

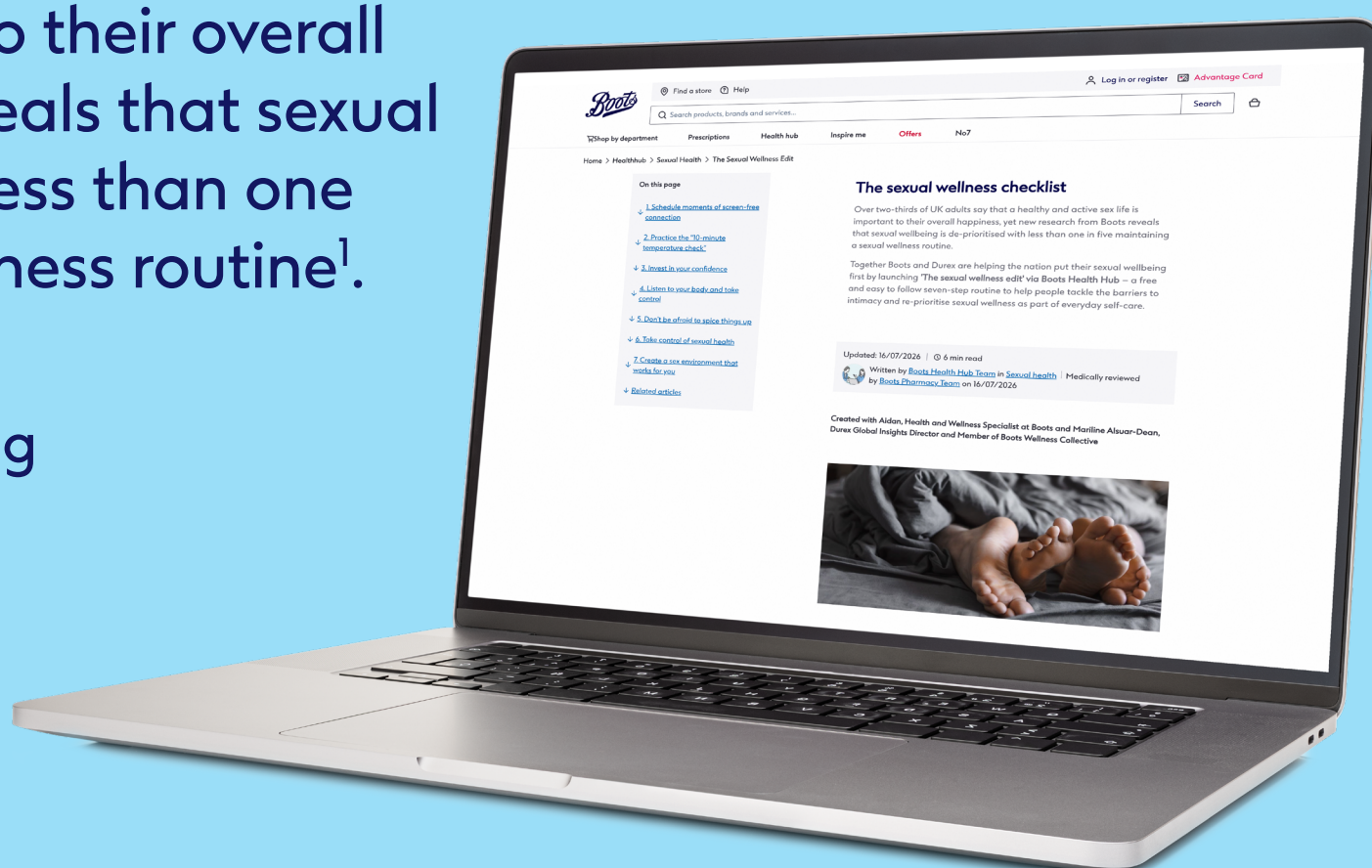


The Sexual Wellness Checklist

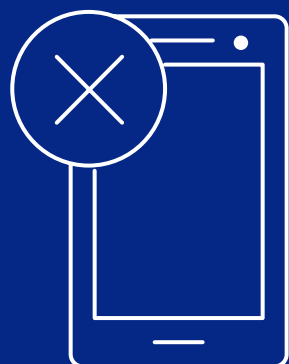
with Aidan, Health and Wellness Specialist at Boots and Mariline Alsuar-Dean, Durex Global Insights Director and Member of Boots Wellness Collective

Over two-thirds of UK adults say that a healthy and active sex life is important to their overall happiness, yet new research reveals that sexual wellbeing is de-prioritised with less than one in five maintaining a sexual wellness routine¹.

