AVAIYA UNIVERSITY

Here is the transcript for:

Reclaiming your pleasure and enhancing your overall well-being
with AVAIYA Teacher Dr. Jordin Wiggins



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Ande Anderson [00:00:00]:

Hello, Avaiya family. I'm Ande Anderson, and this is my cohost, Brielle Starr. My partner, Ike Allen and I are teachers, mentors, and the co owners of Avaiya University. Avaiya is the creator of over a 1000 books, films, courses, teachings, and other supportive resources. Thank you so much for joining us today. Our fellow teacher, doctor Jordan Wiggins, is with us today to talk about the pleasure principle. Welcome to Avaiya, doctor Jordan.

Jordan Wiggins [00:00:25]:

Thank you so much for having me. And I I wanted to, like, interrupt the intro and just say, can we stop for a second and talk about 1 in 2 women suffers from sexual dysfunction in their lifetime?

Ande Anderson [00:00:38]:

A 100%

Jordan Wiggins [00:00:38]:

conceptually concept globally. Like this is global, right? This isn't like, oh, just in North America. So, yeah. Just jump in and take over, but that is massive. What other health concern affects that many people statistically? And I find that this is a because it's a ripple effect. Right? So we have, and I'll just define sexual dysfunction. So that's pain with sex, difficulty orgasming, or not being able to orgasm. Do issues with desire.

Jordan Wiggins [00:01:23]:

So like not wanting to be intimate or have sex and issues with arousal. So those that are like thinking about the emails that they need to send or looking at the clock while they're being intimate. And so sexual dysfunction doesn't only affect our health personally, but I also find that it affects the health of our relationships and how we show up in our day to day at work. So to me that this is just, like, massive, and I don't know why more people aren't talking about it. So let's do it.

Ande Anderson [00:02:03]:

You're so right. It's not like, 1 in 2 women suffers from I don't honestly know. You would know more than than us being a doctor. Right? Cancer, heart disease, what have you, like, all these things.

Jordan Wiggins [00:02:15]:

Even those, like, even the biggies, it's not that many people.

Ande Anderson [00:02:20]:

Yeah.

Jordan Wiggins [00:02:20]:

Like, this is 1,000,000,000 of women.

Ande Anderson [00:02:23]:

And why is why is that?

Jordan Wiggins [00:02:26]:

I think it's because of the pleasure problem. So the way well and this is a web, so we could talk for forever, but I will summarize for the point of today. We live and operate in a society in the culture, religious frameworks where we think pleasure is bad, where we are prioritizing other things with this work hard, play hard mentality. So I'm gonna do all do everything, check everything off my to do list. And then maybe if I have time and energy and things left over, then I get to feel good or prioritize feeling good. So it's like this flip. I think we, we need to flip it and we need to put pleasure first, but it seems wrong. Sometimes people even listening will have a visceral response to the word pleasure.

Jordan Wiggins [00:03:27]:

Like it's bad or, but we will prioritize overachieving, overworking, over scheduling where we're just busy, busy, busy, and what that does to our nervous systems and our physiology, our neurochemistry is it turns off the pleasure centers in our brain. So living that way, living with our nervous system, dysregulation with cortisol dysregulation, that actually turns off the pleasure center. So we like touch doesn't feel as good. Kissing doesn't feel as good. Sex doesn't feel as good. And that like, I talked about sexual dysfunction, like arousal and desire issues or pain with sex. Because if we're not getting aroused and

maybe we're not getting as lubricated or turned on, how can we expect to when we live our lives in a state where the pleasure centers in our brain are turned off? Yeah.

Ande Anderson [00:04:33]:

Yeah. There's just, like, of course, stress is this huge, huge, huge thing that so many people are becoming much, much more aware of of just how damaging it is. And, yeah, here's just another side effect. We talked about cancer and heart disease, which, of course, all links to all sorts of, stress related things as well. And, yeah, it's amazing just to see how much it infiltrates all these parts of our lives. Can you share a little bit about your story and how how did you get into what you do today?

