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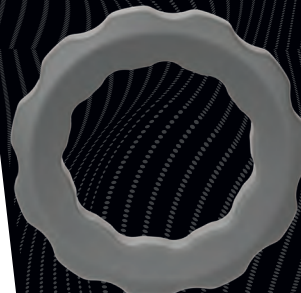
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letter from the editor  
Dear Ladies and Gentlemen

Jacqueline Gold passed away on March 16 at the age of 62 following a lengthy illness. Her name is inextricably linked to the success of the British adult retail company Ann Summers. She joined the company in 1981, and she rose through the ranks from being a trainee to managing the company when she became CEO in 1993. From 2022, she was also the executive chairwoman. In all of these positions, she contributed greatly to the growth of the business, not least of all by introducing the concept of the Ann Summers Party. She also steered the company in a more female-friendly direction and successfully transformed the store chain into a multi-channel business. On a more general note, Jacqueline Gold played a significant role in making sex toys more socially acceptable, and she is one of the architects of the thriving market we see today. Our market has lost one of its defining personalities, and we extend our heartfelt sympathies to all those mourning her.

That's it for this month!  
Matthias Johnson

## The Viballdo

Nadgerz launches crowdfunding campaign for Balldo follow up

**USA – Nadgerz Inc. announced that it has launched its second Indiegogo crowdfunding campaign for 'The Viballdo' - the follow up product to the company's 2021 viral hit 'The Balldo' ball-dildo.**



The campaign and its new video, featuring some well-known figures can be found here <https://www.indiegogo.com/projects/the-viballdo-the-vibrating-balldo/x/22644797/#/> „The Viballdo is not just the long anticipated vibrating version of the Balldo,“ said Nadgerz CEO Jerry Davies. “Over the past 24 months we took onboard a whole raft of improvement suggestions from our customers. The Viballdo is basically the culmination of all these improvements - with the added benefit of a powerful 10 program vibration motor in the tip - giving deep stimulation to both the wearer and their partner.” Improvements wise, The Viballdo

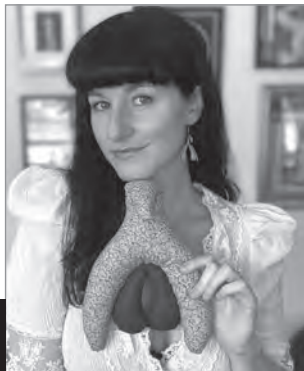
has a shorter cage than the Balldo, giving a far better fit on the wearers balls, it also uses a softer and stretchier silicone formulation to make putting it on and taking it off a much easier process - with the added benefit of its softness making it less intimidating for the partner. The Viballdo kit comes with two ‘spacer rings’ as standard. “Spacer rings have been quite an eye opener for us - we have reports of many people wearing more than two - perhaps four fairly easily depending on how loose the scrotal skin is,” says Davies, “these aren’t people that are into ball stretching, it’s just regular people experimenting”. The Viballdo also has a longer tip than the Balldo allowing for deeper penetration. It still features the inner core that keeps it rigid in the thrusting plane but allows for easy (and much wider) stretching open of the upper ring to pull it over the balls. The Viballdo kit will be available for wholesale and distributor customers in late June 23. e

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## Golden erect capsules

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## Stunningly sexy outfits from ,Noir Handmade'

ORION Wholesale

**Flensburg, Germany - Four new outfits from the top-selling label "Noir Handmade" are now available at ORION Wholesale.**



The outfits for fashion-conscious women are made of high-quality powerwetlook with an elegant black matte sheen. The material is extremely stretchy, leaving virtually no creases on the body making it fit like a second skin. All outfits are available in sizes S, M, L and XL. The dress with exciting lacing has a tight cut with open lacing at the front, which is adjustable for a perfect fit. The back features a full-length 2-way zip that opens from the top and bottom. The zip body in a close-fitting cut has an erotic, silver-coloured 3-way zip that runs from the stand-up collar deep down to the crotch.

The extra-high leg cut-outs put the buttocks and legs excitingly in the limelight. The highly stretchy long-sleeved overall fits like a second skin. The close-fitting cut has a practical & erotic, silver-coloured 3-way zip that runs from the neck through the crotch to just above the bottom. The short, tight dress in a black, elegant mix of delicate lace (top) and highly elastic powerwetlook (skirt) is a special eye-catcher. The lace top is completely open at the front and back. The sides also remain completely bare. The stand-up collar halterneck has a hook closure at the back of the neck. **e**

## INTERNATIONAL DREAMLOVE cooperates with FUN FACTORY



Seville, Spain - INTERNATIONAL DREAMLOVE has been trying carrying FUN FACTORY products for many years and is excited to now be able to offer the full range, the company states. "We highly appreciate the team and high-quality products from FUN FACTORY and are proud to

deepen our existing cooperation and successfully market their products," said Francesco Danielle, Head of Sales of INTERNATIONAL DREAMLOVE Wholesale. "The cooperation allows our B2B customers to benefit from an excellent and comprehensive range of products for all needs." **e**



# Moon Beam

New from Lola Games

*Prague, Czech Republic - Lola Game's line of glowing and color-changing delicate ,Techno' dildos is now expanded with a super flexible and lockable frame named ,Moon Beam'.*

A reliable frame inside the toy will allow each user to choose the perfect bend, thereby bringing the sensations to a new level. It is absolutely not felt under a layer of delicate and soft liquid silicone, thanks to which, during the production of the dildo, it was possible to achieve incredible flexibility and functionality of the toy. Also, the material made it possible to make the



toy one-piece and avoid any possible seams on the surface. ,Moon Beam' not only glows in the dark, but also changes its color from pleasant and delicate pink to bright and attractive yellow. In addition, an important feature of the dildo is a super powerful suction cup. Its size - length 13.3cm. diameter 2.8cm. - is ideal for stimulation of the G zone and/or the prostate. **e**

An advertisement for BeauMents Flexxio toys. On the left, a couple is shown in a romantic embrace. In the center, there are two large, purple, flexible toys: one is a bulbous shape with a long, thin, flexible shaft, and the other is a long, thin, flexible shaft with a bulbous base. To the right, there is a small, blue, flexible toy with a bulbous base. Below it, there is a small, blue, flexible toy with a bulbous base. To the right of the toys, there is a box of BeauMents Flexxio toys. The text 'THE ORIGINAL' is written in a blue circle. The brand name 'BeauMents' is written in a stylized font. The product name 'BeauMents Flexxio' is written in a bold font. The background is a light purple color with a subtle pattern of small, colorful dots.

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# No desire unfulfilled with the ,Thumping Rabbit Vibrator' from JAVIDA

New at ORION Wholesale

**Flensburg, Germany- The ,Thumping Rabbit Vibrator' now joins the extensive JAVIDA range available at ORION Wholesale.**

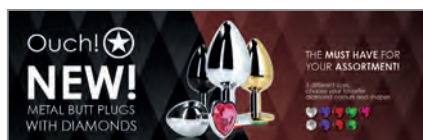


The optimally curved rabbit vibrator intensively stimulates the vagina and G-spot with vibrations and thumping pulses, while the clitoris is pampered by the vibrating bunny. For variety in dual stimulation, there are 10 vibration modes in the bulbous tip, 10 pulsating thumping modes in the textured shaft, and 10 vibration modes in the flexible clitoral stimulator with movable ears. All functions can be conveniently controlled directly on the toy at the touch of a button – separately or excitingly combined. Three powerful motors provide reliable power. The rabbit vibrator

is pleasantly flexible in the lower shaft and thus adapts perfectly to the body and movements. It is made of silicone with a silky soft surface and is easy to insert and comfortable to play with. It can be recharged with the included magnetic USB charging cable. The ,Thumping Rabbit Vibrator' from JAVIDA comes in a stylish package. It has a very discreet design with aesthetic graphical elements and can be opened and closed with a magnetic closure. Behind the closure the article is then presented through a viewing window.

e

## Ouch! Metal Butt Plugs - Now available at SHOTS



Beneden-Leeuwen, The Netherlands - SHOTS starts the spring with a bang with their latest addition: the Ouch! Metal Butt Plugs with diamonds! With its sleek and smooth metal surface and jewel-encrusted base, this range of butt plugs is more than just average, it's a true gem!

