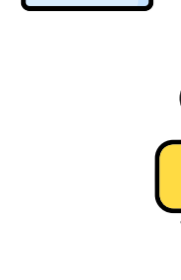


NEW sex SLANG



1

CHALLENGE STATS



800+ Submissions



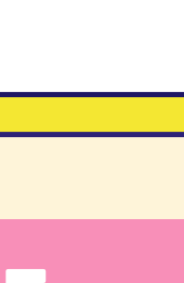
15 Countries



22 Influencers

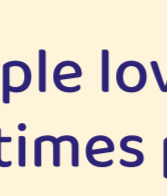


2 weeks Run time



4+ Million Reached on socials*

*Across TikTok, Instagram, Twitter and Facebook



LOVE

The slang entrants loved

2

The slang people loved came in all shapes and sizes. Sometimes humorous and light, sometimes profound and metaphorical, but always deeply personal.

SEX WITH HUMOUR

From amusingly serious humour to plain old 'funny sounding' words, humour appeared again and again in new sex slang.

“ I love academically humorous ones such as 'coitus', 'postcoital', 'mating', 'intercourse'.

“ It's not sophisticated, but found to be funny... What's sex without a laugh, eh?”

Example words:

Jojo jojo (breasts), Joystick (penis)

MUTUAL, SELFLESS SEX

Entrants shared terms and opinions on grammar that they loved for making each other feel respected and valued:

Aftercare (n.) Making sure you and your partner feel comfortable, safe and happy after sex, even if it's just cuddling or making tea, instead of just rolling over or leaving right after. Aftercare can make a huge difference in ensuring a sexual experience feels respectful and positive for everyone involved.

Using the impersonal 'on' in French to imply mutual action: e.g. 'On a baisé' (phr.) 'We fucked': using the impersonal 'on' (we) to denote both parties taking an equal role in 'fucking', rather than 'je l'ai baisé' (I fucked her) where an active and a passive participant is implied.

“ Pour l'acte de faire l'amour de façon égalitaire et consensuelle faut d'abord abandonner le 'je' pour le 'on' et le 'nous'”

(For the act of making love in an equal and consensual way, we must first abandon the "I" for the "we" and "us")

A GOOD METAPHOR

We heard metaphors for sex from everything expressing its magic, to showing its active nature! French particularly had very vibrant metaphors in its sex slang.

Metaphors for the alchemy of sex, where two become one

Fusionner (to fuse), S'emboîter (to fit together), S'entremêler, s'entrelacer (to become entangled)

Sex as music, with all the variety that entails

Jouer la symphonie du plaisir (to play a pleasure symphony), Jouer de son corps (to play someone's body like an instrument), Se faire vibrer l'un et l'autre (to make each other pulse with pleasure)

Sex as sport

Horseriding, Faire un ping pong (to play ping pong)

Sex as travel and discovery

Ir al sur (To go to the south - Spanish euphemism for oral sex),

“ Le vocabulaire du voyage pour parler du sexe, ex: elle m'a emmené au septième ciel, il m'a fait découvrir de nouveaux paysages, j'aime explorer ton corps”

(Using the vocabulary of travel to speak about sex: e.g. she took me to seventh heaven; he helped me discover new horizons; I like exploring your body)

LOCAL JUST THAT SAY IT YOURS

Entrants shared expressive local sex slang from all around the world:

Nigeria: Lola (n.) A positive, joyful term used to refer to women who love women, Ynash (n.) Slang for bum/ass. A well-used term with a sense of pride and appreciation for the behind!

Trinidad & Tobago: Bazodee, A state of [dizziness] or confusion, typically caused by members of the opposite sex, Back, Sexual prowess; virility, e.g. The Fishermen in the area boast that eating oysters straight from the swamp without any seasoning is good for a man's back.

India: Dūsr̥āḍī dīl (n.) Hindi-Urdū term; literally "second heart"; metaphorically, the prostate and/or clitoris.

PERSONAL FAVOURITES

Couples shared the language they use with one another, often speaking in 'code' or with their own personal creations. Entrants loved using their own personal terminology:

“ Team' - his team would be my vagina and my team would be his dick... It means connection and is a good code word for us to use so that nobody figures out what we're talking about! (India)

“ Instead of 'fuck' ... or let's engage in coitus / intercourse, I prefer the portmanteau FU (sounds like - Foo). I have been using it with my partner since 4-5 years in both English and our mother tongue Malayalam. Now we use it like - "let's Foo/Fu now", Or "are you in the mood for Fu?", or "this has been a foo-Fu week". We have been able to use it conveniently in few other Indian languages as well, without losing the essence or without finding this word awkward!

