

NOVELTY FUELS DESIRE: HOW SELF-EXPANDING ACTIVITIES PROMOTE DESIRE AND SATISFACTION

While sexual desire often naturally declines over time in long-term relationships, engaging in self-expanding activities together can reignite passion and boost overall relationship satisfaction

WHAT IS SELF EXPANSION?

- Learning new skills or knowledge
- Gaining new perspectives
- Experiencing novel, exciting, and challenging activities



THE SCIENCE!

Higher self-expansion made couples 25-34% more likely to engage in sex that day ←

Higher sexual desire acted as the bridge that turned self-expanding experiences into greater relationship and sexual satisfaction ←

The positive effects on relationship satisfaction were shown to be sustained over time ←

ACTIVITY IDEAS FOR COUPLES



Outings (27%) :
Date nights, concerts,
or special events

Household (20%) :
Painting a room, or
completing a home
project together

Leisure (17%) :
Watching a new
documentary or
trying unique food

PRO TIPS FOR SUCCESS

Unlike familiar and comfortable activities, only self-expanding activities provided a significant boost in sexual desire



Your own growth can benefit your partner. Seeing your partner expand their self can make them appear more mysterious and intriguing, which fuels desire