Adjust the temperature to your preference by heating it up or cooling it down, and prepare to explore a whole new world of sensations and stimulation. The Metal Butt Plugs are made of high-quality aluminium, making it durable and easy to clean, so you can enjoy it for a long time.

e



## OTOUCH unveils Lollipop

Dual stimulation

*Shenzhen, China - According to the OTOUCH way, both sweets and sex have the similar role for helping human beings attain love and joy.*

As its name says, this product imitates the outline of lollipop, which is a type of sweets popular around the world. Bright but not garish, the lollipop-like design also brings pragmatic functions. Different from prior OTOUCH products, Lollipop is actually a toy for females that is combining two types of stimu-



on, suction and pulsation. The top of this product can be stretched to touch the clitoris, then 6-level suction can be generated to stimulate. Meanwhile, the bottom component so-called 'Lollipop stick' is a pulsation vibrator with a 6-level mode, that can be inserted into the vagina. The two functions can operate simultaneously.

e

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## SHOTS is distributing Doc Johnson's In A Bag line

The line consists of 30 distinct products that are shipped in a bag

***Beneden-Leeuwen, The Netherlands - Doc Johnson has announced the release of its highly anticipated product line, In A Bag. As the exclusive distributor for Doc Johnson and its entire collection SHOTS is excited to announce that for Europe the products are now available for shipping.***



The line consists of 30 distinct products that are shipped in a bag, a conscious decision made by the company to reduce packaging waste and provide quality products at an affordable price. According to Scott Watkins, VP of Sales and Marketing of Doc Johnson, the In A Bag line embodies the company's values of producing high-quality products that are affordable and accessible to all. Along with Doc Johnson, SHOTS has intentionally kept the cost of each of the 30 at an entry level price point with the aim of helping customers find their

new favorite products while keeping distributors' and retailers' investments low. The In A Bag products come in three different fashionable colored bags: Green for products designed for individuals with vulvas, Blue for products for penises, and Yellow for products that can be used by anyone regardless of gender or genitalia. Something SHOTS is very excited about to have this inclusivity for all. To learn more about sales information or to make a purchase, interested parties can contact SHOTS' brand ambassador Bjorn: [bjorn@shots.nl](mailto:bjorn@shots.nl).



## KOTEK new at ST RUBBER



Wadgassen, Germany - ST RUBBER is happy about the addition to the lingerie product category! The brand KOTEK is now newly available. The range includes 12 stockings & suspender stockings in sizes S/M and L/XL. Especially the first-class quality

and the fantastic cuts know how make a convincing impression. If you have any further questions, ST RUBBER's customer service will be happy to help under the telephone number: +49 6834 4006-0 or simply visit the online shop: [www.strubbi.com](http://www.strubbi.com)





## New outfits in the stylish leopard look from ‚Noir Handmade‘

ORION Wholesale

**Flensburg, Germany - Four new outfits in hot leopard print by the top-selling label ‚Noir Handmade‘ are now available at ORION Wholesale.**

Whether long-sleeved jumpsuit, body, long-sleeved dress or off-the-shoulder dress – the outfits in the provocatively transparent leopard design are simply stunning and stylish. They are made entirely of soft powernet with a fine velvet flock print in a leopard look. The material is extremely stretchy, which is why



it leaves almost no creases on the body and fits like a second skin. All outfits are available in sizes S, M, L and XL. Since the ‚Noir Handmade‘ collections always run a little smaller, there is a special size chart for these outfits available. The collections of ‚Noir Handmade‘ are delivered in packaging made of high-quality cardboard.

e



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## Exciting equipment from Black Velvets

New at ORION Wholesale

**Flensburg, Germany - ORION Wholesale is now expanding its extensive range of Black Velvets products for anal pleasure. The new addition is exciting equipment in two different versions for the penis, balls, anus and perineum.**



The 'Ball cage with butt plug' combines a cock ring with a ball cage and connects it to the distinctly ribbed butt plug via a sturdy chain. In addition to a great feel and strong look, it also perfectly supports the erection. The stretchy cock ring is slipped on and the balls are placed in the flexible silicone cage, which divides them in an exciting way. Then, the butt plug is inserted into the anus. The connection chain provides exciting traction and rubs stimulatingly over the perineum when worn. The 'Cock cage with butt

plug' combines a cock cage with a ball ring and connects it to the distinctly ribbed butt plug via a sturdy chain – a highly stimulating sight and an exciting accessory for control and chastity games. The penis is inserted into the flexible, anatomically shaped silicone cage and the stretchy ring is pulled over the balls to ensure a non-slip fit. The butt plug is then inserted into the anus. Here too, a connecting chain provides exciting traction and rubs stimulatingly over the perineum when worn.

e

## Dreamlove launches ‚Robin‘



Seville, Spain - Combining a cock ring and clitoral stimulation, the new ‚Robin‘ bullet ring from Treasure, an elegant and sensual brand that is set to revolutionize the world of sexuality and sensuality in the coming years, ensures that users can share an incredible experience with their partner. The luxuriously slim and incredibly contoured tip elegantly

curves towards the clitoris to provide greater stimulation and more intense orgasms. ‚Robin‘ is a perfect vibrating ring for couples thanks to its clever and flexible head, his textured stimulator and the ring. His motor is strong enough to fully stimulate his member as he strokes her tiny sensitive spot, producing multiple orgasms for couples.

e

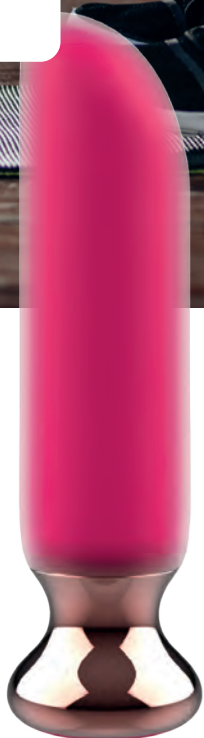


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# SCALA

# Femme Funn

Now exclusively available from Tonga

***Axel, The Netherlands - Tonga is happy to announce the launch of the American brand Femme Funn in their collections.***



Tonga chose to bring the Femme Funn toys to Europe because of the long experience of the brand's founder in the industry and because of the innovative technology and designs of the products. Ultra Bullet – When the Ultra Bullet launched back in 2015, it was the first-ever fully silicone bullet vibrator (both inside and out). In addition to its never-before-seen design, it also was the most powerful, becoming an overnight sensation. This product created the DNA for the Femme Funn brand – Power • Innovation • Fun. Booster Rabbit– The second product Femme Funn designed was the Booster Rabbit – their spin on the traditional rabbit vibrator. At the time, it was the first-of-its-kind rabbit vibrator with a rotating motion. The innovative 360° ro-

tation technology, paired with sensational external vibrations from the rabbit, creates a sensation of dual stimulation. This product was also the first to feature the signature Boost Mode function, which was also revolutionary at the time and has become a trademark of the Femme Funn brand due to its popularity. Ultra Rabbit – With the Ultra Rabbit, Femme Funn created a one-size-fits-all rabbit vibrator. The rabbit portion of the toy is huge, and super flexible, allowing it to comfortably and safely bend to the shape of the user. In addition to that, they discovered that when using these toys, the product would slip out if the user released the handle. So, they created a 'non-slip' dip on the shaft of the device, which holds the product in place. **e**

## Get ready for spring with Leg Avenue



Wijchen, The Netherlands - Known for its innovative designs, playful use of colour and commitment to quality, Leg Avenue is a perfect choice for anyone looking to bring a bit of glamour to their wardrobe this spring.

