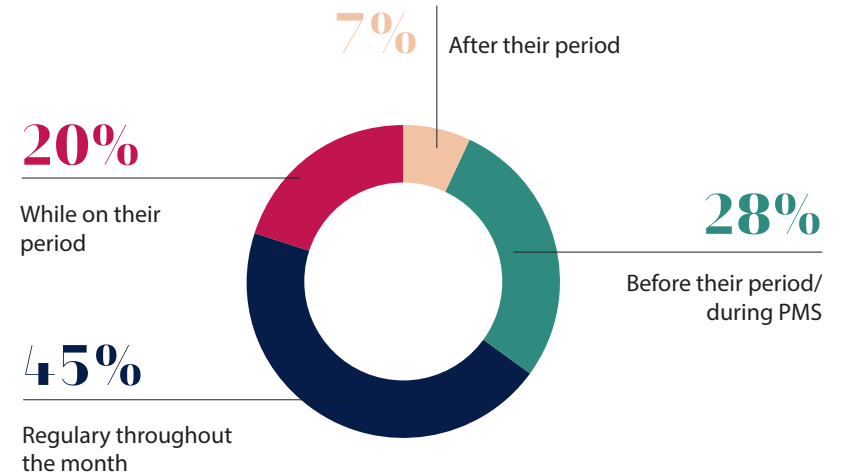
During and after orgasm, certain hormones are released that impact the body in positive ways. These hormones include endorphins, oxytocin and dopamine. Endorphins have a direct impact on the perception and processing of pain and counteracts the effect of prostaglandins. Oxytocin reduces the stress hormone cortisol, which has a relaxing effect and reduces pain. Furthermore, dopamine causes a feeling of euphoria, happiness and inner bliss. Because of this, other physical processes (that cause the feeling of pain) take a back seat, which feels like pain relief. At the same time, the metabolism and blood circulation are both stimulated. As with any area of the body, when the blood flow is increased it has a relaxing effect on the muscles and creates more overall comfort. These chemical reactions are highest during and after orgasm. However, masturbation has the same reaction on the body, just with slightly less intensity than the orgasm itself.

Masturbation Facts

How often did the participants masturbate each month during the testing phase?

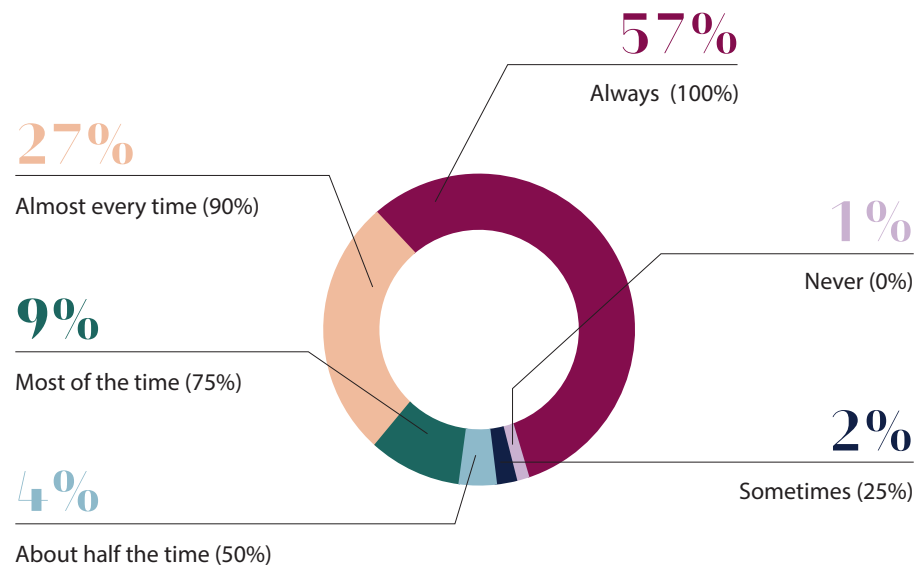


When did the participants masturbate mostly?



