

male or female Sugar Baby, but because their numbers are small, I rarely refer to them specifically. Unless otherwise stated, however, Sugar Mamas are implicitly included in the umbrella term *Sugar Daddies*. Similarly, male Sugar Babies are included under the *Sugar Baby* umbrella, even though *Babies* or *Babes* are almost exclusively referred to here as female; and finally, gay relationships, also part of the Sugar community, fall into the respective categories of Sugar Daddy/Sugar Baby.

In the ideal Sugar arrangement, both parties get exactly what they want – but this can only come about if they're clear about what that is, as the above ads illustrate. This takes a good degree of self-knowledge; as Joe Jackson sang, *"You can't get what you want till you know what you want."*

It also takes a willingness to tell the other person what that is, honestly and up front. Ironically, one of the reasons men and women embrace the Sugar lifestyle is that, in order to practice it, you have to negotiate, and in order to negotiate, you have to tell the truth. To quote another lyricist, *"To live outside the law you must be honest."* (Bob Dylan)

Strangers to alternative lifestyles are sometimes shocked by the bold, up-front language used in Sugar ads. To their inexperienced ears it sounds vaguely kinky, so they assume these people behave in unethical or underhanded ways. Nothing could be further from the truth. Browsing through a site like SeekingArrangement.com reveals a high degree of ethics among participants, who repeat like a mantra, *No Strings, No Games*.

Thus, if you thought this book might show you how to use or manipulate the opposite sex, you might as well stop reading right now. There's a world of difference between negotiation and manipulation. When we talk about Sugar Babies, we're not referring to the old stereotype of the gold-digger who takes a man for everything she can get out of him in exchange for sex. Nor are we talking about male gigolos who prey on wealthy older women, or lecherous elderly Sugar Daddies stalking young innocent victims. Erase those hackneyed images from your mind right now.

and attract what you want; how to negotiate a mutually beneficial relationship; how to protect yourself from fakes and scams; how to navigate the world of arranged relationships; and how to make this lifestyle work for you. It is based on information gleaned from hundreds of posts in our discussion forums, and on my own communications and observations with participants from around the world – the people who live the Sugar lifestyle. From Malibu to Orlando, Atlanta to Tokyo, London to Sydney, Australia, we conducted e-mail interviews to learn what motivates people to form Sugar relationships and live the Sugar lifestyle.

In a broader sense, this book is about learning to live the way *you* want to live, rather than the way your parents, teachers, church, or society say you *should*. This book is *not* about Main Street U.S.A. It's about wealthy, beautiful, talented, smart, successful, confident, and powerful people who live life to the max.

Facts: Approximately one in five adults in allegedly monogamous relationships – or 22 percent – have at some point cheated on their partners. According to a survey conducted in April 2007 by MSNBC.com/iVillage, nearly 50% of married people admit to being unfaithful at some point in their lives. Nearly half of all marriages end in divorce.

Despite these statistics, a majority of Americans persist in believing that monogamous marriage is the ideal relationship configuration *for everyone*. I'm not saying monogamy is a bad thing, or that exclusive marriages don't work, or that nobody can possibly be happy in them. I am pointing out that, despite all evidence to the contrary, as a society we exalt monogamy while harshly judging anyone who experiments with other kinds of relationships and lifestyles.

That's what a Sugar arrangement is: another kind of relationship,

through school, set up professional careers, raise children alone or just survive from one day to the next. Like everyone else, I was familiar with their laundry list of complaints against men – slackers who lack ambition, guys who sit around Starbucks with their laptops, writing a screenplay for the next *Titanic*, or banging out The Great American Novel for seven or eight years, with no end in sight.

Throughout history, older men of wealth have traditionally taken on the responsibility of caring for younger women. Whether confirmed bachelors or married with mistresses, men of a certain age and financial standing have always mentored, supported and helped young women in exchange for favors, sexual and otherwise. Until the existence of the Internet, though, these couplings were random, risky, and often rife with misunderstanding and drama. Now, with a platform where Sugar Babies and Daddies can meet, express their needs up front, and come to equitable terms, these arrangements need not be random or *too* risky (let's face it, there's some risk in every relationship, no matter how well-planned).