Jordan Wiggins [00:05:03]:

Yep. So again, we'll give you the summary version of that. So I suffered with sexual dysfunction personally. So I was going through school. I was doing a pre med degree and was on birth control and really struggling with depression. And I ended up having a cyst that these are actually quite common as well, but assist in my vagina that needed to be operated on. And I had pelvic pain after that. So I was having desire issues and pain with sex and I was like 23.

Jordan Wiggins [00:05:43]:

So my friends are talking about these great sexual encounters that they are having. And that was just not the case for me. Sex was painful. And I had just with mental health issues, really lacking desire

and arousal. So quietly, because it felt shameful, I started researching and I was learning nothing in my pre med degree. And even when I did my naturopathic medical degree, also learned very, very little. I learned what a pelvic floor physiotherapist was. So if you have any pain with sex, I highly, highly, highly recommend seeing a pelvic floor physio.

Jordan Wiggins [00:06:31]:

And again, it just like the myths and misconceptions, because we talk about, women being like too loose. It just like makes it cringey. Cause I had pelvic floor dysfunction from being too tight from over training, working out too much. And then I found out from going through pelvic floor physio that, I mean, not only the scar tissue from my surgery, my operation, but the training, like my pelvic floor was like locked and to have really, really great sex. We need to be able to like open, relax, receive. So, that was a massive learning for me, but side note back to my story. So, I had this, this personal struggle, which for 4 years, I was reading research articles, reading books, like just kind of quietly trying to fix my problem. I was like, something's wrong with me.

Jordan Wiggins [00:07:38]:

I don't know. I'm I'm 23. This should not be like this. So then I graduated and I opened a women's health clinic and I got, on my intake form, which I got from one of my clinical supervisors, there was a question on there and it said, it was rating scales. And one was how satisfied are you with your sex life? And I was gonna take it off, but I left it on because I had had this problem myself. So I thought, you know, maybe some people will also have this problem. I could not believe it was patient after patient after patient that was like 0 or like 1,

like very, very little satisfaction. And then the door to my office would close and out would come this story of sexual dysfunction.

Jordan Wiggins [00:08:46]:

And they would say, I've talked to my doctor. I've talked to my gynecologist. Like I've tried the things and nothing works. They were offered an antidepressant prescription or, like hormonal birth control, even in their forties. So whatever treatments were being offered wasn't working. And that was when and all the tools that I learned as a naturopathic doctor also weren't working to help fix the problem. So I was running detailed blood work. We were prescribing hormones, balancing hormones, like working on the stress response and then all like other things were improving.

Jordan Wiggins [00:09:35]:

Their sleep was improving. Their brain fog was improving. They were losing weight and they would come back and they'd be like, my libido, my sex life, it's like 20% better or 30% better, but something was still missing. So that's when I really started on this journey specifically about sexual dysfunction.

Ande Anderson [00:10:00]:

Yeah. Fascinating. And I so appreciate you mentioning that you didn't get right. You didn't learn about certain things in your premed naturopathic school. And, yeah, you would think you would have learned about it more naturopathic school.

Jordan Wiggins [00:10:14]:

We're talking about 9 years of post secondary education and, like, constant continuing education after that. Like, my accountant is always like, are you sure you spent that much in CE credits? And I'm like, no. Like I seriously did. Because I like I'm, you know, wanna learn. And no. And it was me kind of oops. Me piecing things together for my self and then for my patients. And it was like 2,000 women in my my practice.

Jordan Wiggins [00:10:53]:

Right? So then I started thinking like, this is not only is this a problem for me, it's a problem for my clients, like locally, but this has to be a massive issue. So then once I started looking into it, again, 50% of women globally. So and with a lot of them really don't know where to turn or what they're trying to do isn't fixing the problem.