The new spring collection is full of vibrant colours and designs that are sure to make a statement. From flirty babydolls to sexy teddies, each piece is designed to be comfortable, stylish, and timeless. Available at SCALA. **e**



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# XR Brands debuts revamped website with brand-new features

New site makes it easier for customers to work with award-winning brand

***Huntington Beach, USA - XR Brands has launched a newly revamped website updated with a modern look and packed with features designed to give customers the best experience possible.***



The new XRBrands.com features improved navigation capabilities, a mobile-friendly layout for easier tablet or phone browsing, and crisp, clear, high-resolution images and videos that customers can use to improve conversions on their ecommerce sites. The site's upgraded search function allows users to filter by brand, material, color, size, or product type, making finding the right items faster and easier than ever, and users also will notice a new wish list feature that allows buyers to conveniently keep track of the products that catch their eye. The site also features current stock levels that are updated hourly. The new XRBrands.

com also features an easy-to-use menu that allows users to translate the site to their preferred language and view prices in the most relevant currency. In addition to English, customers can now browse the site in any one of 10 languages, including Arabic, Dutch, French, German, Indonesian, Italian, Japanese, Malay, Portuguese, or Spanish. For those who need to see prices beyond USD, they can now choose from seven additional currencies, including the Australian dollar AUD (A\$), Brazilian real BRL (R\$), Canadian dollar CAD (C\$), Euro EUR (€), Japanese yen JPY (¥), Pound sterling GBP (£), or Swiss franc CHF (Fr.).

**e**

## Stand out in the dark with TABOOM



Wijchen, The Netherlands - The new TABOOM Glow in the Dark collection is perfect for couples looking to add a bit of excitement to the bedroom. The selection of pink glowing items includes everything from cuffs, collars, hogties to paddles, all designed to stand out

in the dark. Whether you're looking for a daring look for your next night out or something exciting for your bedroom playtime, TABOOM has you covered! With this new collection, you'll be sure to be the brightest star in the dark. Available at SCALA.

**e**





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## FUN FACTORY celebrates press launch for VIM

The brand's first-ever wand

**New York, USA - FUN FACTORY celebrated the launch of VIM, the brand's first-ever wand, with a press event at the Museum of Sex in New York City on Thursday, March 9th.**



The event featured workshops from Kristen Tribby, FUN FACTORY's Head of Global Marketing and Education; Zachary Zane, a renowned author and industry columnist; and Carly S., a sexpert and wand pro. The event not only welcomed VIM to FUN FACTORY's repertoire, but also took attendees on a journey of sexual knowledge. Discussion topics included the impact of wands on American masturbation styles and how to use wands for all bodies. The presentations finished with a delightful talk about how to use wands for penises and

edging. Kristen Tribby, FUN FACTORY's Head of Global Marketing and Education, says, "At FUN FACTORY, we are all about giving the consumer the best possible experience with our products. That's largely why we held off on introducing a wand into our product line until now. We've spent a long time researching other wands; we wanted to correct the problems in those toys. That's why VIM is 50% quieter and 32% lighter than the leading wand, and also super customizable, so that beginners and connoisseurs can enjoy the wand."

e

## PRIVATE's world of pleasure is expanding with the new Pocket Pussy range



Wijchen, The Netherlands - PRIVATE introduces the PRIVATE Pocket Pussy range, designed to provide an intimate, discreet experience for solo or shared enjoyment. The male masturbators are exclusively available at SCALA and now ready to order. Men can slip inside the PRIVATE Pocket Pussy of Alexa Thomas, Shaynna Love,

Jayla de Angelis or Julia de Lucia, and experience these popular porn stars up-close. The compact, travel-proof masturbators are made of high-quality materials for a lifelike experience. Featuring soft, realistic texture and a comfortable grip. Men can adjust the tightness by squeezing the masturbator with their hand.

e



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# Je Joue are announcing their partnership with Besharam

For the Indian market

**London, England - Ian Kulp, Head of Sales US/ North America at Je Joue said 'We're incredibly excited to be partnering with Besharam to bring the Je Joue collection to the Indian market.'**



We're very proud of our high-quality toys with our unique, rumbly motor and excited for new customers to experience the Je Joue difference. Throughout the years we've championed normalizing self-pleasure and promoted healthy attitudes toward sex. We're excited that this partnership enables us to continue our mission of bringing better quality sexual experiences in a new market and we couldn't think of a better partner to do so." Raj Armani, COO at IMbesharam added: "There are very few brands that are built up with a mission in mind, not just profits and revenues. Je Joue has been an

inspirational brand for many like minded industry colleagues which resonates Besharam's own vision and pursuit to normalize conversation around sexual pleasure, sexual health and sexual wellness. This is our 10th year that we have consistently held up our stand and championed for the voice of modern India and it is our aim to partner with such brands that strive to improve your experience and work for the bigger purpose. Ian has a reputation of being a leader to look up to, and I am grateful for his enthusiasm towards this partnership and I join hands with them to deliver to our common goal". **e**

## The Black Sapphire BDSM line from Lovecherry



Alicante, Spain - International Lovecherry introduces the Black Sapphire BDSM line. Black Sapphire offers a line of products to discover the world of pleasure in a uniquely playful and erotic way. Made from silky materials and incredibly soft fabrics but with secure restraints, these luxury and versatile products seduce to use imagination

without limits. The line contains: a blindfold, a mouth gag, handcuffs, a hog tie, a paddle, a collar with leash, ankle cuffs and a flogger. "The Black Sapphire line proposes an elegant aesthetic and effectiveness at the same time, the perfect fusion to obtain first quality requested and a completely secure fetish game", the company says. **e**

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## XR Brands welcomes Elizabeth Porter-Smith as Brand Ambassador

Porter-Smith brings with her more than half a decade of industry experience

***Huntington Beach, USA - XR Brands is pleased to welcome Elizabeth L. Porter-Smith onboard as their newest brand ambassador.***



Porter-Smith joins the XR Brands team with six years of industry experience – five of which took place on the retail side of the business. Previously the manager of an upscale adult retail chain's flagship store in Fort Worth, Texas, USA, Porter-Smith brings her talents and education as a manager of a multimillion-dollar brand to XR Brands. "I am excited to join the XR Brands team and to have the opportunity to interact with our awesome customers on a face-to-face level," Porter-Smith

said. "I believe the best way to increase revenue, encourage repeat customers, create brand loyalty, set and surpass sales standards, and to build trust is by creating a space where customers feel safe, educated, and heard. I look forward to doing that for XR Brands' customers." Porter-Smith is ready to educate retail teams on XR Brands products and brands, as well as provide more sexual education that will help guide store employees through the sales process. "

e

## Lube Tube Cocktail - New from Orgie



Caldas da Rainha, Portugal - Orgie raises a toast to pleasure with the launch of its new line of water-based kissable intimate gel Lube Tube Cocktail in 100ml and 50ml sizes. Lube Tube Cocktail intimate gels are all flavored and scented after famous cocktails thanks to top-grade, well-crafted flavoring ingredients. Lube Tube Cocktail – Caipirinha: The most treasured Brazilian flavor that traveled the world with its recipe. Orgie went for the classic blend

with lime and 'cachaça'. Lube Tube Cocktail – Pinã Colada: The official drink of its homeland, Puerto Rico. The incomparable flavor blend of rum, coconut cream and pineapple juice. Lube Tube Cocktail – Strawberry Mojito: The Cuban cocktail on its vivid strawberry variation with rum and hints of lime and mint. Lube Tube Cocktail – Sex On The Beach: The flavor blend of vodka, peach schnapps, orange and cranberry juice.

e



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## New Wicked massage creams and Wicked flavours

Available at Tonga

***Axel, The Netherlands - Wicked added three massage creams to their product ranges, available at Tonga in three ultra-rich formulas: Orange Blossom + Patchouli, Sage + Sea Salt and Stripped + Bare. The first two are naturally scented, the third one is fragrance free.***