3

REMIX

The slang entrants wanted to change, and how

Remixed sex slang took on all different forms, whether that was challenging stigma, blending words, and adding colour to give more flavour to sexual experiences!

WORDS THAT CHALLENGED STIGMA

When words or concepts were felt to be loaded with a certain stigma, entrants took them to task with new variations:

Hymen, In Arabic, the word for Hymen حشفة البكره (Ghi-shaa Al Bakara) is loaded with stigma around when one 'loses' ones virginity, and literally translates as 'Hymen wall' suggesting something to be broken down. People took to social media to 'remix' it, with suggestions such as:

بوابه المتعة (Bawabat-ul-mut'aa): Pleasure portal

البنطلون المهبالي (Al-Haykal al-mahbali): Vaginal structure/system

باب العمارة (Bab-al Haara): Neighbourhood gate (referencing a popular TV show)

غشاء الحب (Ghisha'a al-hobb): Membrane/wall of love

إكبل مهبالي (Ikkeel Al-mahbali): Vaginal wealth

غشاء المهبالي (Ghisha'a Al-mahbali): Vaginal membrane/wall

A number of insults to women were reappropriated to be empowering, strong words or phrases:

Salope (n.) Reappropriation of a French term, commonly used as an insult meaning 'slut' or 'bitch', as someone who legitimately enjoys sex, and should be respected for it.

Stride of pride was a remix of 'walk of shame' (coming home after a night of sex)

You've got some pussy (phr.) remixed to a compliment, meaning: You're courageous, bold, fearless, strong, resilient. Can be addressed to both males and females, but it conveys way more force and commendation when said to a man. Example: "Mohammad stood up to his employer and refused to work extra hours for free. He's got some pussy!"

Ashewo (n.) A Nigerian slang term referring literally to a sex worker, but reclaimed to denote a sexually liberated person.

Masturbation, The Arabic term for masturbation (المغادة الجنسية) literally means 'secret practice'; and an entrant took this shame implicit in the meaning to task, redefining it as:

استمتع الذات : Self enjoyment

A French influencer posited that women who like sex were often vilified through language, and challenged followers to find a more positive term for this. Some submissions included:

Une amazone (an Amazon): a group of powerful female hunters from Greek mythology, who matched men in physical agility and strength,

Une magicienne (a magician), Une déesse (a goddess),

Une sexploratrice (a sexplorer), Une plaisirophile (a pleasure lover),

Une nymphophile (a sex lover), Une aphrodite (an aphrodite) ,

Une inanna (mesopotamian), Une mitrailleuse (a female machine gun)

Some terms were remixed, from making sex something done 'to' someone, to something mutually pleasurable:

Eg. Cocooning (adj.) A remix for the term 'penetration'. Also 'cocooning, or entangling instead - words conveying the sense that both partners are doing something together - rather than just that the "penetrating" partner, typically the person with a penis, is unilaterally performing an action. Also: circlusion (French and English), encircling

PORTMANTEAU WORDS SAYING MORE WITH LESS

People shared the words they wanted to fuse together to create something new. 'Sex' in particular lent itself well to this, with French entrants having the biggest penchant for creating portmanteau words:

Sexprimer (sex + express), Sextasier (sex + feel ecstasy),

Sex sextaire (sex + expert), Etre sextacular (to be sex-tacular : sex + spectacular),

Sexchronisation (sex + synchronisation)

Allgasm - A remix of 'orgasm': a reminder to every person in the act that it's crucial to try to make each one orgasm!

Guysexual (adj.) A term denoting homosexuality, where 'gay' is felt to retain threatening connotations, despite being widely reclaimed, and 'homosexual' remains overly technical.

ADDING COLOUR AND VIVIDITY

For some, the words we haven't quite expressed enough. Influencers and entrants remixed terms for certain phrases such as:

Diving for pearls (phr.) To go down on a woman for an extended period of time, purely for the purpose of her pleasure. Just like collecting pearls, this process takes time, gentle tickling and caressing, and is considered a great prize should you get those pearls in the end, i.e. Make her come. Originally used in the 1920s for cannulings, but brought into the 21st Century because women were tired of sexual terms always being linked to violence. Salma El Wardany,

X spot (phr.) The 'G spot' is held up as the height of particular female pleasure, but people have multiple pleasure zones. The act of finding them is more of a 'treasure hunt', where X marks those spots.

