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Hormones behind pheromones - How to maintain sexual attraction in the aging couple

Alessandra Graziottin, M.D.
Director, Center of Gynecology and Medical Sexology
H. San Raffaele Resnati, Milano, Italy
www.alessandragraziottin.it

The skin is our "**multisensory identity card**", not only for the unique design of the digital print. The skin-dress maintains life-long the written and **visible** memory of our life: its characteristics and texture reveal our age, our life-styles – particularly related to sun-exposure and skin care, but also quality of nutrients and stress levels – the quality of our health, the presence or absence of sexual hormones.

The secretion of sebaceous and sweat glands is modulated by sexual hormones: its complex composition further contributes to the uniqueness of the olfactory map of each individual, specifically enhanced by the type of pheromones it contains. Pheromones are secreted with a different pattern during the menstrual cycle and contribute to the "scent of a woman" typical of the fertile age. Their content gradually decreases after the menopause, unless a well tailored hormone replacement therapy (HRT) is initiated. Receptor of pheromones are as well modulated by sexual hormones and their concentration in the nasal and oral mucosa decreases with age, with a specific loss during and after the menopause.

Skin aging is perceived as a critical impairing factor for women's sexuality and sensuality: hormone loss, sun-aging and genetic factors all concur to the increase of wrinkles and loss of all skin and mucosal components: collagen, elastin, subcutaneous trophism, mucopolisaccarides, sebaceous secretion, including pheromones. Skin aging and pheromones loss may dramatically impact on subliminal sexual attractiveness.

The presentation will discuss the role of appropriate HRT in reducing this negative effect and help women and couple to maintain a stronger physical attraction, mediated also by pheromones, which further enhance affective dynamics, neurobiologically linked to the reward system and pair bonding.