Sage and Sea Salt has a relaxing and rejuvenating effect, Orange Blossom has sultry and seductive properties. The massage creams are designed to relax and soothe the body, developed to help people address touch deprivation. Users are encouraged to explore satisfying sensual massage with superior formulas that benefit the skin + tantalize the senses. Created with coconut and sweet almond oil, and infused with vitamins A and E, WSC's Sensual Massage Creams are suitable for all skin types, perfect for de-

living smooth massage movements, and ideal for solo or partnered use. Blended with oils and infused with electrolytes to nourish and caress, and to quench thirsty skin. All three massage creams are vegan and can be used as a daily lotion. Wicked Sensual Care massage products are perfect when your body craves touch and relaxation. The tubes are made of bio-resin / bio-plastic. Materials made from renewable biomass sources (for example sugarcane), to be more sustainable and to reduce the carbon footprint. **e**

## International Lovecherry is expanding the Action collection



Alicante, Spain - The No. TwentyFive Licking Tongue and Vibrating Clitoral Massager is the new member of Lovecherry's Action collection. This massager is a toy created for the most basic but satisfying pleasure. It has a rounded ergonomic and spectacular shape with a central ring for comforta-

ble and easy use. No. TwentyFive is an ideal stimulator for clitoral stimulation or any desired area thanks to its 9 patterns of vibration and also 9 licking modes. The vibration function is separated from the licking tongue function, so the stimulating tongue can be enjoyed with or without vibration. **e**

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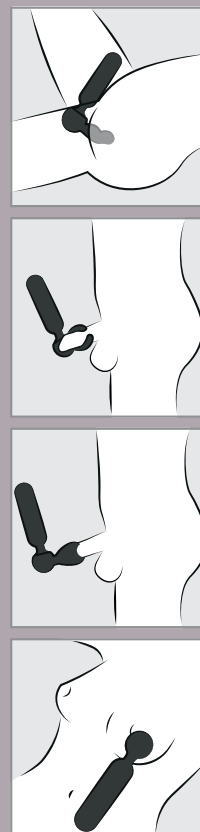
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# XR Brands expands lifelike 'Jizz' Lube line with new G improved formula

Consumer favorite lube is now slicker, longer lasting, G available in larger bottles

**Huntington Beach, USA - XR Brands has expanded its popular Jizz Lube series with a new-and-improved water-based formula and three new bottle sizes.**



This white, creamy formula is renowned for its lifelike appearance and consistency, with both a scented and unscented option for shoppers who love fluid play or simply prefer a lubricant that looks and feels like the real thing. Jizz Lube is a breakthrough lubricant developed specifically for users with an erotic affinity for ejaculate, and these revamped formulas are longer lasting and more slippery than ever before. Jizz Lube was originally available in 8.5 oz flip-top bottles,

and now XR Brands has added 16 oz and 34 oz options to the lineup. These larger sizes come with convenient pumps for easy dispensing. Designed to emulate the look and feel of semen, Jizz is available in a formula that features a surprisingly realistic aroma that mimics the scent of the real thing, as well as an unscented version. Originally launched nearly a decade ago, this unique product is part of XR Brands' award-winning, top-selling Master Series collection of BDSM and fetish gear. **e**

## Oninder - the app that sets out to revolutionize the market



Seville, Spain - Oninder from International Dreamlove is the global platform that allows millions of users to maintain intimate relationships on an occasional or continuous basis either with their partner or with new adventures. Oninder is an app in which the user is allowed to connect with other online profiles to make friends, expand the list of contacts around the world and even get temporary or

permanent partners. Oninder is an application that allows you to play sexually with people in different parts of the world or increase trust as a couple, as well as an online dating service. With the app, now available for smartphones, you can take control of your favorite erotic toys and synchronize them with those of your lover to practice live cybersex from anywhere in the world. **e**

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# Nu Sensuelle announces appointment of Patrick Lyons as CEO

The brand continues to elevate sexual health and wellness

***Boca Raton, USA - Nu Sensuelle announced that its Co-founders, Barry Brinberg and Thao-Luu Brinberg, appointed current Chief Strategy Officer (CSO) Patrick Lyons as its Chief Executive Officer (CEO), effective immediately.***



Mr. Lyons will leave his post as CSO but will continue to develop and align sales and marketing initiatives to significantly broaden Nu Sensuelle's presence in the industry and mainstream markets. As CEO, Mr. Lyons will build upon this vision and reinforce Nu Sensuelle's commitment to pleasing the entire body and spirit—helping users of all body types, relationships, genders,

and sexualities elevate their vibe. He will also oversee the launch of a new category of cutting-edge products and continue to increase domestic and global sales while refining the brand as the leading pleasure product company in the world. Lyons brings over 25 years of experience in marketing, finance, and product development across several institutions and organizations. **e**

## Lovely Planet brands announce new partnership with Sexy Living



Gémenos, France - Love to Love and Strap-on-me are thrilled to announce their newest partnership with Sexy Living in Canada starting from 1st of March. "Sexy Living was highly recommended to us from Canadian retailers and we are so excited to make everyone happy. The partnership will significantly expand product awareness and accessibility to Canadian customers", says Anne Meunier, International Sales

Director at Lovely Planet. Sexy Living has a 20-year reputation as a sex toy wholesaler and drop shipping service throughout Canada allowing more boutique retailers and consumers to purchase a premium selection of lubricants, sex toys and accessories "We are very excited about this new partnership with Lovely Planet, a brand that represents quality and elegance," said Francis Walsh, CEO of Sexy Living. **e**



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# Lulu Shwartzter and Conde Aumann join Viben's Sales Team

Manufacturer expands with two veterans

***Los Angeles, USA - Pleasure products manufacturer Viben has announced the addition of two, well known adult industry veterans Conde Aumann as Account Executive and Lulu Shwartzter, as the new International Account Executive "I am truly excited about adding these two female powerhouses to Viben," shared Bonnie Feingold, CEO of Viben.***



“Conde has been in the industry for 22 years and Lulu for 33 and are well loved and respected. I have known both of them in the industry for many, many years and am honored that they have chosen to join our team. I can't wait for the explosive growth Viben will have!” By joining the Viben team, Conde's industry experience has come full circle recalling that at the first ILS show she attended, she sat with Bonnie at a vendor's dinner. Fast forward to the present and Conde is reuniting with Bonnie to grow the Viben line's domestic sales. Conde shared, “Bonnie and her team have created an amazing line and I want to be there

for its tremendous growth. With all the thought and care put into this line, I feel it is one I can stand behind for a long, long time. I am so excited to be part of the team!” Lulu Shwartzter, the new International Account Executive, also shared her enthusiasm for her new position for Viben. “I'm excited to be working with Conde, Bonnie and Char. I am not gonna lie... what an amazing group of women we have! It's a great line with immense potential and I have a lot of experience in that area, so it's a great opportunity for all of us to grow Viben into an international brand.” Lulu added, “We're gonna take over the world, one Viben at a time!” **e**



## New at Sportsheets: Nathan Hammerle

Cerritos, USA - Nathan has a deep understanding of the emotional and psychological needs of the adult industry's customers, as he holds a Specialized Studies degree in Sexual Health Education from Ohio

University. He is a trained and certified sexual wellness educator with prior industry experience, having worked in the sales and marketing departments at Lion's Den and Paradise Marketing. **e**

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# The battle for attention

Should sex toy companies work with mainstream PR agencies?