Masturbation Facts

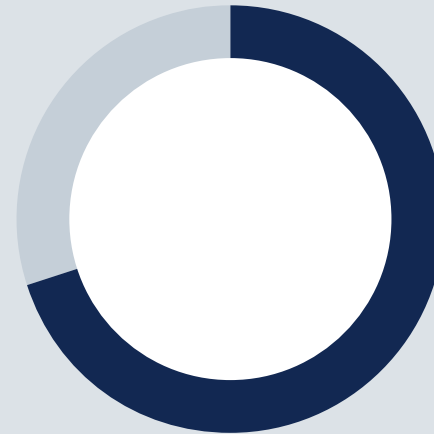
How often did participants experience an orgasm during the testing phase?



Intensity of Period Pains

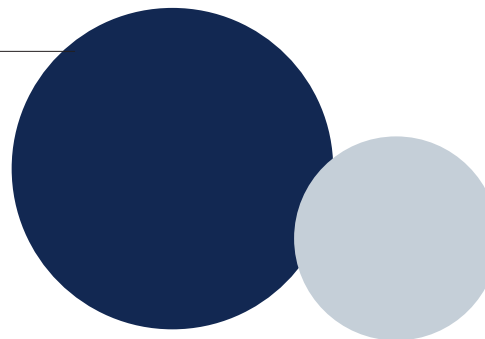
Qualitative

Has regular masturbation impacted the intensity of their period pains?



How?

Regular masturbation has reduced the intensity of period pains somewhat.



For a third, regular masturbation reduced the intensity of period pains by a lot.

Of the 70% who said „Yes“, a total of 93% said that masturbation reduced the intensity at least somewhat. 7% did not specify further.

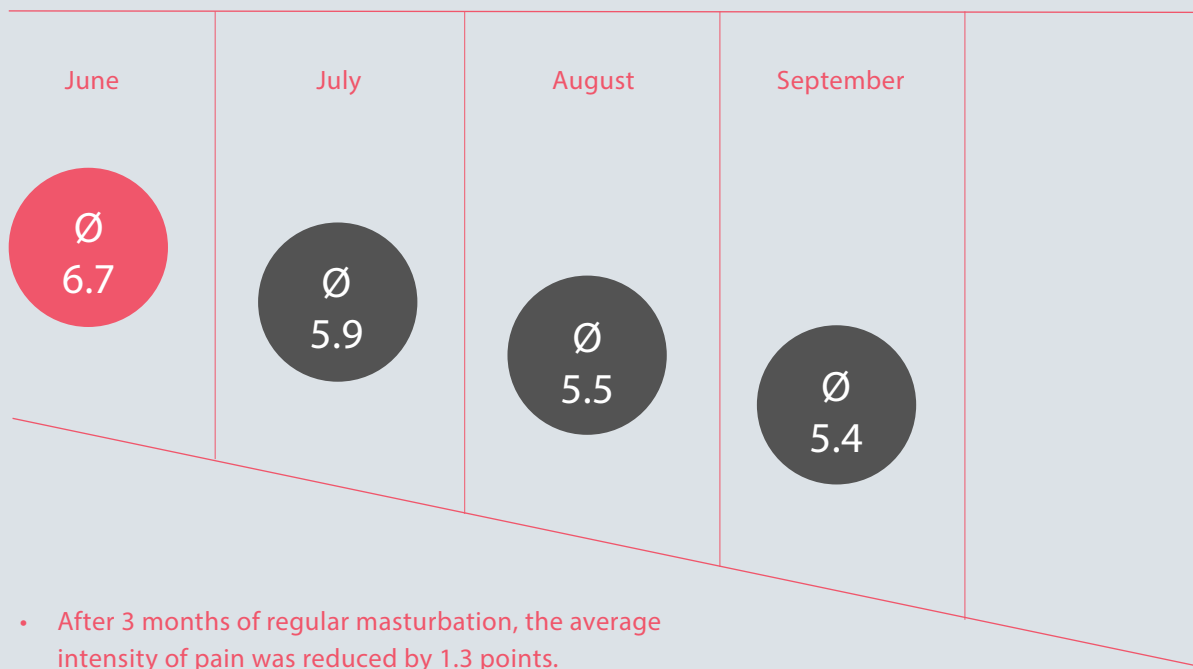
Intensity of Period Pains

Quantitative

How did the intensity of period pains change over time?