Together Boots and Durex are helping the nation put their sexual wellbeing first. This routine can help people tackle the barriers to intimacy and recognise sexual wellness as part of everyday self-care.



#1 SCHEDULE MOMENTS OF SCREEN-FREE CONNECTION



Dedicate at least 15 minutes every evening to a digital detox with your partner before sleeping.

Removing the blue light of screens and replacing it with physical closeness—whether it's cuddling, a massage, or just talking about your day without distractions— helps to lower cortisol levels and primes your brain for connection.

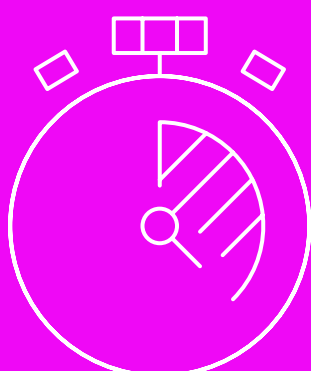
The evening is also a perfect time to reconnect with your own body. Masturbation is an act of sexual self-care. It triggers the release of endorphins and hormones which naturally relieve stress, boost self-esteem, and promote a deeper, more restful state.

#4 LISTEN TO YOUR BODY AND TAKE CONTROL



If you've noticed a change in your sexual health that persists, keep a diary of your symptoms, when they occur and any factors that seem to make them better or worse. If you're feeling unsure about your sexual wellbeing, visit your local Boots pharmacy or reach out to your GP for further support.

#2 PRACTICE THE "10-MINUTE TEMPERATURE CHECK"



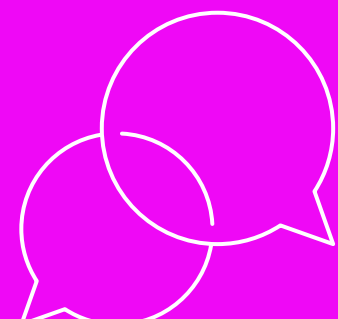
Honest, gentle communication is one of the most powerful things you can do for your intimate relationship that heightens connection.

Often an uncomfortable time to talk about an intimacy issue is during or immediately after sex, so instead, pick a neutral moment, like during a weekend walk or over a coffee.

It's important to keep it informal and start with something positive like what you enjoy, what you'd like more of before addressing needs.

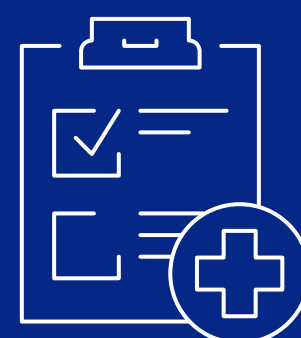
For example: 'I love it when we feel close, but I've been wondering how we can make more time for us?'

#5 DON'T BE AFRAID TO SPICE THINGS UP



Sharing your desires with your partner can help re-ignite the intimacy flame. This could be anything from role play to trying something new like toys, stimulants or gels. Having open conversations about what you both like and dislike can help to bridge the physical pleasure gap and intensify the sexual experience.

#6 TAKE CONTROL OF SEXUAL HEALTH



Integrate sexual health screening into your health checklist. Consider routine sexual health testing as a form of respect for your body. Taking charge of your body and contraception needs removes fear, transforming sex from a source of potential worry into a safe, healthy, and pleasurable experience.

#3 INVEST IN YOUR CONFIDENCE

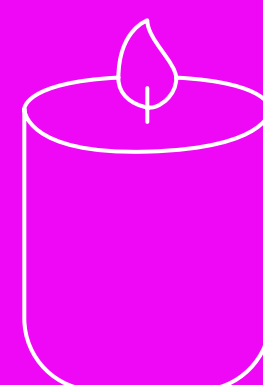


If you want to tap into your sensuality, it can help to reconnect with yourself first.

Spend five minutes a day doing something for you. Whether that's stretching, dancing to your favourite song, taking a mindful walk, allowing yourself to rest or pampering yourself.

Feeling good about yourself isn't about being perfect – it's about feeling at home in your own body and giving yourself permission to enjoy pleasure on your own terms.

#7 CREATE A SEX ENVIRONMENT THAT WORKS FOR YOU



Everyone's situation is different. You may share a home with family or have a busy life schedule so creating the right environment for intimacy can be tricky. However, there are a simple few tricks to create a hub that's perfect for you. This could be anything from gentle music, candles, scented diffusers or even lighting.

Another important factor is how you and your partner feel. Open and honest conversations and gentle physical touch can therefore create an environment that is comfortable to you.

¹Survey of 2,000 UK Adults (18+) conducted by Censuswide, member of the Market Research Society (MRS) and the British Polling Council (BPC) from 09.07 – 13.07 2026.