## Yes



Matthias Johnson,  
editor in chief

***Communication is an important tool as everyone knows. But who is the best partner to entrust with your communication strategy? Our industry has no lack of PR experts, and to boot, they know the market inside and out. Or are mainstream PR agencies better suited to spearhead companies' efforts to capture the attention of the masses?***

Giving a simple yes or no answer to the titular question does not do justice to the complex issue we are talking about here. No matter who companies entrust with their advertising and communication strategies, there are pros and cons to any path they choose. So, let's say you decide to work with a PR agency that has its roots in the mainstream market. The rationale is not just that this agency knows its stuff but also that it has access to the mainstream media, i.e. that it has contacts among journalists and editors, among big publishing houses and TV stations, etc. After all, the goal is to get a wider audience interested in sex toys or sexual wellness. Put differently, you want to make sex-related products more palatable and accessible to a mainstream audience. To do that, you have to leave the 'sex toy bubble' and look at the bigger picture. PR agencies often have

years of experience working with mainstream media, and you cannot underestimate the value of this know-how, especially if you want to open up people's minds to a topic that some still consider racy or awkward. A topic such as sex toys, you know. Some might argue that these agencies are not really familiar with the sexual wellness market and the products therein and that this is a detriment, but as many, many people have pointed out over time, our market is not so different from other markets. The basic rules are the same. Likewise, mainstream PR agencies offer the same kinds of services as agencies that are rooted within the industry. The difference is that mainstream PR firms have a wider reach and more avenues that they can explore.

e



# No

If you're hiring a mainstream PR agency to handle the entirety of your communications, including within the B2B space, you're betting that an expert checkers player will excel in a game of chess. Sure, the games might appear similar to an outsider, and a checkers champion might even have an easier time learning chess, but that doesn't make them a grand master overnight. Mainstream-based PR firms think they know our industry because they know PR. They believe all of the mainstream tips, tricks, and rules apply here. They think the reason sex toy brands are having so much promotional trouble is because we're just not doing what mainstream brands do. These mainstream firms think they have the keys because they come from a more 'legitimate' business world. But in the end, it's all just an impersonal cash grab for a slice of the billion-dollar sex toy industry. If you hire a mainstream PR firm to handle ALL of your communications, the folks on the other end of the email thread - like specialized journalists, writers, and literally anyone with more experience in the pleasure industry - will wind up knowing

more about your company than your PR person. Companies that don't specifically focus on the intimate wellness sector, simply put, just don't get it. Even in my personal experience as a journalist, they are often confused by my interview questions because I know more about the industry and their manufacturer client than they do. Additionally, many have the disingenuous personality of a real estate agent or car salesperson; not an impassioned professional who understands the intricacies of selling honest-to-goodness sexual wellness. With so many veteran PR pros right here in our industry, why spend your money with a clueless, gimmicky outsider? Stick with a pleasure-focused PR agent. Your press and promo contacts and colleagues will thank you for it. **e**



Colleen Godin,  
EAN U.S. Correspondent

# Competitive Advantage: Finding your uniqueness and the importance of messaging - Part 2

A column by Dominnique Karetsos



*Last month we discussed how brands in the sexual health and wellness space have found themselves in the Age of Iteration not Innovation. In part two of our three-part series, Dominnique Karetsos, CEO of Healthy Pleasure Group, takes a look at the importance of messaging and how brands need to find their uniqueness in order to stand a chance of surviving in an increasingly busy industry. Here's part two...*

In last month's column I touched on the need for sexual health brands to think more ambitiously - particularly in regards to being a true innovator in a sea of imitators - however, I also want to implore brands to think ambitiously when it comes to their messaging, branding and communicating their unique proposition within the marketplace.

If you are one of the lucky ones that has managed to build a genuinely innovative and groundbreaking product or offering that solves real world problems, in all honesty, that's only half of the job. The next big challenge comes down to how you tell your consumers about it. How are you communicating what you are, what you solve and why it is that you are best placed to provide it?

One of the biggest issues that great brands in this space face, is how they behave when the inevitable wave of hungry brands voraciously come up behind them. They might be iterating on the back of your innovation, but if they're not careful, with clever messaging and positioning they have the ability to set themselves apart from the pack and eat everyone else's market share. To carve out a relevant and long-standing place in





# Dealing with a Shadow Ban

A column by Kathryn Byberg



Kathryn Byberg,  
Managing Director  
and Founder of Little  
Leaf PR Agency  
([littleleaf.agency](http://littleleaf.agency))

*Creating good social media content can be a minefield, especially in the sexual wellness industry. Getting ads approved, ensuring your captions don't include any banned words, creating engaging content that appeals to your audience, and keeping on top of the community, the list is never-ending. All that being said, ask any social media manager in the sexual wellness industry what their biggest ear ache is and they'll all likely have the same answer - censorship! From shadow banning and ad accounts being taken down to accounts being disabled; it's increasingly becoming difficult to display industry focused content on social media without facing some form of punishment from the big guys in charge.*

## First thing's first, what is shadow-banning?

Shadowbanning is the practice of limiting the visibility of a user's social media content without their knowledge, making it difficult for them to reach their intended audience. This is often done by limiting the reach of posts or making content less visible in search results or on newsfeeds. Social media platforms claim that shadowbanning is used to prevent spam and inappropriate content, however, it has become apparent that shadowbanning is often used to censor content related to sexual wellness.

## So, what can we do to firstly, avoid shadowbanning completely, but also deal with a shadowban if we are slapped with one?

The simple answer is - don't post anything risky or explicit. However, that's not a reasonable solution, especially when we are here to educate our audience and sell products. The next best thing is to trick the platform by using the risky word in a different variation. Some of our favourites are:

Sex = Seggs

Masturbation = Masturbat!on

Lube = Lub3

Even on the image copy, using these substitute words will ensure your posts still get seen and are not taken down within a second of posting. Here at Little Leaf Agency, we haven't had many issues with posting our client's products, however as soon as too much skin or nudity was involved, that's when posts started to get taken down.

Another way to prevent being penalized is by using relevant hashtags in the post. If you use a hashtag, such as #Thanksgiving, yet the post is of a sex toy, this will get flagged. Purely because people (including children) will be using this very generic and popular hashtag, and if they do search it, they could come face-to-face with your post.

If you do want to implement a hashtag strategy, make sure the people who will need or want to see your content have access to it, for example if the post is about a yeast infection, this is perfectly okay to use. Then, if people want to search for this specific content they can. A good, free tool to use to check if your hashtag is safe, is Hashtag IQ. Not only can you see what hashtags and words

are banned, but you can also see the performance of hashtags, so you'll be able to judge whether you should use them or not.

### **How can you tell if you have been shadowbanned?**

You can usually tell if you've been shadowbanned purely just by looking at the engagement on the post. If you are shadowbanned, Instagram won't show your post on your followers' feed, or on the explore page and you won't be able to see it in the tagged post with the other hashtags either. If you have used hashtags on your post, search for the hashtag and see if the post is there. If not, then you have your answer. Also the next few posts you make after the shadowbanned one will probably be hidden too. If you haven't used hashtags, you can usually tell by looking at your analytics. If you have noticed the reach and impressions have dropped considerably, then Instagram has probably already taken action.

### **What to do if this happens?**

The best approach if you've been shadowbanned, is to first remove the





post if Instagram hasn't already done so. Delete any trace of the post so that it's almost a fresh start. Also, browse through any previous posts and just ensure there aren't any explicit hashtags used or posts that could be considered offensive or explicit and if there are, delete them.

Rethink your hashtag strategy. See if there are any generic hashtags you are including and if so, stop using them immediately. In fact, it's probably best to cool off on the hashtags for a couple of weeks and let your organic engagement do its thing. In the meantime, think of a strategy that will benefit you and your potential new

followers. Curate hashtags depending on the content. There are over 21,000 posts under the hashtag #seggs, so there are definitely ways to get around it!

Be honest with your audience! Tell them you've been shadowbanned and that you could use an extra boost, ask them to like and save your posts so that the algorithm knows the audience likes your content. Or to take this further, host a giveaway, even better if it's a multi-brand giveaway, so you can boost your following, and engagement and hopefully see your reach increase.

The sexual wellness industry has been at the forefront of a growing movement to break down taboos around sex and promote healthy sexual expression and social media platforms have played a critical role in amplifying the voices of individuals and businesses within this industry. It has also provided them with a platform for sharing information about sexual health, pleasure, and education and it is therefore crucial that social media platforms recognise the true value of sexual wellness content and in turn, take the correct steps to ensure that this content is not unfairly censored.

