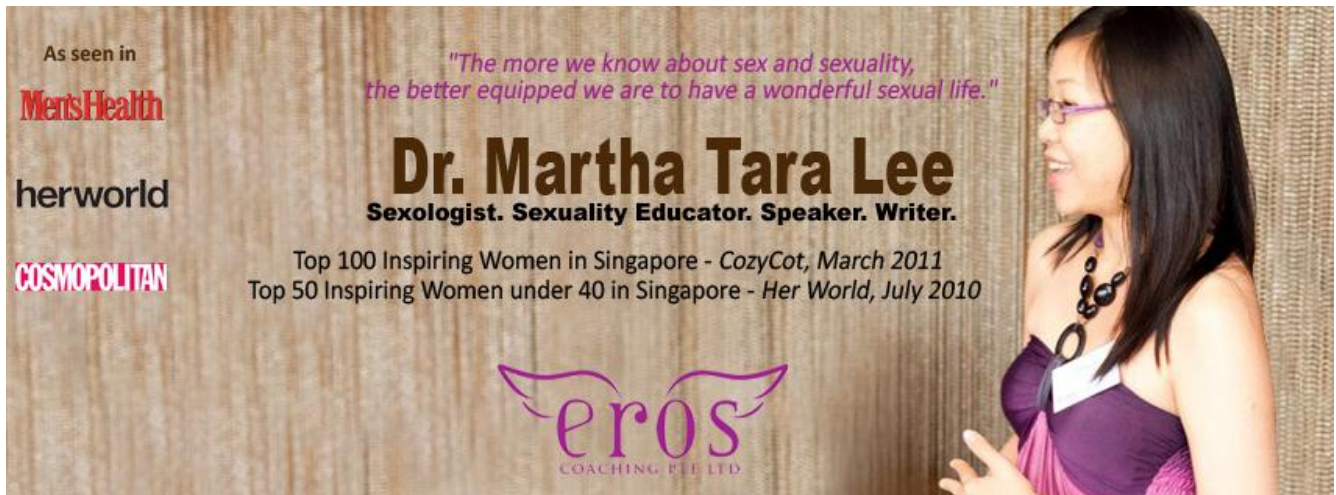


# MEDIA KIT



Dr. Martha Tara Lee, D.H.S.  
Clinical Sexologist

for

Eros Coaching  
[www.eroscoaching.com](http://www.eroscoaching.com)

*"... sexual right is human right. We are all sexual beings and the expression of our sexuality is our right. There is nothing dirty, disgusting or shameful about our sexual thoughts, desires, or expression. We are free to be – or also to not be. However it is our fundamental choice – to choose."*

- Dr Martha Tara Lee

**20 November 2012**

## On Being the First Sexologist in Singapore

*"I was tired of the lack of any real and meaningful conversations about sex and sexuality. If sex was this wonderful, beautiful and intimate act between two people in love, why is it always talked about so negatively?"*

**Dr. Martha Tara Lee, Clinical Sexologist (D.H.S.)**



### Who is Dr Martha Tara Lee?

Dr Martha Tara Lee is a Clinical Sexologist, and the founder of Eros Coaching Pte. Ltd, a sexuality and intimacy coaching consultancy. Dr Lee earned her Doctorate in Human Sexuality from the Institute for Advanced Study of Human Sexuality in San Francisco. She also holds a Certificate in Sex Therapy from the Florida Sex Therapy Institute, a Certificate in Practical Counselling from the Academy of Human Development, Singapore, and a Certificate in Life Coaching from the Life Coach Academy of Australia, Australia. Dr Lee is a certified sexologist with American College of Sexologists as well as a certified sexuality educator with AASECT (American Association of Sexuality Educators, Counselors and Therapists).

Dr Lee was recognised as one of the Top 50 Inspiring Women under 40 in the July 2010 issue of Her World Singapore, and one of the Top 100 Inspiring Women in Singapore by CozyCot Singapore in March 2011. She is the appointed sex expert for Men's Health Singapore, Men's Health Malaysia, and the Durex Singapore Facebook Fan Page. She has a column with [PublicHouse.sg](http://PublicHouse.sg) and blogs for [Good Vibrations Magazine](http://GoodVibrationsMagazine.com).

Prior to founding Eros Coaching, Dr Lee served as the executive director of Youth Employment (Singapore), where she recruited and directed a team of 70 volunteers. She has three years' experience as a volunteer telephone counsellor to women in need, and has also worked in various communications positions, including media relations and events. She holds a Masters degree in Public Policy and Management from York University as well as a Bachelor of Arts degree in Communications from Monash University.