Ande Anderson [00:11:24]:

Yeah. And so I'm so intrigued to to dive deeper into what what you discovered, but first, Brielle, you wanna take the next question?

Brielle Starr [00:11:31]:

Yeah. What role do hormones play in low libido?

Jordan Wiggins [00:11:37]:

This is a great question because this is also why those 2,000 women came to me. They were like, something's gotta be wrong with my hormones. Like, we always wanna blame that. And for about 10% of the women that I would treat, that was the reason. Like they're truthfully had, their estrogen was so low, it was causing vaginal dryness. And then when we rectified that, that was fine. But we could also tell that they had great libido, no sexual dysfunction issues, hit menopause or perimenopause, had issues. So it was a very clear kind of cause and effect, but for most people, they really like to blame their hormones when it is not that at all.

Jordan Wiggins [00:12:27]:

So I have, my book, the pink canary. There's an entire chapter that explains this in detail, but they've done studies like serum testosterone. So testosterone levels in your blood are not correlated with libido whatsoever. So we think, maybe it's my, maybe I have low testosterone, so I need more of that or low estrogen. And that's what I mean. I was helping women balance those things and it was fixing other health issues that they had, but it wasn't bringing the desire back online, the arousal, like that kind of connection that they were missing in their relationships. That was a different issue altogether. So for a while there, I was sort of stumped.

Jordan Wiggins [00:13:13]:

I'm thinking like, I am doing everything I'm supposed to be doing here. Why isn't this working? But I was looking at the wrong thing.

Ande Anderson [00:13:24]:

Yeah. That's I could see how it would be very easy to just try to blame it on hormones because then you're also like, I can't fix it or, like, it's just like there's nothing I can do about it. That's just how it is. Yeah.

Jordan Wiggins [00:13:35]:

Yes. Totally. It's like, oh, it's this thing out here.

Ande Anderson [00:13:39]:

Yeah. And you're a little it's, like, it's nothing to do with me. It's out of my control.

Jordan Wiggins [00:13:42]:

Not me. Yeah. And wouldn't that be lovely? Yeah. And the best the best is I'd have patients, like, convinced it was their hormones. So we'd run the blood work and get it back. And I'd look at it, and I'd like their hormones were better than mine. So I'd be like, well, it's definitely not your hormones.

Ande Anderson [00:14:03]:

Yeah. I can't use that excuse anymore.

Jordan Wiggins [00:14:05]:

Yeah. And So

Ande Anderson [00:14:07]:

I I was just gonna say it, and it is so common. Like, hormones are, like, one of the first things I think a lot of us, as women think of as it relates to anything, maybe emotional or mental health or parts of our type types or times during the month when we're on our cycle, etcetera, etcetera. And so it would make sense that we would then be like, oh, sure. It must be hormones if I'm having an issue now. So, like, what are some of the top causes that you've found for this low libido, lack of desire, and then difficulty connecting in relationships?

Jordan Wiggins [00:14:41]:

So there's probably 5, but I'm gonna talk about 2 today because they'd be the more actionable. Stress is one of them. So stress cortisol dysfunction is far more linked to libido in my clinical experience. The women that I talked to on Instagram, the people that listened to my podcast. So like that's far more related than like testosterone, estrogen, progesterone. And I'm not saying, I just want to be clear here. We are getting hormones tested. Like we are looking into that, but it is a piece of a multifactorial issue.

Jordan Wiggins [00:15:29]:

And I think that's why my training as a naturopathic doctor to look at things holistically helped me, like, come up with a framework to work

through this because it's not just one thing. So hormones might be a component of it, but it's not this silver bullet that most people are looking for. Like, oh, so if I just, you know, take bio identical hormone replacement therapy, I'm gonna be good. And it's like, not often. Sometimes for some like a small percentage, but not always. So it's one piece of a bigger puzzle. Stress is another fact. So we have hormones.