This is not just an issue for individuals and businesses within the industry, but for society as a whole and until some real tangible change has been made, these small steps can be taken in attempts to beat this unfair and backward system. **e**







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Natalia Starr



Apolonia Lapiedra



Kenzie Taylor



Feel stroker butt  
pale



Feel stroker butt  
mid brown



Feel stroker  
dark brown



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# "Why discreet toys should be at the top of your stock buying list"

A column by By Matthew Stewart-Wright



Matthew Stewart-Wright,  
Business Development Manager  
at Creative Conceptions Ltd

The result, a growing appetite in the market for subtle, beautifully designed sex toys. The type of toys that you can leave out anywhere handily charging, to be ready and waiting whenever you are. But it's not just consumers that benefit from these creative sex toys, by stocking these items retailers can reach a wider customer base, broaden their product range, and boost profits.

Sex toys these days are a true reflection of the multi-billion-euro business that they represent: sleek, streamlined and made to be shown off. From roses to unicorns to beautifully sculpted ergonomic designs, the market boasts so many innovative styles and the demand for subtle, beautiful sex toys is not slowing.

Taboos around sexual wellness and pleasure are continually breaking down and discreet toys provide an easy and accessible way for those that are interested in exploring their sexuality but perhaps feel a little nervous about purchasing a more traditional sex toy, to gain sexual pleasure and explore their bodies. Consumer mindset is changing, and

***As the sex toy market continues to grow, retailers have been presented with a huge opportunity to increase their sales by stocking up on discreet toys. Designed to be small, silent and non-intimidating while providing a range of pleasure options, discreet toys have played a focal role in social media trends and influencer recommendations over the last few years.***



toys are no longer seen as something to be embarrassed about and hidden away in a drawer, they want to have their sex toys proudly on show – especially when they look as charming as they do now.

Stocking discreet toys is a great way to attract new customers, those people who are inquisitive and keen to explore but not quite ready for some of the larger, more obvious toys. The beauty of it is that if you are the retailer that stocked that discreet toy that introduced them to the wonderful world of sex toys, you will most likely have a loyal customer for life as they discover more and more adventurous products.

While it can be quick and easy to jump on the trend and purchase a nameless, cheap product for resale, if you want to keep your customers coming back for

more, then you need to pay attention to the little details. Today's consumers are more conscious than ever about their purchases. They are looking for toys that push the boundaries of design, are made from high-quality materials that are body-safe, manufactured by reputable brands but above all else are compact, discreet and add a sense of fun and beauty to their sex life.

Whether you're a brick-and-mortar store or an online retailer, investing in subtle sex toys that your customers can take anywhere is a great way to expand your product range, reach a wide customer base and boost profits. While there will always be room on the shelves for those more realistic-looking and experienced products, with the right selection of discreet toys, retailers can well and truly reap the rewards.





# "Pink & More Pink is the trend for Spring/Summer 2023"

A column by Peline Kurtddarcan



*I think out of the whole year March is actually a rough month, even though technically it is the start of Spring. We still feel we are never going to get past winter (unless you are in California or some hot tropical island..in which case I don't want to know about it lol) and any trace of summer is still sooo far away...*

I keep thinking what do you wear to feel more sunny, sexy & motivated? I honestly think that it is the month of wearing the extra fancy, cute but still ultra sexy- red or pink bra/bralette with everything on it possible...ribbons, bows, jewels, cut outs...kind of like a sundae with everything on it. We need the boost and the distraction of something that energizes us...so of course it has to be something that is just gorgeous and over the top, a secret for when we want it to be. Definitely comfort and versatility are not on our list of criteria this month. Gone is the mentality where you need a reason or a special occasion to wear fancy underthings. The trend for Bright Pink and Red is still going strong, with many

companies adding the luxurious aspect of satiny ribbons, see through mesh and accessory type clasps. Whatever your preference, it is a great opportunity to try out different styles as everything actually starts with the mood that you create for yourself.

Lingerie should never be an after thought, I mean that is saved for things like socks or gloves. The Barbi-esque trend seems like it is here to stay as it is literally everywhere. Women just love pink...if you are 4 or 24 or 54...it's just that colour that evokes happiness & pretty-ness. There is also a current trend for mixed textures in lingerie. This keeps it interesting and fun, especially when you let it peak out from whatever else you are wearing. Most notably the masculine blazer + a teddy or a sexy little bra is definitely the way to go. If it's going to peak out- it might as well be worth the peak.

I think it's safe to say that we are all tired of comfort dressing- too much comfort leads you down the rabbit hole of 'let's be natural' in all areas of life which hmmm... should be saved for the next pandemic LOL. Thank goodness Spring is around the corner and it's all about all sorts of Cleavage... **e**

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# pjur relies on strong partnerships

Benefits for retailers as well as distributors



*If you talk to pjur's current collaborators, they will all agree that the premium personal lubricant manufacturer relies on building strong partnerships and offers both retailers and distributors several services to boost their attractiveness for customers, achieving better sales in the process. To ensure success, pjur's wide range of offers are developed and implemented together with its distributors and retailers.*

## What pjur represents as a partner

For several years pjur has offered an extensive portfolio of services that are continually checked to ensure they are suitable and likely to succeed, and adapted and extended if necessary. These services are managed by an experienced international sales team alongside the pjur SMarketing team. pjur set up this special team two years ago. Each sales employee works closely with a marketing manager so they can support customers individually according to the context of the market. These teams plan promotions and special events with retailers.

## What retailers can expect with pjur:

### Trust and communication on an equal footing:

pjur's collaborations are based on close partnerships over many years, guaranteed by strong support from the Sales and SMarketing teams. Online meetings are held at regular intervals to enter into agreements and keep customers up to date with the latest developments. The pjur employees responsible also regularly visit customers on site, like Katrin Kühnrich, Senior Key Account Manager Sales, and Sabrina Singh, Marketing Manager at pjur last November.

Both spent two weeks in Australia and visited local businesses and the in-house trade show of exclusive partner Sugar & Sas. This gives consulting and customer service a personal and very individual touch.

**Expertise:** pjur is one of only a few MDR-certified medical device manufacturers. This means that pjur personal lubricants are certified class IIb medical devices according to MDR regulations and can continue to be sold under the category of personal lubricants after the transition period ends in 2024. pjur is also training its sales and marketing employees to





be MDR- certified ‘medical product advisors.’ This ensures both distributors and retailers will receive qualified and holistic advice on the new regulations.

**Training:** pjur passes on this expertise to its partner distributors, so that they can make the best possible advice available to retailers, who can pass it on to customers in turn. Distributors can also put their retailers in direct contact with the pjur team, so that they can be trained directly – either on site in shops or online. During the Covid-19 pandemic this deeply embedded contact was important to pjur, which organized regular digital meetings and trainings.

**Availability:** pjur always has plenty of products and marketing material in stock, so retailers easily and quickly receive the desired goods and appropriate decorations. The Museum of Sex in New York is a wonderful example of this: each year a display window is decorated with the latest pjur POS materials for Pride month. And pjur is always very up-to-date with how its goods are presented: the new premium personal lubricant pjur INFINITY is showcased with high-quality illuminated displays. This helps retailers set the right tone for the high-quality product, as can be seen at exclusive partners in Sweden or Switzerland.



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# "I left my job at Harvard to sell rubber dicks to girls."