Right around the time I was hatching my website plan, an intriguing post from Craigslist began circulating on the Internet. It read, in part:

I'm tired of beating around the bush. I'm a spectacularly beautiful 25 year old girl. I'm articulate and classy...I'm looking to get married to a guy who makes at least half a million a year ...Here are my questions specifically: Where do you single rich men hang out? Give me specifics: bars, restaurants, gyms. What are you looking for in a mate? Be honest guys, you won't hurt my feelings. Is there an age range I should be targeting (I'm 25)? ...Where do the hedge fund guys hang out?

there who fantasized or thought seriously about forming such attachments, but had no idea how to begin or where to find partners.

Because our society tends to frown upon alternative relationship arrangements, those who live the Sugar lifestyle are often stigmatized and made to feel ashamed. Curious Sugar wanna-bes are frequently embarrassed by their secret desires. Without a presence on the Internet (or anywhere else), these people felt isolated.

A few years back, an extremely successful older gentleman I know and I were admiring the charms of a gorgeous young woman. Whimsically I said, "I wonder what it takes to get something like that?" He looked at me and said, "Oh, about five to ten gee's a month." And then he told me about the four Sugar Babies he's had over the course of his lifetime.

My interest in creating SeekingArrangement.com emerged organically from my life experience. Throughout my school years, including college, I was considered an intellectual. I was the quintessential nerd who participated in all the science fairs and Mathematics Olympiads, but I was heartbreakingly shy around members of the opposite sex. I didn't have a girlfriend until I was nineteen and a sophomore at MIT. Like many of my peers, I idolized Hugh Hefner and looked to him as a model – successful, handsome, and, most importantly, he's always had beautiful women at his side: Hef is never without one or more gorgeous girlfriends.

After graduating and completing my MBA I became a management consultant, then later on a senior executive at a Fortune 10 company, and finally an entrepreneur. Over the years I've joined numerous dating websites, only to be disappointed

Table of Contents

Introduction	ix
Chapter One: They Live Among Us	1
Chapter Two: What's Love Got to Do with it?	13
Chapter Three: What's Sex Got to Do with It?	23
Chapter Four: The Money Component	39
Chapter Five: Dipping Into the Sugar Bowl	55
Chapter Six: Get Ready, Daddy!	75
Chapter Seven: Sugar Online	95
Chapter Eight: Sugar Offline	121
Chapter Nine: The Sugar Family Tree	133
Chapter Ten: A Few Miscellaneous Sweets	163
Chapter Eleven: Keep It Sweet, Make It Sweeter, Go for Sweetest	177
Chapter Twelve: When the Sugar Sours	195
Chapter Thirteen: Is a Sugar Arrangement Right For You?	207
Appendix I: Glossary of Terms	219
Appendix II: Diary of a Sugar Baby, by an American Geisha	223
Appendix III: Movies with Sugar Theme	229
Appendix IV: Prostitution versus Arrangements	237

Introduction

Since the coming of the Internet, people who share common interests or characteristics can exchange information with the click of a mouse. Soon a whole new generation won't know there was once a time when finding like-minded people wasn't this easy, especially if you differed in any way from social norms. Your difference could be completely benign – like having nine toes instead of ten – but if you didn't know anyone else with nine toes, you felt like a freak. You felt isolated and alone.

The generation now coming of age won't even be able to imagine that terrible sense of isolation. Now, every kind of life or lifestyle variation, every permutation, every possible minority—gays, dwarf lovers, people with freckles—you name it, there's an online group, or more likely a dozen. People who share the same characteristic, condition, interest or desire can write to and read about and learn from each other. Nobody, no matter how small or great their interest or deviation from the mainstream, need live in isolation ever again.

In 2006 I launched SeekingArrangement.com, a website for people interested in “sugar” relationships—that is, relationships based on an exchange of assets. By “exchange of assets” I'm referring to money on one side, and various types of companionship on the other. Commonly referred to as Sugar Daddy/Sugar Baby relationships, these are usually formed between an older man and a younger woman—but the reverse (Mama/Baby) also exists.

I saw a need for this service because I knew people who quietly lived the Sugar lifestyle. I suspected there were a lot more out

by the results. With a higher ratio of males to females, and a disproportionate number of testosterone-filled men competing for the attention of a comparatively few beautiful women, my messages were seldom returned.