Jordan Wiggins [00:16:08]:

We have stress. And the reason that's kind of what I mentioned earlier that when we're in that sympathetic overdrive fight or flight, our parasympathetic nervous system is turned off and they actually did studies. They did MRIs of people's brains. And when they are stressed, there's a little to no activity in the pleasure centers of your brain. So most of us are living life in that state. We're constantly having the dopamine hits from our phone. We're on all the time. My high achieving women really struggle to relax.

Jordan Wiggins [00:16:53]:

They can't do nothing. Or they're thinking about, okay, well, I need to send this email and this needs to be done and I need to follow-up with this person on like, they're constantly being on is means the pleasure centers are turned off. So, but that's not, this is like, you know, we can take adaptogens, we can take a week off, which is, it's interesting because a lot of my clients find that they're more stressed after the vacation because they had to plan the whole thing and then manage it. And then when they come back getting things functioning again and catching up from being off, like, they're almost more stressed than if they didn't go by the time they get back, or it takes them, like, 3 or 4

days to relax. And then they're only gone for a week. So that's just all signs that we have cortisol dysfunction and waking in the middle of the night, getting really tired in the afternoon, like needing sugar or caffeine to get you through your day, having that brain fog. So we need to work on that part, but that's lifestyle change. There's big things there, especially if you're high achieving, over functioning, you're a people pleaser, you're giving it your all at work.

Jordan Wiggins [00:18:38]:

You're giving it your all at home. You're giving it your all in your relationship. So like you're the planner, you're the anticipator, this, that whole invisible workload thing. So if you're constantly on your brain's constantly going, you're checking off the items on your to do list all day long, Pleasure centers in your brain are off. Hatch doesn't feel as good. You're just like or you're having sex and you're kind of going through the motion. So I call that checkbox sex where you're just doing it because you know you need to do it. It's just like the other item on your to do list.

Jordan Wiggins [00:19:20]:

You're usually, like, same positions. You're doing it to get it over with or because you know what gets you or your partner off, it's like, okay, so now you can check that and onto the next thing. But it's really not that like deep connected, passionate intimacy that people crave, especially in like long term relationships, something that keeps, a couple like interested and that there are some die like, there's an attractive dynamic to the relationship. It's not just like your teammates or roommates. And I mean, how much time do we have here?

Ande Anderson [00:20:13]:

Why don't why don't you share a little bit since stress is such a big deal, obviously, and so hugely impactful on so many aspects of our life, including sex. What are some of the things we can start doing to obviously decrease stress? And I'm sure so many people hear this all the time, but it's obviously so important. So what are your thoughts?

Jordan Wiggins [00:20:32]:

Yeah. This is huge, and this is, I find, where we really need to do the work to see massive changes in our, like, pleasure, desire, relationships, energy. And it's deeper work. Like these, if these were just like quick tips that you could read online or in an Instagram post, then you would've done it already. It would've been fixed already. So they're gonna sound easy, but actually implementing them are hard. So things that you can start doing today. But again, pleasure is like, it's a pleasure as a practice.

Jordan Wiggins [00:21:11]:

It's like, if we go to the gym once we can't expect to have the body that we want. Right. We need to continue to do these things. So, something that I have my clients do or practice is saying no to something once a day, because usually when we are over givers, over functioners, we're taking on too much. So like just being able to say no, if you've over committed yourself, whatever, which again sounds easy, but a lot of over functioners really struggle with boundaries. So say no to one thing a day, take something off your to do list, which

brings me to tip number 2, which is ask for help. Again, difficult, especially like the women that I work with. I call them super women.

Jordan Wiggins [00:22:09]:

We like to do it all and do it ourselves and make it look easy, but it comes at a price, a price of burnout, a price of the pleasure centers being off in our brain. So like, ask for help with something. Again, sounds very simple, not easy to do in practice. Like you could be in a relationship with somebody for 20 years and asking them to take over the laundry or to make meals 3 nights a week or something like that is hard to do. It's like, oh, I could never ask that. Well, if you wanna heal, like, if we wanna turn the pleasure centers back on in your brain, we need to start taking things off your plate. You need to start asking for more help. Another thing to do is slow down.

