Desires will only continuously increase, if we keep fulfilling them. They will never come to an end. It is similar to fire which will only increase in intensity, if we keep adding ghee to it - it will never be subdued

न जातू कामः कामानां उपभोगेन शाम्यति। हविषा कृष्णवत्मैर्व भूय एवाभिवर्धते॥ Na jaathu kaamaha kaamaanam- upabhogena shaamyathi | Havisha Krishna-vathmairva bhuya evaabhi-vardhathe ||