WORDS THAT DIDN'T SOUND QUITE RIGHT

Another influencer took the phrase 'Dry humping' to task, looking for more accurate (and less dry!) terms for foreplay with your clothes on. Suggestions included:

Fun friction
Trouser tease, The Jeans Jive, Levi Lovin

Rampant Rocket
Outercourse

FTC (Fucking Through Clothes) in place of dry humping

Fabric Riding
Double Edging, Mutual Edging
Fabric Fucking

Genital Grazing,
Clitty Tango

Clothed Play
Vulvanizar, in Spanish (from Argentina), which is something like vulvanizing, rubbing your vulva onto anything for pleasure: a partner's penis or another vulva, their leg, their chest, a pillow... Regardless of the presence of clothes

SPLIT

The slang that divided opinion

Whether it was using euphemisms vs saying it straight, or individual words that split views, entrants shared a number of words that some loved and some hated

TERMS FOR THE VAGINA

Some liked the playfulness and variation of words for the female genitalia and found them empowering, others found them limiting, and often derogatory or insulting,

“ Todos los "apodos" que se le ponen a la vulva se me hacen demasiao vaginos y tontos (pepa, pucha, concha, panoch), blablabla). Pero cómo me siento que decir vulva, vagina, etc ... se me sigue haciendo muy formal y técnico? All of the "nicknames" that are used for vulva seem very vulgar and silly (pussy, fanny, mince, cunt, blablabla). But I feel like saying vulva, vagina, etc. ... sounds very formal and technical.

“ It's unfortunate that the word 'cunt' is demonized. I kinda like that word in reference to the female genitals. It sounds sexy to me. Not derogatory as many people feel.

FUCK

'Fuck' in any language ('baiser', 'coger') seemed to invite as many supporters as detractors

“ Désolé mais "je l'ai baisé", c'est pas réduire. Parce qu'il y'a une réelle différence dans l'acte sexuel entre baiser et faire l'amour. Tu peux pas Faire l'amour avec un plan d'un soir que t'as chopé en boîte. Faire l'amour c'est quelque chose de fort, avec des sentiments et de l'affection pour la personne. Baiser c'est juste l'acte sexuel, la fameuse partie de jambe en l'air sans ambiguïté et dans le respect de l'autre.

(I'm sorry, but I fucked him/her is not diminishing. Because there is a real difference in the sexual act between fucking and making love. You can't make love with a one-night stand you picked up in a club. Making love is something strong, with feelings and affection for the person. Fucking is just the sexual act, itself, the famous "roll in the hay" with no ambiguity and with total respect for the other person)

“ ...También el normalizar y sentirnos cómodos diciendo "quiero coger", en vez de cambiarlo por otras palabras que lo insinúan sólo porque nos incomoda. (Also normalising and feeling comfortable saying "I want to fuck", instead of changing that for other words insinuating this only because it's uncomfortable to us.)

MAKE LOVE

The expression 'make love' (Faire l'amour, hacer el amor) divided opinion depending on how it was used

“ Que se vaya el "hacer el amor" de parte de tipos que quieren sexo y no saben decir: oye qué rico sería tener sexo, tú quieres?... amigo no necesito que quieras endulzar las cosas, quiero que seas claro (Let's reject "make love" from guys who want sex and don't know how to say: hey how nice would it be to have sex, would you like that?... My friend, I don't need you to say things nicely, I want you to be clear)

“ J'aimerais trouver des mots sans le mot amour. C'est vrai on peut aimer le sexe sans amour aussi. Je n'aime pas du tout ça ne vas pas avec ce que je ressens dans l'acte sexuel) mais j'aime encore moins dire faire l'amour (C'est trop large et trop intime trop engageant!) (I would like to find words without the word love. It's true that you can like sex without love too. I don't like saying like to fuck at all (it's vulgar or in any case doesn't go with what I feel during sex) but I like saying make love even less (it's too broad and too intimate, too much commitment!)