It was out of frustration with conventional dating websites that the idea for SeekingArrangement.com was born. Here, intelligence, success and wealth count as much, or more than, superficial qualities such as physical appearance, well-toned pecs, or being up on the latest trendy trends. Here, guys who've worked hard, achieved success, and want to savor the fruits of their labor have as much of a shot, or better, at attracting high-quality women. The ratio of women to men is much greater on SeekingArrangement than on other websites, and in a smaller pool, I'm a bigger fish: guys like me stand out as gentlemen. The women on the site value our assets, and shower us with attention. SeekingArrangement is my attempt to level the playing field.

Although I'd always had a vague idea that others like myself existed – that there were people quietly living a Sugar lifestyle and others who wanted to – I thought their number was fairly small. My goal was simply to put potential Sugar Daddies and Babies in touch, and to ease their isolation. I had absolutely no idea how many Daddies would want to connect online. I didn't know if they'd welcome SeekingArrangement, or see it as an invasion of privacy.

I had a pretty good idea, though, that a good number of Sugar Baby wanna-bes would show up. All my life I've heard women speak longingly about wanting to be cared for, financially and otherwise. In a world where women earn seventy-seven cents to every dollar earned by a man, I've seen countless women struggle to put themselves

That did it: with everyone talking about this bold “Sugar Baby,” and other women confessing they identified with her, I knew the time was ripe for SeekingArrangement.com.

Still, I was not prepared for the response.

Within a year we had over 100,000 members. We’ve been covered by media all over the U.S. as well as overseas. Some reporters are judgmental, but most treat us as an amusement. One radio host dubbed SeekingArrangement.com “the dating site from Planet Capitalism.” CNN called upon a psychological “expert” to weigh in with her opinion: predictably, she said that anyone who’d get into this kind of arrangement has “low self-esteem.”

Right. I wonder if that shrink ever met or spoke to a *real* Sugar Baby. I wonder if she’s ever seen a drop-dead gorgeous twenty-something gal who carries herself with grace and composure among groups of rich, accomplished men and women, some of whom are a lot older than she is. A woman with low self-esteem would have a difficult time, to say the least, pulling off the Sugar Baby role. It takes self-knowledge and self-respect to hold one’s own among social circles of sophisticated, worldly people.

Meanwhile, we’ve managed to keep a lot of Sugar Daddies, Mamas and Babies very happy. Said one satisfied Baby:

It’s not easy to be a struggling artist in New York City. I am beautiful and single, so I decided to join SeekingArrangement.com to find a Sugar Daddy who could give me a better lifestyle. Less than two weeks after joining the website, I met two eligible benefactors. This dating website really works.

This book is an outgrowth of and companion to the website. It is a guide to Sugar relationships: how to find what you’re looking for

another kind of lifestyle. It may not be for everyone—but for some people it's a satisfying, ethical way to live. Here are some examples taken directly from member profiles on SeekingArrangement.com:

Seeking Sugar Daddy to be my mentor, help with small business model and maybe invest in my new venture. We can keep each other company while working on something exciting and profitable for us both.

• • • • •

I am an experienced Sugar Daddy who understands that you have needs beyond a day at the spa and an occasional shopping trip. I am intense in my professional life and easy-going in my personal life. I am athletic, adventurous, successful and generous. I have diverse interests, but particularly enjoy sports, wine collecting, tropical resorts and mountain lodges.

• • • • •

I am looking for someone who is established, stable and generous. Someone with a sense of humor and intellect. Someone who is into the whole give and take type of relationship. Most important, someone who will appreciate my outer and inner beauty.

• • • • •

I'm looking for a woman who is fun-loving, sexual, adventurous and can travel (at least on occasion); a woman who enjoys being pampered, but can also have a good time just drinking margaritas at the beach. I don't live my life on a budget, and I enjoy taking care of someone who makes me happy. I'm not looking for one-time "play dates."

• • • • •

Sugar Baby (Male) and/or Sugar Baby (Female). Although I'm not certain what I'm looking for in this, I do know that I am seeking a quality person to spend time with. I like partying at clubs, but also love a quiet night watching a movie and relaxing. Would like to meet someone who is attractive and smart. I enjoy theatre, concerts, sports, flying, scuba diving, travel. I just don't have anyone to do them with. Interested?

