

TINDER COLLABORATES WITH PROMINENT HEALTH AND WELLNESS EXPERTS IN INDIA TO LAUNCH TINDER LOVE AND CARE (TLC), A DATING WELLNESS GUIDE FOR WOMEN

61% of female Tinder users in India choose to date someone for their own happiness and 41% of female Tinder users believe dating can be a great way to boost confidence¹.

India, April 18, 2023: Tinder, the world's most popular app for meeting new people, launches [Tinder Love and Care \(TLC\)](#), a dating wellness guide for women developed in collaboration with [That Sassy Thing](#), a female-founded new age sexual wellness brand. TLC features advice and insights from prominent female experts and queer voices in India, covering a range of topics such as sexual health, intimacy and fostering honest conversations with dates, all while prioritizing self-care.



As they enter their dating journey, the new generation of young adult women daters are also motivated by more personal reasons to make new connections. 61% of female daters choose to date someone for their own happiness and 41% of female daters believe dating can be a great way to boost confidence¹. With TLC, Tinder is addressing this need by providing a resource that seeks to provide the answers women daters need to prioritise themselves in relationships. With 80% of 18 to 25-year-olds admitting that their personal self-care is their top priority when dating, and 79% expecting potential partners to do the same, young daters are placing a growing emphasis on self-love and fulfillment². TLC is a versatile guide that answers questions such as how to have a conversation with a partner about sexual health, how to normalise conversations about consent, how to feel confident in your own skin, how to date if you believe your sexual orientation is more fluid, among many others.

“The Tinder Love and Care online guide empowers daters with guidance from credible experts in India on questions women have along different points of their dating journey.” says Aahana Dhar, Director of Communications India, Tinder. “ Whether it is advice on tough conversations with a partner or tips to feel confident, TLC is designed to help young women thrive in their dating journey without judgment . It’s really important for this new generation of women to be open about what they’re looking for and Tinder makes it easy for them to do this with features like Relationship Goals and Relationship-types, encouraging users to be more explicit and transparent about putting oneself out there for all kinds of possibilities.”

Today’s women daters have changed the state-of-the-date by tossing out timelines and endless self-imposed pressure for commitment-laden labels. Women are leading the situationships trend, empowering themselves by asking for “a casual - yet clearly defined - relationship centered around transparency and freedom.” In 2022, we saw both Gen-Z and millennial women globally mentioning situationships in their tinder bio nearly 4X more than Gen-Z and millennial men³. This guide is being released in India following the newly launched [Relationship Goals](#) and [Relationship-types](#). features in-app which encourage users to be more explicit and transparent about putting oneself out there for all kinds of possibilities.

Sachee Malhotra, Founder, That Sassy Thing says, “Meeting someone new can be one of the most exciting and fulfilling experiences in life, but it's not without its own complexities. With ‘Tinder Love & Care’ we wanted to

celebrate the fun and playful side of dating while also providing women with the knowledge they need to prioritise their health and wellness as they explore new relationships. We are excited to have brought in experts and amplified their insights and lived experiences through Tinder to help women explore the dating world in a way that is grounded in reality and empowers them to make informed decisions”.

TLC offers answers to a collection of questions by a range of experts in various fields including [Zoya Ali](#), reproductive health scientist, [Dr. Deepti Pinto Rosario](#), an OB-GYN, [Dr. Esha Chainani](#), an OB-GYN, [Dr. Niveditha Manokaran](#), sexual and reproductive health clinician, [Swati Jagdish](#), Sexuality Health Educator, [Artika Singh](#), sex and menstrual health educator, [Karishma Swarup](#), sexuality educator, [Dr. Lakshmi Sukumaran](#), cardiac and transplant anesthesiologist, [Gauri Gupta](#), disability community facilitator, [Apurupa Vatsalya](#), Sexuality Educator, [Prarthana](#), video creator, artist [Ella D' Verma](#), [Sakshi Tickoo](#), occupational therapist, [Utsavi Jhaveri](#), tattoo artist, and [Dr. Madhura](#), psychiatrist, who share their experiences and knowledge to help young women navigate their conversations and relationships on the app.

Tinder users in India will see in-app cards on Tinder highlighting the Tinder Love and Care guide that they can click into to explore the FAQs. As the world's most popular app for meeting new people, Tinder is continuously investing in helping its users build meaningful relationships and have a safe experience. In addition to TLC, the Tinder works to create affirming spaces through campaigns like ‘[Let’s Talk Consent](#)’ in partnership with Yuva and Pink Legal, which encourages conversations around safe dating and ‘[Let’s Talk Gender](#)’ with Gaysi Family, that encourages conversations about ways in which individuals identify and express their gender. Tinder also offers industry-leading [safety features](#) such as Block Contacts, Photo Verification, Incognito Mode, Are You Sure? and Does This Bother You? that give users full control over their experience and you can find the full list [here](#).

1 Research conducted by One Poll - survey of 1,000 Indian young adults (18-25) across pan-India

2 A study of 4,000 18-25 year old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder.

3 Tinder internal bio mentions data 2023

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Tinder and That Sassy Thing worked with 15 experts to share their lived experiences and perspectives,

- Obstetrician-gynecologist, Dr. Esha Chainani, addresses intimacy and how to bring it up on your first date
- Reproductive Health Scientist, Zoya Ali, addresses prioritizing safety in intimacy and how to discuss it with a date without killing the mood
- Sexuality Educator, Karishma Swarup, addresses body issues and how to express your feelings without being awkward
- Psychiatrist, Dr. Madhura, addresses discussing emotionally unavailability with a match
- Sex and Menstrual Health Educator, Artika Singh, addresses consent while getting intimate with a date
- Occupational Therapist, Sakshi Tickoo, addresses boundaries and red flags to keep in mind before a first date
- Sexuality Educator, Apurupa Vatsalya, addresses exploring your sexuality and dating people of different genders and orientations
- Artist and Indian Content Creator, Ella D' Verma, addresses the warning signs of toxic masculinity and femininity with a match

- Video creator, Prarthana addresses getting back to the dating scene after a breakup
- Disability Community Facilitator, Gauri Gupta, addresses the importance of appreciation, love and respect from a match
- Sexuality Educator, Utsavi Jhaveri, addresses navigating a long-distance relationship while taking care of yourself
- Cardiac and Transplant Anesthesiologist, Dr. Lakshmi Sukumaran, addresses body shaming and the best way to handle it
- Sexuality Health Educator, Swati Jagdish, addresses exploring new aspects of intimacy with a date
- Sexual and Reproductive Health Clinician, Dr. Niveditha Manokaran shares tips when getting intimate for the first time
- Obstetrician-gynecologist, Dr. Deepti Pinto Rosario addresses monogamous relationships and the need to get tested for STIs

To find more, please head to <http://tinderloveandcare.com>

ABOUT TINDER

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder is a registered trademark of Match Group, LLC.

About That Sassy Thing

[That Sassy Thing](#) is a female-founded, new-age sexual wellness brand bringing body-safe products that are simple, fun, and functional - designed for people of all genders. They're empowering people to own their bodies by putting comprehensive sex education at the forefront and spearheading the sexual wellness revolution in India.

<https://in.tinderpressroom.com/2023-04-23-TINDER-COLLABORATES-WITH-PROMINENT-HEALTH-AND-WELLNESS-EXPERTS-IN-INDIA-TO-LAUNCH-TINDER-LOVE-AND-CARE-TLC--A-DATING-WELLNESS-GUIDE-FOR-WOMEN>