

ex toys, otherwise known as "adult toys", bring upon different reactions among different people: some treat them as shameful while others embrace them as fun items to pep up their sex lives or those of their partners.

Mr Wong, who declined to give his full name, visited a sex shop twice. Although he did not buy anything, he was embarrassed with what others might think of him. "I want to find something to hide behind when I enter sex shops," said Mr Wong, who is a Business Administration student from the Chinese University of Hong Kong.

"I do not want others to see me entering sex shops. In case people whom I know see me and get the wrong impression about me," he added.

Despite his concern, Mr Wong said he feels neutral towards sex toys. He added: "You use them when you need them, it is like taking medicine when you're ill."

On the other hand, Jay Tsang, who declined to disclose his identity, broke his long-held stereotypes about sex toys and bought one after his first visit to a sex shop in Causeway Bay on the New Year Eve of 2008.

"My friends from my break-dance class brought me there," the student from a school in Kowloon Tong said. "At first I was quite embarrassed but the shopkeeper was very chatty so I soon relaxed."

He bought his first sex toy during the visit - a disposable masturbator cup. Mr Tsang said, "It costed HK\$68. A fake vagina costs a few hundred



Jay is no longer embarrassed towards sex toys after the New Year Eve of 2008.

"I once had a middle-aged male client who used sex toy himeself but couldn't accept his wife using it."



Vanessa Chow said many of her patients still hold misconceptions about sex.

dollars. I will feel bad if it does not work properly."

He felt more comfortable with the use of sex aids, so he recently bought a masturbation sleeve for HK\$330. He has also recommended sex shops and sex toys to his curious classmates and took them to visit.

According to Mr Tsang, his family does not mind that he uses sex toys. "I am not worried about them being seen by my family," he said.

He added, "Afterall a fake vagina will never get pregnant."

Eighteen-year-old Leung Wing-yin does not think sex toys are anything to make a big fuss about. To her, sex toys are something worth trying.

"The prices are low so you can check some out. I spent HK\$50 for a box set when I shopped for gifts in a sex shop with my boyfriend," she said. The box set includes a dildo-massager, a bottle of lubricant and a vibrator.

She said the sex toys helped her to reach orgasm but her boyfriend suggested her not to use them. "He thinks that should be his job instead of the massager. This makes me feel rather good as he cares about me," she added.

According to the observation of *Varsity*, generally sex shops only welcome visitors aged above 18.

While the perception of some members of the younger generation towards sex toy varies, the product itself has evolved.

Eric Wong, the owner of Loveshop, a sex shop in Tsim Sha Tsui, said the design of sex toys are always changing and improving. "Sex toys now are geared towards being high quality. Some of them can be more like fine gifts," he said.

Mr Wong also said some sex toys have changed to catch up with social change. He showed a delicate lipstick-shaped vibrator that can be charged by a computer via a Universal Serial Bus (USB) cable. "People are becoming more environmentally friendly today. So new sex toys are usually rechargeable," he said.

He added the manufacturer has never printed explicit graphics on the packaging of their products. It also promotes a healthy image through the mottos "Stop AIDS" and "Be Positive".

Another sex shop owner Miss Chan, who declined to disclose her real name, said materials used to make sex toys have also improved continuously to be more user-friendly. She added, "In the past, vibrators were usually made of polyvinyl chloride (PVC). But now sex toy manufacturers also use silicone rubber to increase the variety of materials and the choice for the customers."

Also, Miss Chan pinpointed the innovative designs of sex toys. She said, "This (sex toy) looks exactly like a cartoon key ring. No one will know this adorable key ring is a vibrator."

The majority of visitors to Miss Chan's shop like this kind of creative design. Some members of Miss Chan's major customers, young girls aged 20 to 30, even share their sex concerns with Miss Chan.

"Many guests have never seen these strange things before. When they first step into the shop they feel very curious but at the same time embarrassed, but after looking at them the guests are all relieved because sex toys are not as awkward as the visitors had previously thought."

However, many people are still a little apprehensive about sex toys, and some are even negative towards sex, according to one sex therapist.

The Evolving Sex Toys







- 1,2. Explicit pictures are never printed on these masturbator cups.
- 3,4,6. The latest designs of vibrator featuring cartoon and the USB-rechargable function.
- 5. Lubricants which look like bottled drinks.







"Sex toys are deemed only for those with sexual deficiencies."

Vanessa Chow, a sex therapist from the Hong Kong Sexual Health Centre said she has met many clients with misunderstandings and misconceptions about sex.

"Once I met a lady who felt guilty for having sexual desire. She thinks it's abnormal and shameful for women who want to have sex," said Miss Chow.

She added that she once had a middle-aged male client who used sex toys himself, but wouldn't accept his wife using them.

According to Miss Chow, sex toys can improve and enhance one's sexual abilities. They can satisfy certain fantasies, heighten pleasant sensations and they can be used just for fun.

However, another expert said the majority of Hong Kong people may still frown and keep their hands off these sex toys.

"Hong Kong people may look receptive to new ideas on the outside. But deep down many are still conservative," President of the Hong Kong Sex Education Association, Stanislaus Lai Ding-kee said.

"People think that if you admit using sex toys with your partner, it's like telling everyone you are incapable of satisfying his or her sexual need," he added.

He quoted a joke to illustrate the negative views, "You know the *Yan Dou San Yau*, the Indian Magic Oil? People teasingly tell sexually incapable men to seek help from it. Sex toys are deemed only for those with sexual deficiencies."

According to Mr Lai, the source of the negative view is the bias of the Hong Kong people towards sex. "People think sex is dirty and should not be talked about. Such an attitude



Lai Ding-kee said people's avoidance of sex toy is due to the misconceptions towards sex.

affects their acceptance of sex toys; it's like a chain effect." he said.

Mr Lai said that the avoidance or acceptance of sex toys depends on the subjective viewpoint of different people accordingly.

"If you think a knife can kill, you'll stay away from it. If you think it can help you slice your steak, you'll use it. It's just the same for sex toys," he said.

How Hong Kong People Perceive Sex?

Views on sex (all figures in %)	Global	China	Hong Kong	Japan	Taiwan
I'm open-minded about my sex life.	45	21	25	20	41
I like experimenting with different sex aids.	22	19	13	10	27
I like to be inspired and look for new ideas.	39	21	18	10	38
My sex life is monotonous.	7	17	10	13	6

Source: Durex Global Sex Survey 2005