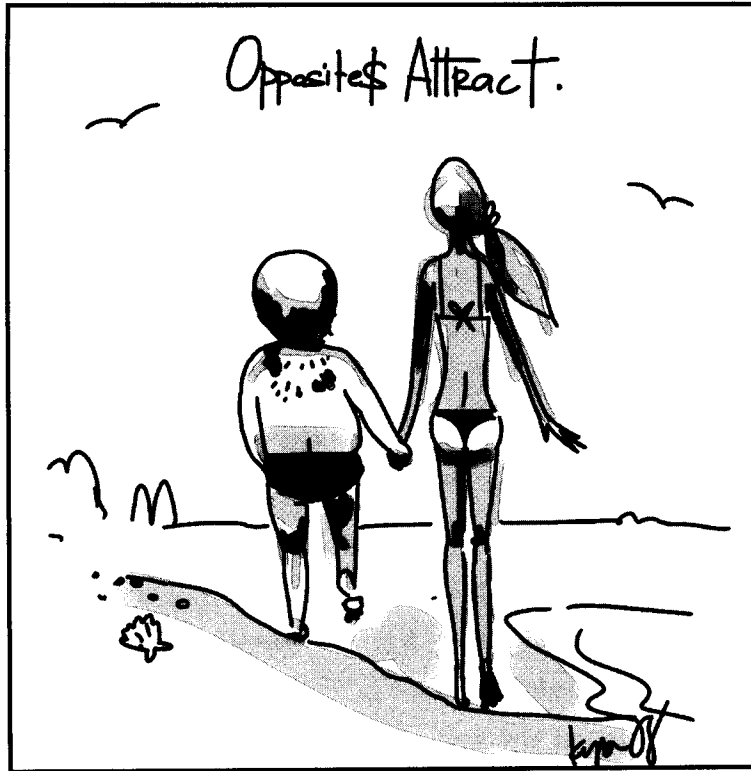
We're talking about strong, successful men and women who know what they want and set out to get it. Their happiness doesn't come *at the expense of* someone else, but rather *in sync with* another person. When one person's needs dovetail with another's, everyone gets what they want and nobody gets hurt.

Thanks to the Internet and a number of societal changes, the Sugar lifestyle appears to be gaining in popularity. Some say it's a backlash to feminism – that men and women are tired of resisting what they call *Mother Nature* - and using Sugar arrangements as an excuse to revert to antiquated gender roles. Others say it's a logical outgrowth of feminism – that when women achieve more independence and freedom, they can choose the kinds of relationships they want without fear of dire consequences.

At SeekingArrangement.com we say it's a logical lifestyle for independent-minded 21st century individuals. Instead of following outdated scripts written by your ancestors, you can choose to create a life that suits you and you alone. For those who want to experiment with alternative relationships, this book will serve as a guide. The Sugar lifestyle is for people who, rather than drifting into a marriage of necessity or convenience, actively negotiate for what they want out of life. This book will show you how to dip into the Sugar Bowl – and stay there.

As for those who wouldn't go near the Sugar Bowl with a ten-foot teaspoon, but are curious and open-minded, I hope this book will give you a newfound respect for the Sugar lifestyle and the people who practice it.

Note: It is not unheard of for an older wealthy woman to want the same kind of relationship as her male counterparts, whether with a



CHAPTER ONE:

THEY LIVE AMONG US

I'm a very busy man - no time for games. I need a female that can carry herself well in public. Her looks must cause men to stop and stare when she's on my arm. In return she'll be pampered, share what I have to offer, and go out for fun times. All our meetings will be on the road except for the first. We will never meet in Chicago.

•••••

Young enough for fun and adventure, old enough to have made my fortune already in the dot-com universe. I'm looking for a fun and sexy girl to spoil. I am not looking for a serious relationship but I also don't want a girl who has several sugar daddies - just one, and that's me. Intelligent, fun-loving, and sensual a must.

than half the men who frequent SeekingArrangement.com are married, and I don't know a single Sugar Baby who feels like a prostitute.

Just because a woman gets something in exchange doesn't make her a whore; giving it away to someone who cares nothing about her is what makes her cheap. I lived a so-called honorable celibate life for many years (saving myself for Mr. Right) and men just thought I was weird. I would rather have fun and money than sit around being bored and honorable.

