

Abstract

Sex flushes are color changes that have not yet been investigated by experimental research. These changes are very similar to blushing, but the continuity of these two phenomena has not yet been the subject of research. In our study we measured the temperature and color reactions occurring in face and upper chest during different situations that cause blushing (embarrassment, pride and seduction or attractiveness) or sexual arousal. We also tested whether temperature and color changes are related. The reaction was examined in six selected regions (ROIs) in the face and décolleté - forehead, eyes, nose, cheeks, mouth and upper chest. These changes were analyzed from thermocamera (temperature response) and classic photos (color reactions) on a sample of 21 female participant. Our results show that all the situations investigated triggered temperature changes in the ROIs under review. The most striking temperature changes was measured in the forehead area in an embarrassing situation, in the area of nose and eyes in sexual fantasy focused on physical experience, cheeks in seductive situation or attractiveness and mouth during pride. All experimental situations cause increase in redness in cheeks and all these changes should be visible by human visual system. Changes also occurred in the values of the yellow part of the Lab spectrum. These changes have not been described in previous studies. These changes were below the limits of human eye resolution. The sexual response differs from other situations that evoke blushing in the intensity and distribution of temperature and color changes.