On a scale from 1 (not intense) to 10 (extremely intense)

November



- After 3 months of regular masturbation, the average intensity of pain was reduced by 1.3 points.
- There was a continuous monthly decrease in the intensity of pain during the testing phase.



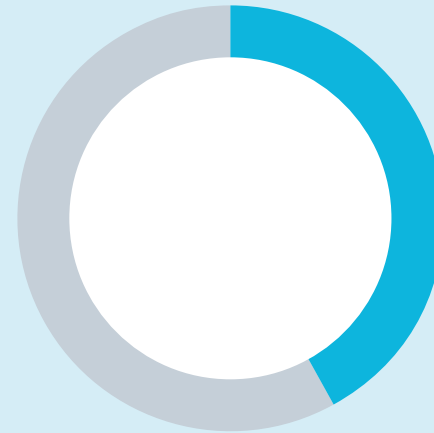
After the control month (October), there was still a reduction of 0.8 points, suggesting that:

- Masturbation has a longer-lasting impact on the intensity of period pains, even if it is not done consciously to combat period pains.
- The average number would have decreased even more if testing phase would have continued.

Frequency of Period Pains

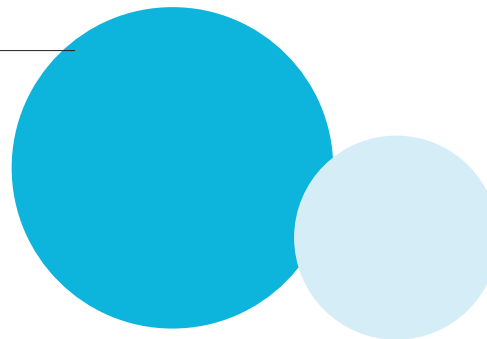
Qualitative

Has regular masturbation impacted the frequency of their period pains?



How?

Regular masturbation has reduced the intensity of period pains **somewhat**.



For a fifth, regular masturbation reduced the frequency of period pains by **a lot**.

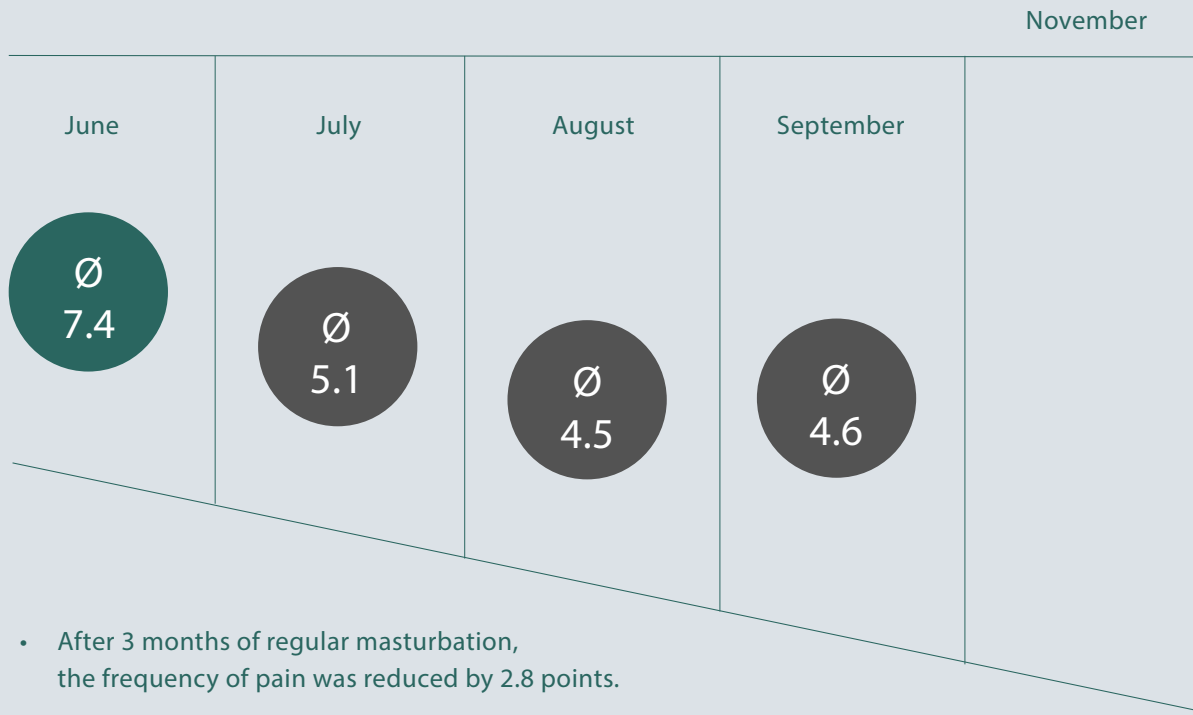
Of the 42% who said „Yes“, a total of 86% said that masturbation reduced the frequency at least somewhat. 14% did not specify further.