That's a post by a Sugar Baby from the SeekingArrangement blog. Notice it doesn't exactly fit the old image of Sugar Babies as superficial, uncaring home wreckers interested in only one thing – money. The reality is, many of the women on SeekingArrangement are over thirty; some are single mothers, others are students or fledgling entrepreneurs. This writer wants help with her career:

I published my first book a year ago this month. The perfect arrangement for me would be one that provided for my living so I can work less, and write and promote my books more. I like to dress up in sexy dresses or evening gowns just as much as to wear jeans and a tight T-Shirt. I have adult children who live in other states. I love to cook and try new recipes. I can take care of the special needs of that special man extremely well, but we would have to have some chemistry. I don't have a problem making a commitment, if desired.

This Sugar Baby may not even realize it, but what she's looking for is a patron, once quite commonplace in Europe: a wealthy benefactor who supports the arts by assisting individual artists. Hers is just one of scores of reasons that women choose to go the Sugar Baby route. There are even some who don't need money, but are in it for adventure.

to make sure everything's safe for her. So far we've gone to New York, Chicago, Phoenix, Seattle, Vancouver, and even London. Both of us are having a blast.

Sugar Images in Pop Culture

These arrangements are doubtless a revelation to most people; that's partly because the Sugar lifestyle is portrayed in pop culture in such hackneyed ways. Like many alternative lifestyles, the Sugar Bowl is grist for the cultural mill, apt to be distorted in books and film. Hollywood hasn't yet caught up to the idea of change: Sugar Babies are painted as ruthless gold-diggers, and Sugar Daddies as lecherous old men preying on the young and innocent. Even in a fairly positive film like *Pretty Woman*, the partners come together out of desperation: she's desperately poor, he's desperately lonely. Real life is seldom this black and white.

Another picture of a Sugar-type relationship was recently presented in *The Other Boleyn Girl*, a movie about the historical figures Anne and Mary Boleyn, mistresses to the ultimate Sugar Daddy, the King of England. For their daughters' services the elder Boleyns cash in on royal favors – which is precisely why they arranged the situation. It's all a scandal and a mess, the girls shamelessly mistreated.

Given the sketchy facts available on the true history of the Boleyn girls, a multitude of scenarios might have been created, but Hollywood chose to tell the same old story: helpless young girls exploited by men, their mother powerless to protect them. Sugar King is led around by his dick, with no concern for consequences, not even for his country. Not that such a scenario is inconceivable: think John Edwards.

Where else would they find ambitious, successful or soon-to-be successful men, given the predominance of the slacker mentality? A few women have said on the blog that they visit Sugar websites precisely because it's where to find ambitious men. It's a smart woman who goes hunting among the wealthy and creative.

A Cup of Sugar in Every Pantry

Not only are more than half of all Sugar Daddies single—they aren't all fabulously wealthy. When I did a segment on the Playboy radio channel, a truck driver called in to ask if it was possible for him to be a Sugar Daddy. After determining he was making over \$75K a year and had two thousand in disposable income per month, I assured him he could indeed afford a Sugar Baby, as long as he had the gift of generosity. Financial attitude is more important in a Sugar Daddy than having a high dollar amount to spend: two thousand is certainly enough for weekly restaurant dinners, gifts of flowers, lingerie and an occasional piece of jewelry, and even a small allowance.

Thus, a man with an average income can indulge himself in what may have been his lifelong fantasy. He can "keep" a gorgeous, young, sweet, sexy, high-quality Sugar Baby without being a multi-millionaire, even in times of economic downturn. The Internet has made it possible for men of comparatively modest means to join the party. On SeekingArrangement, twenty women register for every man, and with those odds, someone's bound to be attracted to our trucker friend.

As I said in the introduction, SeekingArrangement and other niche websites have leveled the playing field. By engaging in sugar relationships, the ordinary man who once had to compete for the

“mutually beneficial rewards” in mind, at least not consciously. A man and woman on the verge of lifetime commitment seldom tell each other what they want to gain for themselves – to do so would be considered horribly selfish. Nowadays pre-nuptial agreements are common – but these only spell out what’s going to happen if the couple splits. Odd, isn’t it, that a couple would be so cautious as to draw up a contract for an eventuality that might not come to pass – and yet never even talk about, much less write down, what they want to occur during the course of the actual relationship.