Kim Airs celebrates 30 years in the industry

*It was 1993 when Kim Airs opened her first bricks-and-mortar retail store, marking the beginning of a career in the erotic market that now spans 30 years. During that time, Kim has witnessed the backstreet years of the industry and its rise to sexual wellness prominence. In our EAN interview, she tells us about a fateful encounter in 1987 that changed her life and introduced her to the world of sex toys. Moreover, we talk about the needs of women and how digitisation has changed the market. Last but not least, Kim explains why she would rather see sex toys on the shelves of mainstream retail stores than not.*

**Kim, you are celebrating your 30th anniversary in the sex toy market this year. What made you decide to seek your fortune among vibrators and dildos back then?**

**Kim Airs:** I had gotten 'turned on' (LOL!) to everything sex in 1987 when I had gotten out of a relatively boring marriage and met a guy I called the 'Smut Hound.' He turned me on to EVERYTHING SEX – porn stars, public sex, sex toys, porno, sex stores – everything! – and I couldn't get enough and was determined to experience as much as I could (which I still am!). I began working at Harvard University in 1988 and given my comfort about talking about all things sex, I became the go-to gal in the Economics Department when a co-worker wanted to buy a vibrator. Mind you, this was many years before the internet, and you had to go to a sleazy store to buy a sex toy. Given my comfort in those stores, I would take the time with my friends to describe the differences between the toys (much like I do today) and they would be nervous and say, 'Let's just get one and get out of here!' I would try to calm them down and choose something they wanted but most of

the time, they told me to show them what I liked, and they ended up buying that one. For us OGs out there, it was a Jelly Caribbean! So basically, I got tired of going to crappy stores to buy sex toys and decided Boston needed a store that would be female and couples friendly, so, as I like to say (and what will be the title of my book), I left my job at Harvard to sell rubber dicks to girls. There's been no turning back. And I kept the name of my store discrete so people could say it in mixed company without being embarrassed. The name of my store was Grand Opening!, a double entendre on what a vagina could be, too!

**Can you tell us more about your activities? Is it correct to say that your roots are in retail?**

**Kim:** Absolutely! I grew up in a large apartment on top of my father's furniture store and he had been in retail since after WWII. His father was in retail his entire life, too! On my mother's side, her parents were successful artists in Paris, having moved there from Switzerland after WWI and supporting themselves

throughout their lives by their art. My two sisters are also successful retailers and have been their entire lives as well.

**It was in 1993 when you made the move into the sex toy market, and of course our market was completely different back then. Would you mind sharing some memories from the old days?**

**Kim:** There weren't a whole lot of choices for sex toys buyers then. The major materials that were used for vibrators were hard plastic, vinyl, and latex, jelly rubber (loaded with phthalates, for sure) came around 1995, so there weren't many options out there. Of course, the shapes were pretty standard without much variation, either. Everything ran on batteries, with the larger vibes using 2 C batteries which were heavy and noisy in the vibrators. There were just two silicone dildo manufacturers out there, with only one of them being more or less a steady supplier of them. He was also the inventor of them (Scorpio Products, founded by the late, great Gosnell Duncan). There were two other companies that appeared in 1997, Tantus and Vixen Creations, both of which, I am happy to say, are still in business and very busy.





**Would you have thought 30 years ago that this would become a multi-billion dollar industry?**

**Kim:** It's staggering but, in a way, it doesn't surprise me because I've been witness to the growth of the whole industry. I'm still incredibly fascinated by it all!

**Looking back over your 30 years in the sex toy market, what events, developments, etc. do you think were key in getting us to where we are today?**

**Kim:** Oh! I have a simple answer to that! It's when women started buying their own sex toys and demanding better quality and packaging. The packaging of sex toys when I started was so different than today! Basically, vibrators had naked or nearly naked women on the packaging to appeal to men to buy them for their wives and girlfriends. I can't remember the last time I saw a vibrator packaged that way!

Obviously, too, the growth of the internet, which made discrete shopping at home for sex toys, quick and easy to do by eliminating the taboo of walking into a store. In 1995, when the internet was starting to sell domain names, I decided that I needed to get [www.GrandOpening.com](http://www.GrandOpening.com), and began selling sex toys that year out of my store. I'm proud to say that I was one of the first sex toy retailers on the internet!

**As mentioned earlier, you are a retailer yourself, but still; What part has retail played in the transformation of our market?**

**Kim:** Top of that list is how retailers have gone out of their way to appeal to female shoppers. Brick and mortar stores have realized that the market is driven by women and the proverbial adult stores 'with sticky floors' don't cut it for a large part of the population. Sure, there are still stores out there like that (which I actually do love because they are gritty and always have a story to tell!), but so many of the stores are geared for women and couples at this point.

**It is said that sex toys have finally arrived in the mainstream. Do you share this optimistic view?**

**Kim:** Yes, and slightly no! I think it's great that people can buy sex toys in



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*Apart from retail, Kim has explored many other facets of the sex toy market, even launching her own podcast called 'Sexchat with Kim Ains'*

mainstream retail stores but it's in adult stores that the buyer will get so much more information on pleasure and how to use the toys. By opening the door in mainstream to sex toys that are available, these products can be the 'gateway drug' to more toys of different varieties and perhaps even kink products, that mainstream stores would never carry. I know that many store owners fear mainstreaming sex toys, but I think in general, the internet has caused more 'damage' to adult retail. For example, I have witnessed countless people who have come into a store and asked incessant questions of the staff about certain toys, handling many of the toys to test out their strength, etc., and take pictures

and not buy the product. You just know they are going to look it up online to find a cheaper price (and sometimes they do that right in front of you!). This practice, here in the US, is called 'showrooming,' and it drives me crazy.

Also, when they buy it online, chances are the item is a knock off (hence the cheaper price), then it doesn't work properly or last long, and they try to return it to the brick-and-mortar store! Most of the time, the stores can tell right away that the product is a knock off and they didn't sell it, never mind having a record of the sale. This practice makes the whole industry seem bad, even though, ultimately, it's the consumer's fault for trying to save money and screw over the store.

### **Let's talk about the present: How would you describe the status-quo of the US sex toy market?**

**Kim:** It's pretty strong and vital! There have been many startup companies coming up with new and creative shapes and functions and the industry stalwarts continue to outdo themselves with designs and materials. I have a hard time keeping up with all of them! Thank goodness I do sex toy reviews for XBIZ and AVN because I am always in the know and get to review many of the new products.

### **What has been the impact of two years of the Covid pandemic?**



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**Kim:** As many readers know, the adult industry was blessed with skyrocketing sales since everyone was locked up at home for a long period of time and wanted to try new and different things. There was a supply chain issue for many companies, but it didn't affect many of the manufacturers here in the US because, as always, they tend to order heavy and get their shipments before Chinese New Year, which happened when COVID started expanding globally. The issues that many of the manufacturers and distributors had been more around staffing issues: having people work in their warehouses to pick and pack the products to ship to customers and through their distribution channels. That was definitely a challenge to many of them, but I think everyone has recovered at this point.

**And what effect does the current global crises and their ramifications have on the market?**

**Kim:** Not much, as far as I can tell. As they say, in any difficult market, booze and sex will always continue to sell!

**Which trends are dominating at the moment? Which trends are influencing consumers' purchasing decisions?**

**Kim:** There are a few things that have amazed me over the past few years. A major one has been the increase in the quality of toys for penis owners as it seems the simple stroker, while they continue to sell well, are being outpaced by the strokers that pump, vibrate, work



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hands-free, pulsate, suck, and even talk to you! The manufacturers have paid much more attention to the men's market, and I think a lot of that has to do with the demographic shift: young men are not embarrassed by demanding higher quality toys and products, something we saw over 20 years ago in the female market and the men's market is just now catching up. Another is the way toys work and their connectivity to control speeds and functions. No longer do you have to have your finger on the base of your vibrator

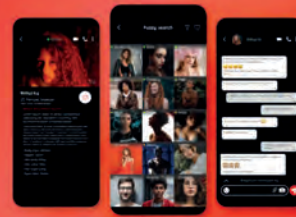
to make it work – you can do that from across the room or from around the world! That fascinates me! Actually, I think it's the tech of these toys that really amazes me and how consumers are adapting to them, too. Everyone seems to keep upping their game around all of this.