“ Making love— there are levels to sex in my opinion! Having sex, F'cking, and making love (to me) are different situations and making love with different feelings/moods

VIOLENT LANGUAGE

Some language was felt to have a time and a place: in kink, it goes, but if both parties aren't enjoying it, it's not the right place

“ I hate the word fuck, harder, blunt, smash, bang, shag, slut, bitch, pussy, cunt, slut, orgy, BDSM. Basically any word that is violent or undermines women. Sex and the words around it should be about emotion and love not violence and assaults.

“ I don't think there needs to be a new sex slang. Some girls (myself included) like hearing some of these things depending on their kinks and partner. It goes down to consent. If your partner and both parties involved like and consent to hearing these things then go for it. Consent and communication are key. If one of the parties doesn't like something then obviously don't say it.

“ Rapeplay”: Consensual, non-consensual roleplay is in fact a popular sexual kink but I hate the term "rapeplay" used alternatively for it. Rapeplay implies something negative and creates poor self-image for people who might be into this kink but find it hard to normalise what it constitutes by calling it something else. It's as okay as any other form of sexual roleplay and in no way defines a person outside the sexual realm

HATE

The slang entrants hated

While people did not want their self-expression to be limited when it came to sex, slang that was violent, misogynistic, shaming, or reductive was felt not to be right for the dictionary of today

WORDS THAT DENOTE VIOLENCE TOWARDS WOMEN

Sex can be active; sex can be rough, but time and time again, entrants shared words and phrases that were felt to be too violent to be used in consensual sex*

To 'destroy' (in English, Spanish), to 'bang', 'smash', 'nail'

To 'split someone open' / 'tear someone up'

Referring to the number of sexual partners you have had a 'body count'

WORDS THAT DON'T SOUND QUITE RIGHT

A number of words and phrases were shared that didn't quite express the sexual terms they were meant to

'Dry humping' - Why is it so dry?
'Clunge' (a UK term for vagina) - Why does it sound so horrible??

'Mamar' - (Spanish, to 'suck') - Why is the same word used for breastfeeding, as for oral sex?

'Horny', 'Boning' - Why so hard??

WORDS THAT MAKE SEX SOUND SHAMEFUL

In many languages, even in less conservative societies, entrants shared that regularly used words sexual words still carry connotations of shame

In Arabic, 'masturbation' المغادة الجنسية ('Aadah Al Sirriyah) is literally defined as 'secret habit'

In Dutch, the labia literally translates as 'shame lips' (shamlippen)

A word for the pelvic region regularly used in English, 'pudendum', literally means 'shame'

The terms 'natural' or 'unnatural sex' made perfectly healthy kinks feel shameful

WORDS THAT ARE ROOTED IN PATRIARCHY

Many regularly used words relating to sex carry the weight of misogynistic social constructs that continue to perpetuate these ideas through their usage

'Virginity' as a term was felt to be a sexual construct rather than a scientific or biological concept, that ignores sexual experiences other than penetrative sex, and the phrase 'to lose one's virginity' suggests that one becomes 'lesser' after it has taken place.

'Vagina' comes from the Latin literally meaning 'a sheath' for a 'sword', suggesting vaginas are only meant for one purpose...

Women shared that all over the world terms denoting women who like sex are used as insults, such as one example from Trinidad & Tobago: Jamette - A derogatory term used to insult a woman with multiple sexual partners.

“ Trouver un mot pour dire qu'une femme aime le sexe sans l'insulter c'est compliqué parce que la société elle-même fait qu'une femme ne doit pas aimer le sexe ou surtout ne pas le dire et quel que soit le mot choisi, il sera dégradant dans l'esprit collectif (Finding a word to say that a woman likes sex without insulting her is complicated because society itself says that a woman should not like sex or should not say she does and whatever word is chosen will be degrading in the collective mind)

6

PRINCIPLES

What we learned about new sex slang, from submissions from all over the world:

Each to their own
Couples all around the world had their own terms for sex: for positions, positions and acts. We saw sex slang that was full of individuality!

Sex can be playful
Around the world, we saw plenty of shortened words and invented terms. Sex can be playful.

Sex can be graphic
Sex can be messy, and active. And for many people we saw words that reflected and embraced this.

Privacy without shame
Many entrants felt too many words were loaded with shame - whether from a patriarchal past or the hidden nature of the act. New Sex Slang loved privacy but hated shame.

Time and a place
The same word might have very different connotations when used in different sexual contexts. All sex slang must be contextualised in its time and place!