### What is Dr Martha Tara Lee about?

Dr Martha Tara Lee is someone who enables you to make Eros a healthy part of your life. She is about finding desire and strengthening sexual love. At the core of Eros Coaching is her central ethic: that everyone already holds the innate tools towards enjoying a fulfilling, healthy, and pleasurable sex life. She sees her role as a guide to unlock and help her clients to utilize those untapped tools.

As a Clinical Sexologist, Dr Lee helps people with sexual concerns using a caring, non-judgmental approach. She sees clients as desiring to grow in their own inherent sexuality, or solve a sexual concern, rather than as dysfunctional or broken. Her clients are both individuals and couples. She also conducts sexual education talks and workshops on a broad range of sexuality-related topics addressed to groups or organizations.

Dr Lee is an effective and credible resource person for topics about, but not limited to: female sexuality, sexuality education, LGBTQQ (Lesbian, Gay, Bisexual, Transgender, Queer, and Questioning) advocacy, disabled and elderly sex. She is an advocate for greater awareness, understanding, knowledge, and in some cases, tolerance in all aspects and kinds of sexuality.

## Presentations

- *Sexuality After Cancer* for Cancer Survivor Day 2012, KKH Women's Support Group, Singapore (3 Nov 2012)
- *Crazy about Condoms, 25th Anniversary of Medical Latex*, Johor Bahru, Malaysia (1 Nov 2012)
- *Sexuality Coaching – Teaching Faculty, Certificate of Andrology*, Society of Men's Health, Singapore (22 July 2012)
- *Intimacy and Sexuality following Gynaecological Surgery*, 21st Annual Obstetrics & Gynaecology Nurses' Seminar, Singapore (23 Oct 2011)
- *Sexuality Education* for 80 pharmacists from Watsons, Singapore (18 Oct 2011)
- Three topics: *Sexuality Coaching; Treatment of Vaginismus; Sexual Enhancement – Teaching Faculty, Certificate of Andrology*, Society of Men's Health, Singapore (16 and 17 July 2011)
- *Erectile Difficulties: When it is Psychological – Singapore Urological Association Educational Night*, Singapore (29 June 2011)
- *The Doctor-Friend for the Aging Male - 3rd Urology Expert Meeting*, Kuala Lumpur, Malaysia (29 April 2011)
- *Sexual Healing After Cancer - National University Hospital*, Singapore (12 February 2010)
- *Erectile Dysfunction and the Caring Doctor – A Non-Pharmacological Approach - 6th Primary Care Symposium*, Kuala Lumpur, Malaysia (17 October 2010)
- *Sexual Healing After Breast Cancer - Breast Cancer Foundation*, Singapore (25 June 2010)



## Workshops Conducted

**Sexual Technique Workshops** – Conducted with the help of sexual aids and instructional videos, they are clothes-on, hands-off workshops.

- *Sizzling Strokes – Tips and techniques for giving guys a happy ending with your hands.* Taught using online videos and sex toy. Have ran this 78 times as of Nov 2012.

- Funtastic Fellatio – Techniques, positions and physiology for intensified orgasms while performing oral sex. Taught using online videos and carrots. Yes, carrots. Have ran this 49 times as of Nov 2012.
- Petals Power – Techniques, physiology, toys and positions that will keep her positively delighted. Taught using online videos and sex toy.
- All About Anal - A workshop that teaches participants about the art of safe and pleasurable anal play. Taught using online videos and sex toy.

**Basic Sex Exercises Workshop** – A workshop on basic sex exercises. The learning objective is to help women get in touch with their bodies for sexual health. This includes: kegels, pelvic lift, and hip rolls.

**Sexual Self-Discovery Workshop** – A workshop designed to get participants more comfortable with their bodies through the visual expression of drawings. The program covers: Full Body Portrait, Body Part I Like, Genital Drawing, and Ideal Sexual Self.

**Eros-Mania Workshop** – A fun workshop for friends to come together to understand more about sexual aids. It demonstrates: how to put on a condom; the different types of lubricants and condoms on the market; sex toys and what to consider when getting one.

