It's a potent cocktail of sex-attracting chemicals that's being likened to a cross between Chanel No.5 and Viagra. But it only works if you are a sea slug.

Knowing what turns on these inedible and unsexy sea creatures could one day give the seafood industry a major boost, according to marine biotechnologist Scott Cummins of the University of Queensland.

He said the chemical cocktail of four different proteins contains powerful sex attractants called pheromones which are irresistible to other sea slugs.