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## **Triggers of sexual arousal in reproductive aged women in Iran: A qualitative study**

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**Background and Aim :** Sexual arousal is a subjective sensation of pleasure that appears through psychological, physiological stimulation or both and is one of the most important factor in female sexual satisfaction. Regarding to the limited qualitative studies in the field of sexual arousal in Iran, the present study was designed and implemented to explain the sexual arousal enhancers in women.

**Methods :** A qualitative study was conducted with a conventional content analysis approach. Data were collected through 17 in-depth individual interviews with women who had sexual arousal disorder. The data were analyzed using content analysis method and the MAXQDA 10 software.

**Results :** Analyzing participants' perspectives revealed two categories and six sub categories. 1- "Sensual stimulations" with subcategories of auditory stimulations, visual stimulations, olfactory stimulations and tactile stimulations. 2- "Subjective stimulations with" sexual fantasy "and" sexual thoughts.

**Conclusion :** Sensual and Subjective stimulations play an important role in female sexual arousal. Sexual counseling and enhancement of couples' sexual awareness about sexual stimulators are essential for the treatment of sexual arousal in women.

**Keywords :** Sexual arousal, Sexual arousal disorder, Enhancers, women