**His Love, Her Love Workshop** – A two-day couples workshop designed to provide them with tools to improve their relationship through better communication and greater understanding of sex, sexuality, and intimacy. The workshop guidebook provides a lot of sexual exercises and positions that will help them get in touch with their bodies, increase their comfort with intimacy, and, in turn, express their sexuality. The program ends with a commitment ceremony, which includes them reading their vows, which they discussed and wrote over the two days.

**Vaginismus Support Group** – A personalised workshop for ladies with this sexual concern. This is an eight-week program.

**Workshops Conducted for the Health Promotion Board (HPB), Singapore** – The objective was to communicate safer sex messages to ladies. These workshops ran from Oct., 2010 to March, 2011.

- Diva in Me – This two-hour workshop defines self-esteem, draws out the importance of self-esteem and its role in a relationship, before covering safer sex practices (i.e. use of condom, introduction to dental dam).
- Sex Smart Me – This two-hour workshop covers the types of STIs, its symptoms and treatment in more detail, before going on to introduce sexual enhancement aids like sex toys.
- With a Bang - With two sessions at year-end, and another two at the start of the year, the sessions guide participants in reflecting on 2010 and their goals for 2011, including sexual ones. It ends with a brief introduction of self-care tips specifically on safe sex practices.

- Lady in Red – In conjunction with Valentine’s Day, this workshop is geared at preparing women to be more sexually prepared – mentally, physically and emotionally. Besides sexual exercises like Kegels, the workshop also covers safer sex practices.
- Being Real – This workshop introduces the types of sexual problems women can face, gets participants to brainstorm about ways to tackle each problem, before ending with some sexual knowledge, specifically safer sex practices, in line with the mandates of HPB.

**Ask Away** – An avenue to encourage people who have sex or sexuality questions, but are normally too afraid to come forward to ask those questions. Alternatively, it is a great learning opportunity for those who want to learn and do not know what to ask or have no pressing questions.

**Parent-Child Workshops: Coming of Age** – This is a one-hour workshop for parent(s) or caregiver(s) to come in with the young person in their lives to understand more about sex and sexuality.

**Askable Parent** – This is a four-hour workshop for parents and caregivers keen to learn more about how to communicate about sex and sexuality with the young person in their lives.

**Sexual Attitude Restructuring** – SAR is a process-oriented, structured group experience to promote participants’ awareness of their values, beliefs and attitudes on various issues in sexuality and to assist them in understanding how these attitudes and values affect them professionally and personally.

**Sensuous Woman** – This is intended for women who are sexually inhibited – unable to relax during sex or enjoy sex – and who would like to work in a small group with other women.

**Two Become One** – An interactive session for couples who are just married or planning to get married to receive answers to their questions about sex.

## **Speaking Engagements**

A short list of Dr Martha Tara Lee’s speaking engagements where she was invited to talk about different topics particular to the theme of the assembly or needs of the participants:

- Belly Discovery – 6 March 2010
- BNI (Business Networking International) – 22 October 2009, and 8 April 2010
- Singapore Planned Parenthood Association – 12 August, 26 August, 1 Nov 2009; 4 Feb 2010
- Department of STI Clinic, Singapore – 30 Aug, 28 Oct, 25 Nov 2009
- Asia Health Partners – 13 Mar, 31 July 2010
- Breast Cancer Foundation – 25 June 2010
- National University Hospital – 12 Feb, 23 Oct 2011
- Society of Men’s Health – 16 – 17 July 2011, 22 July 2012
- KKH Women’s Support Group – 3 Nov 2012

## About Eros Coaching Pte Ltd.

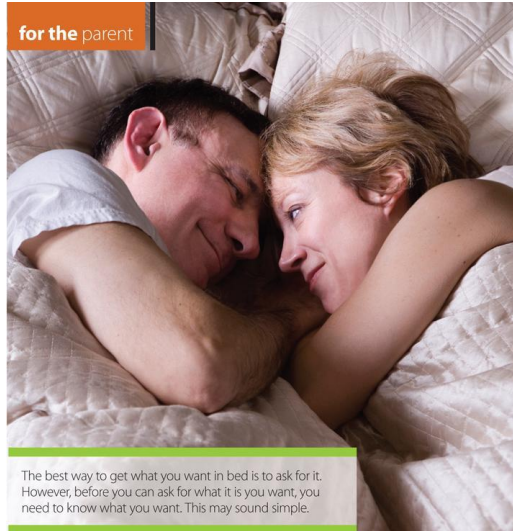
Founded in 2009 by Dr Martha Tara Lee, Eros Coaching (<http://www.eroscoaching.com>) is a sexuality and intimacy coaching company which aims to reach out and empower as many people as possible about owning their sexuality and leading powerful lives pleurably. Services include: Sexuality Coaching and Counselling, Life Coaching, Sexual Education Workshops, Sexuality Coaching/ Counselling via Telephone Access and/ or Email, and Sex Shop Shopping Assistance (because some people are too intimidated to even enter one).