Frequency of Period Pains

Quantitative

How did the frequency of period pains change over time?

On a scale from 1 (every couple of months) to 10 (each cycle for several days)



- After 3 months of regular masturbation, the frequency of pain was reduced by 2.8 points.
- The trend was a monthly decrease in frequency of pain during the testing phase.



After the control month (October), there was still a reduction of 0.7 points, suggesting that:

- Masturbation has a longer-lasting impact on the frequency of period pains, even if it is not done consciously to combat period pains.
- The average number would have decreased even more if testing phase would have continued.

Specific Symptoms*



“I feel irritable, easily agitated, and am impatient a few days before my period.”

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	1 %	3 %	2 %
RARELY	6 %	13 %	11 %
SOMETIMES	20 %	28 %	28 %
OFTEN	46 %	42 %	43 %
ALWAYS	27%	14%	17%

Please note that all numbers have been rounded up to aid in readability and avoid spurious accuracy. This type of rounding is frequently used in academic publications.

* Symptoms listed here stem from the “Menstrual Symptom Questionnaire” that is used in medical research.

See here: Chesney, Margaret. The Development of the Menstrual Symptom Questionnaire. Behavior Research and Therapy. 13(4):237-44. November 1975. https://www.researchgate.net/publication/21917775_The_development_of_the_Menstrual_Symptom_Questionnaire

Regular masturbation balances out mental restlessness

- At the beginning, more than a quarter (27%) of participants reported that they always felt irritable, easily agitated and impatient before their period.
- After 3 months, only 14% reported this.
- After the control month, still only 17% said always.
- “Always” decreased by 10 percentage points, whereas “Sometimes” increased by 8 percentage points.

Specific Symptoms



“ I have cramps that begin on the first day of my period.

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	4 %	4 %	4 %
RARELY	8 %	12%	10 %
SOMETIMES	16 %	23 %	24 %
OFTEN	35 %	35 %	35 %
ALWAYS	37%	25%	27%

Regular masturbation reduces cramps

- At the beginning, more than a third (37%) reported that they always have cramps on the first day of their period.
- After 3 months, it was only a quarter (25%).
- After the control month, it was still only a quarter (27%).
- “Always” decreased by 10 percentage points, whereas “Sometimes” increased by 8 percentage points.

Specific Symptoms



“ I have abdominal pain or discomfort which begins one day before my period.

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	4 %	5 %	4 %
RARELY	12 %	18 %	15 %
SOMETIMES	27 %	36 %	33 %
OFTEN	36 %	31 %	34 %
ALWAYS	22%	9 %	14 %

Regular masturbation reduces abdominal pain & discomfort

- At the beginning, more than a fifth (22%) reported that they always have abdominal pain or discomfort on day one of their period.
- After 3 months, only a tenth (9%) said so.
- After the control month, still only 14% said always.
- “Always” decreased by 8 percentage points, whereas “Sometimes” increased by 6 percentage points.

