

# Lead Us Not Into TEMPTATION

Seductive, exciting, and a little bit dangerous:  
temptation is timeless.

History's greatest tempters and temptresses, both real and fictional, teach us lessons about the pitfalls associated with acting on our temptations. We've paired these classics with modern-day tempters and temptresses.

Read on to see how little temptation has changed over time.



## PANDORA

More *tempted* than *temptress*, Pandora opened a box and unleashed the world's evils. Her innocent curiosity not only released wickedness, but it kept hope locked away. Our survey shows that curiosity remains a strong temptation – more than 65% of men and women have snooped through their significant other's personal items to uncover their secrets.

Our modern-day Pandora's Box | The Internet

Over the years, people have gone to great lengths to hide their secrets in boxes under floorboards, under beds, and tucked away in closets. With the invention of the internet and mobile phones, stealth went right out the window. We now use the internet to access many deep, dark and sometimes naked secrets. Can you blame us for snooping?

## HELEN OF TROY

Oaths were made to defend her honor, and a war was waged to win her beauty. Helen of Troy found herself caught between two of the most powerful men of the time, who battled relentlessly for her hand in marriage. In our survey, we found that 50% of men believe lusting after someone outside of their relationship is harmless. Surprisingly, women weren't far behind at 33%.

Our modern-day Helen of Troy | Megan Fox

Will Megan Fox be the next face to launch a thousand ships? Already, she has won the affection of men and women alike, inciting paparazzi riots wherever she goes, and gracing the cover of tabloid magazines every week. Her seductive allure and piercing green eyes make her beauty irresistible – and potentially dangerous.

## COUNT DRACULA

It's no secret that we've developed a strange fascination with vampires. The first tempting vampire, Count Dracula, has been featured in approximately 160 films since the early 1900s. So tempting was he to women that he kept three vampire brides and made a habit of luring women with his hypnotic stare, dark and dangerous surroundings, and mysterious charm.

Our modern-day Count Dracula | Edward Cullen

Edward Cullen's sensitive and mysterious character keeps women begging for more. His love affair with human Bella Swan has taken popular culture by storm and left women around the world wishing for their own eternal Prince Charming without a pulse. Edward quickly dispels any notion that garlic and wooden stakes can ward off and kill vampires, bringing the mythical being into the 21st century.

## NARCISSUS

The incredibly beautiful Narcissus was tempting to all – and most tempting to himself. As punishment for rejecting the love of others, Narcissus was no longer able to recognize his reflection. When he saw a beautiful face reflected in a pond – himself – Narcissus was unable to avert his gaze and so perished.

Our modern-day Narcissus | Gerard Butler

Although we don't wish the fate of Narcissus upon Gerard Butler, he does have a quality that makes him narcissistic. He chooses roles in which he is able to show off his perfect physique and good looks, allowing himself (and us) to stare for hours. He has also been involved in a series of ill-fated relationships, claiming "... there's a bit of a wildcat still in me."

# THE MEDUSA EFFECT



People knew that looking directly at Medusa would turn them to stone, so why did they look?

What drives us to act on temptations that we know might have undesirable consequences? Well, generally we do it because it feels great and we enjoy something positive before the experience turns sour.

We've put together a list of common temptations, why we act on them, and why we shouldn't. Do any of these sound familiar?

## THE TEMPTATION...

Spending Spree  
Bad Boys/Girls  
Junk Food  
Extreme Sports  
Horror Movies  
Partying Hard  
Cheating  
Gossip  
One-Night Stand  
Stealing

## WHY WE DO IT...

Full closet  
Excitement  
Fulfillment  
Exhilaration  
Adrenaline  
"Memories"  
Achievement  
Popularity  
Desire  
Free loot

## WHY WE SHOULDN'T...

Credit card debt  
Heartbreak  
Weight gain  
Broken bones  
Sleepless nights  
Hangover  
Getting caught  
Drama  
Guilt  
Incarceration



One-Night Stand

73% of men have been tempted to have a one-night stand.

Junk Food

More than 75% of men and women cheat on their diets.

## OVER 15 FREE BOOK DOWNLOADS TO FUEL THE IMAGINATION

Through our annual survey we discovered that more than 75% of the respondents (three out of four North Americans) agreed *books were one temptation they refused to give up during the recession.*

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