



**D&AD
New Blood
Awards**



How to liberate, not dictate

Durex never judge. They position themselves as a liberator and ally to the sex that people want. Therefore your idea shouldn't frighten, bully, scaremonger or wade in on political or polarising viewpoints.

Helpful Links

cosmopolitan.com/uk/love-sex/sex/a20111753/can-disabled-people-have-sex/

theguardian.com/commentisfree/2019/mar/18/disabled-people-sexuality-dating-society-taboo-marginalise

enhancetheuk.org/

hotoctopuss.com/product-category/accessible-sex/

thestar.com/news/insight/2014/10/05/surprise_disabled_people_have_sex.html

theatlantic.com/health/archive/2015/03/sex-and-disability/386866/

channel4.com/programmes/the-last-leg/episode-guide

youtube.com/watch?v=zgmmWrUKxfg

disabled-world.com/disability/sexuality/

scope.org.uk/campaigns/end-the-awkward/

tandfonline.com/doi/full/10.1080/096888080.2017.1336375

bbc.co.uk/programmes/b0b01xnm

cids.uwaterloo.ca/index.php/cids/article/view/428/673

blogs.scientificamerican.com/observations/clearing-up-some-misconceptions-about-neurodiversity/

Further Information