This is where Sugar relationships make a radical departure from tradition: by the second date, if things are going well, Sugar Babies and Daddies are talking about how often they want to see one another, whether or not they’ll be monogamous, how much cash, if any, he’ll give her, and other terms of their arrangement. Of course, this is the ideal Sugar process; in actual practice, some people shy away from raising these issues, or for other reasons just never get around to them. For the sake of argument, however, let’s use the ideal as the norm. At the very least, it’s what Sugar Babies and Daddies strive for.

What’s considered ideal to Sugar Babies and Daddies is anathema to traditionalists. Stating one’s needs is thought of as selfish, ungenerous, grabby, and unromantic, particularly if one of those needs is financial. To most conventional citizens, any time money enters the picture it’s prostitution, plain and simple. You can read this in tirades responding to online articles about Sugar relationships; readers express outrage on behalf of Sugar Babies, who they see as victims. But do Sugar Babies themselves feel like victims? Straight from the horse’s mouth:

This Sugar Baby obviously chose the lifestyle because she prefers the greater emotional independence it allows.

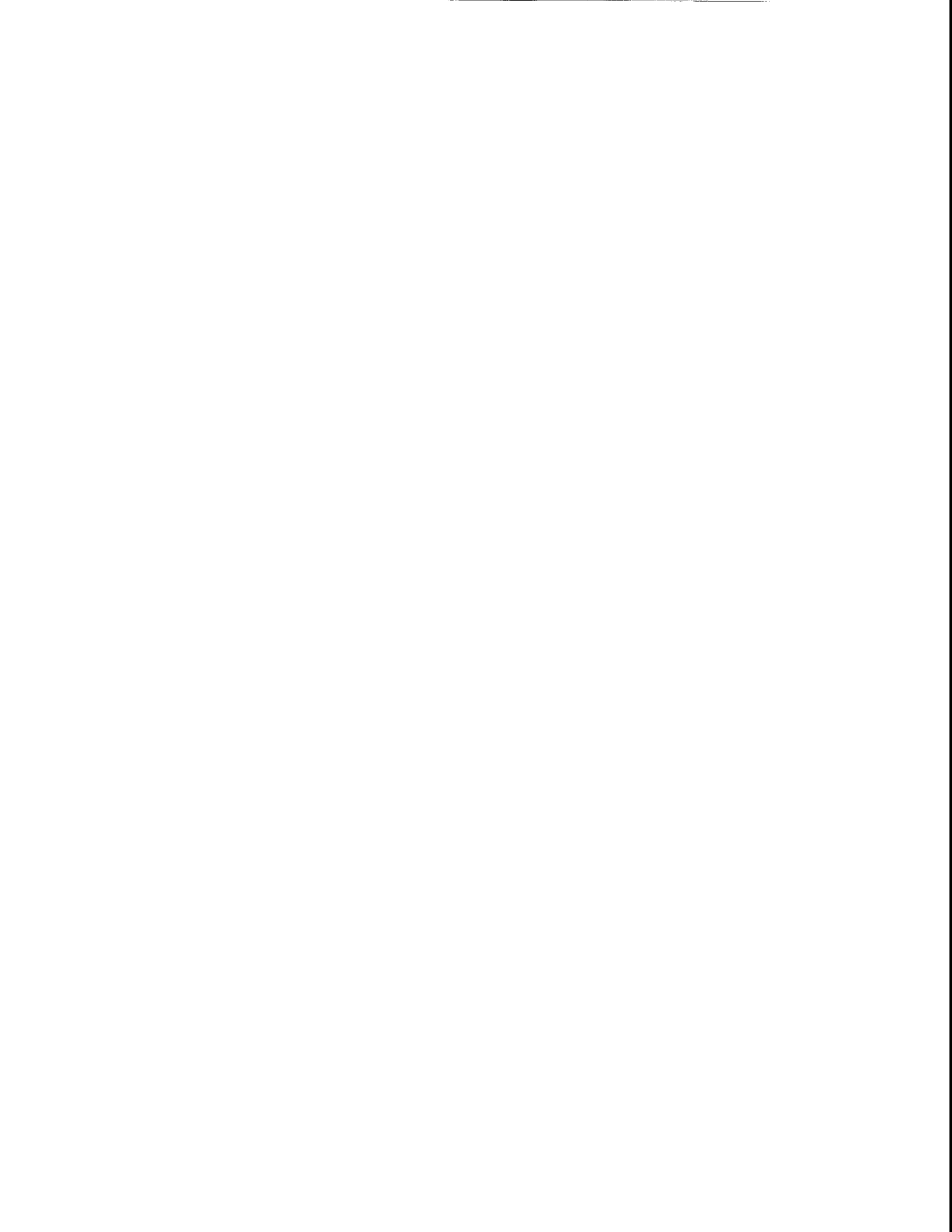
Now that we've delineated the commonalities in Sugar relationships, we can come to new definitions of Sugar Babies and Sugar Daddies.