### Dr Martha Tara Lee's Media Coverage

#### Men's Health Singapore

Dr Martha Tara Lee was appointed the official sex expert for the magazine since January 2010, where she answers one sex question per issue. She is also asked to provide quotes towards feature articles periodically. These consequently appear on Men's Health Singapore Website (<http://www.menshealth.com.sg>). Dr Lee was appointed the sex expert for their Malaysian counterpart in June 2011.

**The New Age Parents** (previously Today's Motherhood) – one of the leading online parenting portals in Singapore. Dr Lee has been a contributor on their e-magazine (<http://thenewageparents.com/>) since late 2009. The monthly magazine switched to being a bi-monthly in 2010.



for the parent

The best way to get what you want in bed is to ask for it. However, before you can ask for what it is you want, you need to know what you want. This may sound simple.

▶ MARTHA LEE  
▶ WWW.EROSCOACHING.COM

#### Sexual Communication

## ASKING FOR WHAT YOU WANT IN BED

And yet, because we grew up with little or no sex education, and live in a society where sex is not talked about openly, the conversation about sex and sexuality is a difficult one to raise for most people—even between married couples.

Learn what to ask, how to ask it, and improve your love life!

#### Reality Check

More than ever, we are exposed to sexual images in the media. This might create the expectation that a great sex life is easy to attain.

The first step to starting to have good sexual communication is acknowledging that it is one of the most difficult things to achieve in a relationship because of the desire not to hurt, impose upon, or (gasp!) inconvenience your partner.

Without honesty, patience, and the ability to be vulnerable, it is not possible to let your loved one know what you like in bed. Also, because your desires and preferences may change over time, sexual communication must be an ever-evolving process.

#### Examine your Sexual Pattern

We are all unique in the way we like to be touched. What one person feels is going to be quite different from the next – from the type of touch, frequency of touch, to intensity and stimulation.

The next step is not to presume what your partner likes, and that just because something feels good one day does not mean it will be the same during every sexual experience. Examine your current sexual pattern. In other



words, what is usually happening during love making? How about mixing up the order? Or possibly trying one new thing each time you have sex – varying the location, position, or attire? Just one!

#### Ask the Right Questions

It can be a turn-off and annoying to answer questions every time one has sex. So experiment with when and how you ask those questions and what works best. Explain why you are asking those questions – because you care and want to better please your partner. When you make the effort, your partner is likely to reciprocate by paying more attention to your desires.

Begin by touching your partner gently and, while you're doing so, asking what feels good: "Do you enjoy having your nipples squeezed?" "Do you like your neck nibbled upon?" "Is this enough pressure?"

#### Be Open minded and Non-judgmental

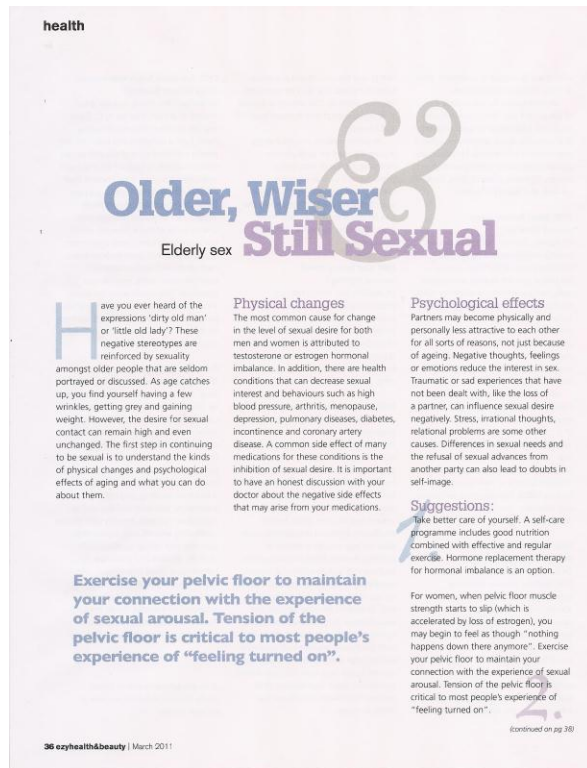
We want to feel that our desires are normal and acceptable. Since your partner loves you, your opinion of their sexual desires play a bigger role than you might realize. You can also help by touching your partner in a way that feels good to them. While you shouldn't do anything that makes you feel uncomfortable, remember that you shouldn't make a loved one feel odd or unclear for enjoying those forms of arousal.