Specific Symptoms



“ I have diarrhea during my period. ”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	14 %	14 %	14 %
RARELY	16 %	15 %	15 %
SOMETIMES	26 %	30 %	31 %
OFTEN	24 %	28 %	27 %
ALWAYS	20 %	13 %	13 %

Regular masturbation reduces diarrhea

- At the beginning, a fifth (20%) reported that they always experience diarrhea during their period.
- After 3 months, only a tenth (13%) said so.
- After the control month, still only 13% said always.
- “Always” decreased by 7 percentage points, whereas “Sometimes” increased by 5 percentage points.

Specific Symptoms



“My breasts feel tender and sore a few days before my period.”

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	6 %	8 %	7 %
RARELY	11 %	16 %	14 %
SOMETIMES	20 %	25 %	24 %
OFTEN	30 %	30 %	32 %
ALWAYS	33 %	21 %	22 %

Regular masturbation
reduces discomfort in
breasts

- At the beginning, a third (33%) reported that they always experience tender and sore breast before their period.
- After 3 months, only a fifth (21%) said so.
- After the control month, still only 22% said always.
- “Always” decreased by 11 percentage points.

Specific Symptoms



“My lower back, abdomen, and the inner sides of my thighs begin to hurt or be tender on the first day of my period.”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	13 %	12 %	11 %
RARELY	17 %	24 %	25 %
SOMETIMES	22 %	30 %	29 %
OFTEN	32 %	22 %	24 %
ALWAYS	16 %	12 %	10 %

Regular masturbation reduces pain in lower back, abdomen and inner sides of thighs:

- At the beginning, 16% reported that they always and a third (32%) that they often experience pain or tenderness of their lower back, abdomen and inner sides of their thighs on the first day of their period.
- After 3 months, only a tenth (12%) said always and a fifth (22%) often.
- After the control month, only 10% said always and only a quarter (24%) often.
- “Always” decreased by 6 percentage points, “Often” by 8, whereas “Sometimes” and “Rarely” increased by 7 and 8 percentage points respectively.

Specific Symptoms



“

During the first day or so of my period, I feel like curling up in bed, using a hot water bottle on my abdomen, or taking a hot bath.

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	4 %	4 %	5 %
RARELY	10 %	12 %	11 %
SOMETIMES	15 %	21 %	21 %
OFTEN	31 %	35 %	36 %
ALWAYS	40 %	27 %	27 %

Regular masturbation reduces need for rest and heat:

- At the beginning, 4 out of 10 (40%) participants reported that they always feel like curling up in bed, using a hot water bottle or taking a hot bath on their first day.
- After 3 months, only a quarter (27%) said so.
- After the control month, still only 27% said always.
- “Always” decreased by 13 percentage points.

Specific Symptoms



“

I have backaches which begin the same day as my period.

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	16 %	15 %	16 %
RARELY	22 %	23 %	22 %
SOMETIMES	24 %	32 %	33 %
OFTEN	27 %	22 %	21 %
ALWAYS	10 %	8 %	8 %

Regular masturbation reduces back pain:

- At the beginning, a quarter reported that they often (27%) or sometimes (24%) experience backaches on the first day of their period.
- After 3 months, only a fifth (22%) said often and more people said sometimes (32%).
- After the control month, only 21% said often and more people said sometimes (33%).

Specific Symptoms



“

My abdominal area feels bloated for a few days before my period.

”

	BASELINE	AFTER TESTING PHASE	AFTER CONTROL MONTH
NEVER	2 %	6 %	6 %
RARELY	9 %	12 %	11 %
SOMETIMES	24 %	27 %	29 %
OFTEN	34 %	37 %	36 %
ALWAYS	30 %	19 %	19 %

Regular masturbation reduces bloated abdominal area:

- At the beginning, a third (30%) reported that they always feel bloated for a few days before their period.
- After 3 months, only a fifth (19%) said so.
- After the control month, still only 19% said so.
- “Always” decreased by 11 percentage points, whereas “Sometimes” and “Never” increased by 5 and 4 percentage points respectively.