Sugar Daddy – A man who provides financial, professional, or other forms of support to an individual in exchange for personal benefit (e.g., intimacy, companionship, etc.).

Sugar Mama – A woman who provides financial, professional, or other forms of support to an individual in exchange for personal benefit (e.g., intimacy, companionship, etc.).

Sugar Baby – An individual who provides intimacy, companionship, or other forms of attention in exchange for personal benefit (e.g., financial support, professional advancement, etc.).

If one person finds happiness in one kind of relationship, it doesn't mean someone else can't find it in another. There ought to be room in this world for all kinds of relationships, including Sugar Daddy/Sugar Baby arrangements.



So many women let themselves be used casually for nothing. After being in a couple of relationships in which my boyfriends did nothing but take, and were never around when I needed them, I have chosen the SB route because at least it's up front, and men have no excuse not to spoil me a little. When you date a man in a traditional way, he usually wants something casual where you sleep with him and go out with him, but you live apart and pay your own bills and even split the check at dinner. I have no interest in that kind of relationship. If I'm in a casual relationship with no future, I want to savor the moment and have something to show for it – or at least build up my wardrobe.

No matter how many times Sugar Babies say they're comfortable with the role and the lifestyle, they continue to be judged. It bothers people to no end to hear that some partners consciously negotiate for what they want. Even when money isn't involved, they consider negotiating "cold." Ironically, it's this promise of mutual benefits and rewards that's the main attraction to many Sugar Babies. Most of them, as well as Sugar Mamas and Daddies, spent a good deal of time figuring out what they wanted before jumping into the Sugar Bowl. They aren't settling for an arrangement after all else fails – they're choosing the land of Sugar because it's where they want to be.

I like to think of myself as a modern-day geisha with a different perspective on an honest relationship. Many times in the process of trying to find love we look for red flags and annoying habits in a person. In a Sugar Daddy/Sugar Baby relationship, those things don't matter. If he leaves the toothpaste cap off, it's not a problem, because he goes home. If he doesn't like the fact that I don't make the bed every day, no worries: he has his own place. The relationship becomes all about pleasing and being pleased.

attention of beautiful girls can finally stand out of the crowd and indulge in intimacy with lovely Sugar Babies.

The Shiny New Sugar Bowl

If the old definitions no longer suffice to describe the reality of these relationships, we need to create new definitions, expanding them to include the diversity of types in the Sugar community. What exactly is a Sugar Daddy/ Sugar Baby/ Sugar Mama?

Perhaps it will help to first look at the qualities that are universally common in Sugar relationships, no matter who the people or what their motivations. A few essential qualities are endemic to an arranged, NSA, Sugar-inspired relationship:

- the experience of pleasure, usually but not always including the physical;
- the free expression and satisfaction of both partners' needs and desires;
- opportunities and enthusiasm for fun;
- mutually beneficial rewards.

The first three are self-explanatory, while the fourth, mutually beneficial rewards, requires some explication. Not surprisingly, this is an area in which traditional relationships often run into trouble. It separates the traditional from the sweet, in that each one holds a radically different perspective.

In traditional relationships, supposedly forged of love and love alone, to openly acknowledge an exchange of one thing for another is seen as calculating. Marriage proposals aren't usually made with

Ironically, the Sugar concept was treated with more sympathy by Hollywood fifty years ago, with Marilyn Monroe typecast as an ingénue on the hunt for wealth and diamonds. She played this part in *Gentlemen Prefer Blondes*, *How To Marry a Millionaire*, and *Some Like it Hot* (in which even her name was Sugar!). Even in her last movie, *The Misfits*, she did a variation on Sugar Baby, as a young woman being mentored by an older man (Clark Gable).