Once again, remember that sexual communication is an ongoing process. Improving how one can speak about love-making will increase the closeness of the relationship and make it a happier one!

*Dr. Martha Lee is Founder and Clinical Sexologist of Eros Coaching in Singapore. She provides sex and life coaching, runs sex educational workshops and gives public talks. For more, visit [www.eroscoaching.com](http://www.eroscoaching.com).*

**Ezyhealth Singapore** – Ezyhealth & Beauty is Singapore’s premier and longest running health and beauty magazine, read by about 300,000 monthly. Here’s a list of Dr Lee’s articles:

- Letting a Stranger into your Bedroom (how a sexologist can help) (Oct 2010)
- Six Myths about the Magic Wang (penis myths debunked) (Nov 2010)
- Setting ‘Sex Goals’ for 2011 (on setting sex goals) (Jan 2011)
- Older, Wiser and Still Sexual (on elderly sex) (March 2011)
- Slow Down, Cowboy (on simple exercises for early ejaculation) (April 2011)
- Sizzlers for the Bedroom (on sex toys) (May 2011)
- Sex on the Go (on Quickie Sex) (June 2011)



- The Full Body Workout in the Bedroom (Get fitter having sex) (July 2011)

**Good Vibrations** – Dr Lee started contributing blog articles with Good Vibrations magazine in October, 2010. Being the only blogger with Good Vibrations magazine in Asia, she decided to consolidate all news and articles relating to sex and sexuality in Asia and post them on a weekly basis. You can find all her entries with Good Vibrations here:

<http://magazine.goodvibes.com/author/martha-lee/>

Dr Martha Tara Lee has been quoted as a resource person in many of the publications in Singapore:

- Female magazines: *Her World, Simply Her, Singapore Women’s Weekly, Cleo, Nuyou.*
- Health: *Shape Singapore, Mind Your Body*
- Lifestyle: *I-S Magazine, i-Weekly, Millionaire Asia Singapore.*
- Newspapers: *The Straits Times, New Paper, Shin Min, Lianhe Zaobao, Lianhe Wanbao.*

- International: *The Star (Malaysia)*

## Media Interviews

- **Print** – Dr Martha Tara Lee has been featured in Lianhe Wanbao, The New Paper and The Finder.
- **Radio** – Dr Lee was interviewed live on radio station 938Live, on 25 Sept, 2009 explaining what exactly a sexologist is (and isn't). The hosts were Pamela Ho and Eugene Loh.

She was also on a programme with Anita Kapoor entitled FACEOFF on 13 May, 2011. Each week, Anita Kapoor introduce listeners to topics through personalities that she particularly felt are doing audacious things, with spirit and integrity, and who have alternative perspectives and fresh ideas. In on 3 Feb 2012, Dr Lee was interviewed by Janice Teo on *Need To Know*, 938Live.

- **TV** – Dr Lee was interviewed on a program titled 'Love, Sex and Marriage' produced by Ochre Pictures for Channel Newsasia in Dec. 2009. It aired in early 2010.
- **Online** – The Online Citizen interviewed Dr Lee and published this YouTube Video. It has been up since April 2010 and garnered close to 9,995 views (as of 20 Nov 2012). Watch the interview here: <http://www.youtube.com/watch?v=ZcLFS6c1H0Y>

## Recognitions

Dr Martha Tara Lee was recognized as one of '**Top 50 Inspiring Women under 40**' by **Her World** in July 2010.

Dr Lee was also recognized as one of '**Top 100 Inspiring Women**' by **CozyCot** in March of 2011.

**To contact Dr Martha Tara Lee,**  
please  
email [drmarthalee@eroscoaching.com](mailto:drmarthalee@eroscoaching.com)  
or  
visit [www.eroscoaching.com](http://www.eroscoaching.com)

Tel: (65) 6100-0851  
Fax: (65) 6234-0851

No. 5 Purvis Street, #02-05, Talib Court,  
Singapore 188584

