The 4 P’s of Mature Sex:
Power, Persuasion, Permission and Pleasure

Natalie Bowring
Todays Session

• Introduction *approx. 5mins*
• Breakout out Activities *approx. 15mins*
• Share *approx. 20 mins*

Reconvene for Coffee & Networking

15:15 – 15:45
The incidence of sexually transmitted infections are increasing in older adult consumer market (50+)

The rate of STI’s in older adults will surpass that of younger adults (FPA, 2010)

<table>
<thead>
<tr>
<th>STI</th>
<th>Australia</th>
<th>UK</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chlamydia</td>
<td>136.5</td>
<td>37</td>
<td>65.9</td>
</tr>
<tr>
<td>Gonorrhoea</td>
<td>66.1</td>
<td>17.7</td>
<td>43</td>
</tr>
<tr>
<td>Syphilis</td>
<td>23.7</td>
<td>5.6</td>
<td>8.2</td>
</tr>
</tbody>
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Table 1. Rates of Specific Sexually Transmitted Infections in older adults (50+) per 100,000 population
The 4p’s ...

(preliminary findings)

- Power
- Persuasion
- Permission
- Pleasure
Service Design...
Power: Developing Personas
Persuasion: 60 second debate
Permission: Match Making
Pleasure: Product Idea Generation
5 Mins each group
Thankyou

Time for Coffee & Networking
15:15 – 15:45