Strangely enough, while Hollywood presents Sugar Daddies as predators, slackers get the royal treatment. A well-lit leading man struggles to find himself in a lonely, cold world, daring to buck the system by forging his own path. Meanwhile, today's women complain about this generation of slackers being devoid of ambition. In real life there's no rock n' roll soundtrack, no happy ending, no sidekick for comic relief – and not much in the way of nobility, which vanishes in the pure light of day. As an old Ebb and Kander song put it, "Hearts grow hard on a windy street/Lips grow cold with the rent to meet."

Why wouldn't a young woman prefer a Sugar Daddy? One blogger said she was sick of meeting the kind of guy "who can't call me because he forgot to pay his cell phone bill." Another blogger, fed up with guys her own age, finally registered with SeekingArrangement. "I just want a guy who can give me the finer things in life," she said. "I only live once and I don't want to compromise."

Some of today's Sugar Babies will probably be tomorrow's wives; despite "the best laid plans" for NSA relationships, Sugar Babies and Daddies sometimes fall in love (this is discussed more in Chapter 11). I'd even go so far as to guess that a small percentage of Sugar Babies online have marriage in mind when they first register.

I've been a Sugar Baby since I was 22 (now 31). I've stayed in a Milanese palazzo, visited Amsterdam a dozen times, launched my own business, turned down two marriage proposals, had my own marriage proposal rejected, and pretty much bought all the shoes in Saks.

And here's more breaking news: if you think every Sugar Baby wants a male Daddy, you're in for a surprise. Changes in the Sugar Bowl mirror the changes in society: some Sugar Babies are male (both gay and straight), some are lesbians, and some Daddies aren't Daddies at all, they're Mamas.

My nights are free. I need a young puppy to tease and spoil, a male sugar baby who'll hang out and relax with me. Massages, chocolate, candles, oils. In return, I'll help you with rent, school, that sort of thing.

•••••

Most people think that a male sugar baby is either weird or impossible, but I am one. I want to be pampered and live like a prince. I admit I'm impatient and expect that a Sugar Mama or Sugar Daddy will just snatch me up right away. In short, I am conceited.

•••••

As a gay sugar daddy I've come to believe there's a fine line between desperate and direct. There's nothing wrong with a Sugar Baby expressing his desires or expectations, just as there's nothing wrong with a Sugar Daddy expressing his. But it's how all of it is handled that's key.

Not only is there a wide diversity of people in the Sugar Bowl, but arrangement variations are limited only by one's imagination.

My Sugar Baby is an aspiring model, and all she really wants is someone to travel with her. I take her around to her photo shoots. She earns nice money from the work, while I take care of all travel expenses - four-star hotels, fine restaurants, fun activities. I escort her to photo shoots

I am a good-looking, healthy 50-year-old. I have worked hard all my life, and as a result have acquired all the trappings – big house, boats, a plane, etc. I have also been knocked around enough to know all these things are of no value without the right person to share them. I'm looking for a young, fun, caring, beautiful blond blue-eyed girl. I am open to any kind of arrangement. If we meet, I will be charming and you will have a great time.

These are all sections of Sugar Daddy profiles posted on SeekingArrangement.com. Each one is different; I could have put in a dozen more and each would be distinct from all the others. The same is true for the women – the Sugar Babies – who come to the website looking for No Strings Attached (NSA) arrangements/relationships.

The stereotype of the filthy-rich old man and the gold-digging girl half his age is utterly outdated. That version of Sugar Babies and Daddies went to the same place, wherever it may be, as the devoted asexual wife in an apron, her workaholic hubby, their two-point-three children, and their station wagon. Over the course of the past twenty or thirty years, virtually every institution and relationship in American society has expanded and altered, largely as a result of the Sexual Revolution and feminism. Why would Sugar relationships be any different? Like everything else, they've changed, and the old stereotypes no longer apply.

The trouble is, nobody seems to have noticed, except for the Sugar lovers who congregate on these kinds of websites. This becomes glaringly obvious each time a newspaper or TV show runs a story on the subject: public outcry from the citizenry is always intense. They equate Sugar arrangements with prostitution, and assume that all Sugar Daddies are committing adultery. The fact is, less