REWIRE YOUR DESIRE

8-MINUTE INTERVENTIONS REDUCE UNWANTED SEXUAL AROUSAL OF MEMORIES BY 50%

STUDY OVERVIEW

Randomized, placebo-controlled trial

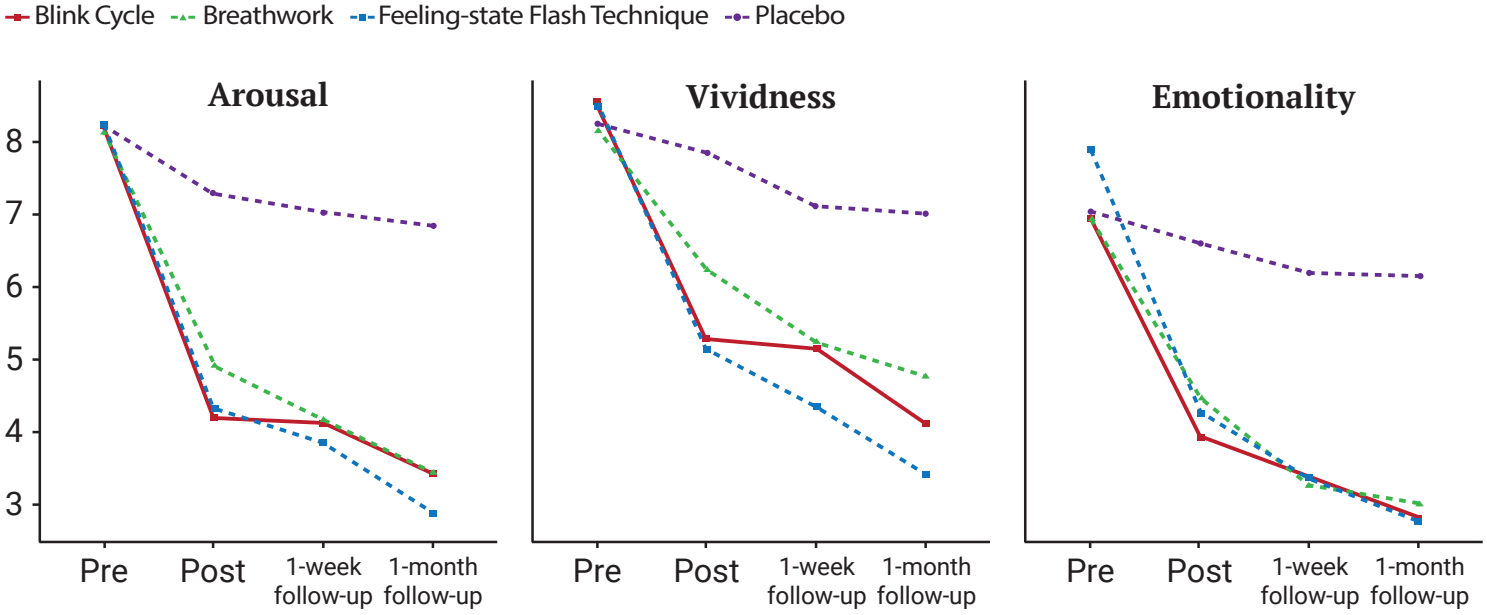
144 participants

Males and females with two unwanted memories: heterosexual, bisexual or homosexual

Results maintained at follow-up assessments

Rapid and lasting changes were a by-product of memory reconsolidation

MEAN SCORES



STUDY DESIGN

Participants were randomly assigned to one of three 8-minute interventions or a placebo.

RESULTS

Participants in the intervention groups reported a lasting **50% decrease** in unwanted sexual arousal.

REFERENCE

Nicolosi, J.J., Jr. & Szanduła, J. (2024). Memory reconsolidation for unwanted sexually arousing memories: A randomized, placebo-controlled study. *Integratus, 2*(4), 287-305 https://doi.org/10.1521/intg.2024.2.4.287

Possible applications:

- Compulsive pornography use
- Sexual abuse victims
- Potential sexual abusers

REINTEGRATIVE THERAPY ASSOCIATION

Study procedures approved by the Biomedical Research Alliance of New York (22-202-1379). Special thanks to the UCLA Office of Human Research Protection Program.

For more information visit **www.reintegrativetherapy.com**

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