Jordan Wiggins [00:23:12]:

And this, we can practice this in little bits. So even taking a shower and enjoying that, like smelling your shampoo, feeling the water on your skin, like slowing down to be present, be present, making your tea throughout your day. So giving our bodies this like recalibration for those pleasure centers to turn back on. Because super women, we just like rip through our day onto the next thing, onto like check off, check off. It's not efficient to like slow down and be mindful. Beast, like have sex slower, kiss slower. It will increase sensation as we get those pleasure centers back online. So things will feel better because a lot of my clients say that it's like, they feel like numb or really like they're not even there even when they're being intimate.

Jordan Wiggins [00:24:21]:

Like, it doesn't feel as good as it used to feel. So slowing down is a big thing that we can do to help. Yeah.

Ande Anderson [00:24:31]:

Yeah. Great suggestions for people. And, again, just points back to how big of a deal stress is and how a 100% we can be so on and myself included, absolutely, like, not turning off our brains in the day or not taking breaks and and throwing our phones off to the side when we do take breaks because it can be so distracting and stimulating in a way that, yes, obviously, is gonna impact our sexuality and all that stuff. Before we start wrapping up, do you wanna ask the last question, Bria?

Ande Anderson [00:25:02]:

Yeah. What is the link between sexual empowerment and physical health?

Jordan Wiggins [00:25:10]:

How much time do we have to split it to? So I find that a woman connected to her sexuality is really unstoppable. She's energetic. She's feels great. Like, so we have hormone balance. We have we're not inflamed. Our cortisol, like, our adrenals are functioning properly. And I always ask people like, think back to a time that you were having really great sex. Like, what did that feel like? How were you sleeping? What was your mood like? How much energy did you have

during the day? And people describe to me as like, yeah, I was like walking on air.

Jordan Wiggins [00:25:59]:

Like we know, like I was unstoppable. I was invincible. So I really link the 2 together, like sexual health and wellness is a massive marker for overall health and wellness. And we can't have, we can't be completely healthy unless we're addressing this, this piece. And it's why I titled my book, the pink Canary, because that's like, it's the Canary in the coal mine. If our libido, if our sexual dysfunction desire arousal is off, then we need to look into it. There's more going on that's affecting our health.

Ande Anderson [00:26:44]:

That's good. You point that out. It's definitely all interconnected, and it's important to, like, have wellness in both areas because it all does connect sexually and just, like, in your everyday life.

Ande Anderson [00:26:55]:

Yeah. I love the unstoppable part. Absolutely. Thinking back to yes times, like, uh-huh. Yeah. Got that. Right? Being super sexually empowered. Yeah.

Jordan Wiggins [00:27:03]:

Yes. And, I mean, to the few listeners that are like, oh, I've never had that, well, send me a DM on Instagram because we need to but most people are like, oh, yeah. She's right.

Ande Anderson [00:27:16]:

Yeah. Yeah. That's it. Yeah. Great. So thank you for casting that vision for people. If they've had that experience and now they're not or maybe they never have and, just getting that it's a possibility for them. Any last insight that you would like to leave us with before we wrap up?

Jordan Wiggins [00:27:31]:

Thank you for hosting this and having these conversations because even, you know, having a safe place or people to listen to these things to know like I'm not alone and they can kind of relax and then start finding a solution is going to be so, so helpful for so many people. So thank you for giving us a place to chat and share and help people with their sexual health.

Ande Anderson [00:28:02]:

Our pleasure. Speaking of pleasure. Thank you so much, doctor Jordan. We so appreciate you, and I also wanna thank the Avaya students watching or listening for showing up for yourself today on your own journey, and we will see you again very soon. Take care.



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