

## BED SHEET MESSAGE

Everyone has questions about sex.  
Truly everyone, especially young people.

So let's talk about sex.

### IDEA

The answers are closer than you can imagine.

The answers are in your bed,  
"where the magic happens".

So! We use your bed sheet to communicate  
with you.

### HOW?

Which is the best place  
to find your perfect bed sheet?

Its IKEA.

We cooperate with IKEA and put a message  
inside every bed sheets which are made for  
teens. You can only find the message at home  
when turn your sheets inside out.

The message from your bedmate, your sheet:

Share me with your partner perfectly!  
I am part of your sexual life too.  
[www.sexetc.org](http://www.sexetc.org)



Furthermore, we hide a QR code, which takes  
you to [www.sexetc.org](http://www.sexetc.org) directly.

Sex, Etc. is on a mission to improve teen sexual  
health! It helps teens with answers to their  
questions about sex and relationships,  
pregnancy, STDs, birth control, sexual  
orientation and more! The best online source  
for honest and accurate sex education for  
young people. By teens for teens.

Share me with your partner perfectly!  
I am part of your sexual life too.