“

I have always been a big advocate for masturbation as part of a healthy self-care routine. In a world that still associates masturbation with shame, it's always been important to highlight the many benefits of masturbation. Through this study we have been able to empirically demonstrate that regular masturbation is an effective method for managing menstruation pain.

These results are significant for clinicians who are educating their clients of the health benefits of masturbation, physicians working with individuals seeking non pharmacological pain management, and the many vulva owners who suffer from menstrual discomfort.

*Dr. Christopher Ryan Jones
Clinical Psychologist & Sex Therapist*



“

We know that masturbation can have positive effects on health and general wellbeing. Because after the climax, the hormone dopamine is released, which activates an inner bliss. In this way other physical processes take a back seat, which in turn is similar to pain relief. At the same time, the metabolism and blood circulation are stimulated. Both counteract pain. Ultimately: When the muscles contract and release during orgasm, this has a relaxing effect.

”

*Georgia Grace
Australian Certified Sex Coach*

”

Individual Feedback

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“

For me, masturbating helped to reduce the intensity and duration of the pain in the long-term – painkillers (mostly aspirin) only ever helped for a short time but did not reduce the pain in the long-term.

”

“

The biggest impact I noticed was on my mood.

”

“

For minor aches and restlessness masturbation really helped, I also found it helped with the emotional fatigue that often comes with periods.

”

“

I haven't felt this great in relation to my menstruation in year. I suffer from extreme pain and used to be on the pill to combat it -for about 10 years but since coming off the pill gave only taken over the counter meds, hot showers and water bottles to try and help. Masturbating consistently throughout the month has definitely improved my pain levels. Thank you for the opportunity to participate.

”

“

I didn't think that masturbation would have had this much impact, but it has. It's insane! Thank you for this opportunity to help you all with this study!

”

“

I've learned so much about my body and menstrual cycle because of this! Thank you.

”

“

My craps are worse when I don't masturbate versus when I do. Masturbation is my goto method.

”

“

I learned a lot about my body and how to control my period pain.

”

“

For the last month I've had little to no pain, at all, which is a huge improvement and a big surprise!

”

“

The womanizer helped me a lot to escape the pain, thank you again!

”

“

It is the best idea ever. Thank you.

”

“

It was really interesting to see how masturbation was more effective than usual medication.

”

Note: Quotes have not been edited.

For Transparency

Every body is different and unique. At Womanizer and Lunette, we are committed to every body and recognize that certain methods might not work for every one - especially for people with strong period pains. We want to be transparent and also show feedback that revealed the limitations of the study design, effect of masturbation or differences in bodies. Here is a selection:

“

The only problem I have is that sometimes I am very tired and in pain to masturbate, so I have to relax and gather strength first... also orgasms are a faster painkiller, but the pain comes back after a while and you have to do it again. Not very convenient in some situations. My last period was different: the pain only lasted for a couple of hours on the first day, then I was mostly fine. Coincidentally, as I am reading the book now, 'The Wise Wound' also mentions masturbation as a period pain remedy.

”

“

I am often in so much pain that I just don't feel like masturbating. Otherwise, I can actually imagine that it helps with less severe pain.

”

“

Not all symptoms are manageable with masturbation, e.g. my headaches. But abdominal pain definitely is!

”

“

Medication had a longer lasting impact – masturbation helped directly but on in the short-term. Taking medication is not the goal but masturbation is not always a good way to relieve pain (e.g. at work, on the road, etc).

”

“

I had more luck with intercourse helping with cramps than masturbating.

”

**Any comments, remarks, questions or feedback?
Please reach out to us.**

Casey Irwin

from P4 Group on behalf of Womanizer in Australia

casey@p4.com.au