**When it comes to sex toy sales channels, e-commerce is considered the dominant business model with endless growth. Would you agree with that assessment when you look at the US market? What role do other sales channels (still) play in the market today?**

**Kim:** I still think e-commerce is extremely popular but at times, I think it's an incredibly competitive and overcrowded way to sell toys. I know that brick and mortar stores that support their own websites, whether managing themselves or associating with an affiliate site, are often quite successful as well. I am aware that there are always sex toy stores opening, which makes this brick-and-mortar girl very happy!

**It seems as though more and more companies - especially startups - in the US are taking a completely different approach and not relying on 'traditional' distribution channels. What can you tell us about that? And what does that mean for the adult retail industry?** ➤





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**Kim:** I know of several companies that are marketing their products directly to the consumer via social media, completely avoiding the traditional ways of getting products into the hands of buyers through distributors and retail stores. Of course, we know how large and impactful social media is and I can hope that they can come up with responses to what we hear from customers all the time in brick-and-mortar stores, 'What's new?' I don't see these companies as a threat to traditional stores or businesses, that's for sure. At least for right now!

Many startups in the US sex toy market are now increasingly relying on crowdfunding or venture capitalists to raise capital. What do you think about that? Is this development proof that our market is a market like any other?

**Kim:** We live in interesting times and again, I think raising capital is becoming more of a woman's game since more and more women are involved in that industry. As adult products are mainstreamed, the mainstream world is more aware of how large the industry is so there is less convincing needed to attract funding for many of these startups. And again, because of social media and access to many platforms that support crowdfunding of ideas, if something is created that is truly unique and appealing to an audience and fan base, the chances of having broad base support can make the difference between a product launch and a product dud. In closing, I'd like to say that I am as passionate about this crazy world of sex and sex toys as I have been since the very beginning. I walk the walk and talk the talk and will continue to learn and grow and be amazed with every passing day because there is never a dull moment in the adult pleasure world. For real. I love it so much. And follow me on all social @ KimAirs. I also host the podcast: Sexchat with Kim Airs, available on all major podcast platforms.





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"The direct and personal exchange with our customers is extremely important to us."

ONE-DC and Eropartner host the Intimate Wellness Expo (IWE) on June 7-8

*Evertine Magerman,  
Marketing Manager  
for ONE-DC and  
Eropartner*



*Last June, Eropartner and ONE-DC joined forces to bring us the first Intimate Wellness Expo (IWE), and after this highly successful premiere, it seemed like a foregone conclusion that the event would return this year. Now, we have an official confirmation, including a date for the expo: The organisers will invite their clients to Groningen in the Netherlands on June 7 and 8, 2023. In our interview with Evertine Magerman, Marketing Manager ONE-DC und Eropartner, we learned even more details about the event.*

At the beginning of June last year, ONE-DC and Eropartner celebrated the premiere of the Intimate Wellness Expo (IWE). This summer, the second event will follow. When and why did you decide to organize another IWE?

**Evertine Magerman:** The decision to organize another Intimate Wellness Expo (IWE) was made soon after the success of the first event last June. We received a lot of positive feedback from both suppliers and visitors, and it was clear that there was demand for another

er event. We wanted to continue to provide a platform for our industry to come together, showcase the latest products and innovations, and network with like-minded professionals. Therefore, we decided to organize IWE 2023, which will take place on June 7-8 in Groningen, the Netherlands.

#### **How important is direct and personal exchange with your customers?**

**Evertine:** The direct and personal exchange with our customers is extremely important to us. It allows us to better understand their needs and preferences, and to build strong and lasting relationships. By engaging with our customers directly, we can also receive valuable feedback on our products and services, which can help us improve and innovate. That's why the IWE is such an important event for us - it provides a unique opportunity for us to meet face-to-face with our customers and suppliers.

#### **Isn't it all too much with several in-house shows, eroFame, and another exhibition in Spain?**

**Evertine:** We believe that there is always room for more industry events, as long as

they are well-organized and provide value to exhibitors and visitors. Each event has its own unique focus and target audience, and it's up to individual companies to decide which events to attend. We see the IWE as complementary to other events in our industry, and we believe that it provides a valuable platform for companies to showcase their products and innovations and to network with industry professionals.

#### **What lessons did you learn from the first IWE? What went well? What was there to improve?**

**Evertine:** We learned a lot from the first IWE and received a lot of valuable feedback from suppliers and visitors. Overall, the event was a great success, with a high level of engagement and positive feedback from participants. One thing we learned was the importance of having a clear and well-organized schedule for the event, with ample time for networking and product demonstrations. We also received feedback that some participants would have preferred more educational sessions or workshops. We will take these lessons into account when planning IWE 2023, and we are committed to making it an even better event for our suppliers and visitors.





**Is IWE 2023 also building on the platform of the previous event?**

**Evertine:** Yes, IWE 2023 is building on the platform of the previous event, with a focus on providing a platform for suppliers to showcase their latest products and innovations, and for participants to network and engage with industry professionals. We will also be incorporating feedback and suggestions from the first event to improve the overall experience for suppliers and visitors.

**Can you reveal who from your suppliers will be on site in June?**

**Evertine:** We are still in the process of finalizing the list of suppliers for IWE 2023, but we can confirm that we will have a wide range of companies from across the intimate wellness industry. We will be

announcing the full list of suppliers closer to the event.

**Are you planning any changes to the schedule compared to last year when retail customers were guided through ONE-DC's showroom in small groups to learn about products, brands, etc.?**

**Evertine:** We have taken the feedback and suggestions from the previous event to heart and have worked to improve the overall experience for suppliers and visitors at IWE 2023. This year, our main focus will still be on sharing knowledge and inspiring our visitors. To achieve this, we have revamped our schedule to include masterclasses from key members of the EQOM Group, who will be sharing their expertise on various topics related to the intimate wellness industry. Additionally, we have invited inspirational speakers to talk about retail trends and marketing, providing valuable insights for our participants. We are still finalizing the schedule for IWE 2023, but we are excited to offer these new educational opportunities and explore other ways to showcase products and provide value for our suppliers and visitors. Our goal is to create an engaging and informative event that promotes innovation and growth within the intimate wellness industry.

**What other programme elements can visitors expect in the 'business' part of the event?"**





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**Evertime:** In addition to the masterclasses and speaker sessions, visitors can expect a wide variety of other business-focused activities at IWE 2023. We will have a range of suppliers showcasing their latest products and services, providing opportunities for attendees to discover new brands and innovations. There will also be networking events and roundtable discussions, allowing participants to connect with peers and experts in the industry. Our aim is to create a comprehensive

business programme that offers something for everyone in the industry.

**Parties, restaurant visits, a city tour of Groningen... Last year, there was a great entertainment programme for your visitors. What can they look forward to this time?**

**Evertime:** While our primary focus is on delivering a valuable business programme, we also understand the importance of creating an enjoyable and memorable experience for our visitors. We are currently working on plans for entertainment and social events that will complement the business programme and allow attendees to unwind and connect with their peers in a relaxed setting. While we are not yet able to announce specific details, visitors can expect a range of fun and engaging activities that showcase the local culture and provide opportunities to connect with other industry professionals. We are committed to creating a well-rounded and immersive event that offers both educational and social value to our attendees. **e**



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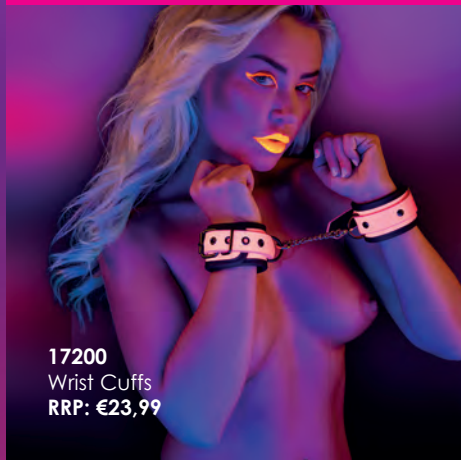
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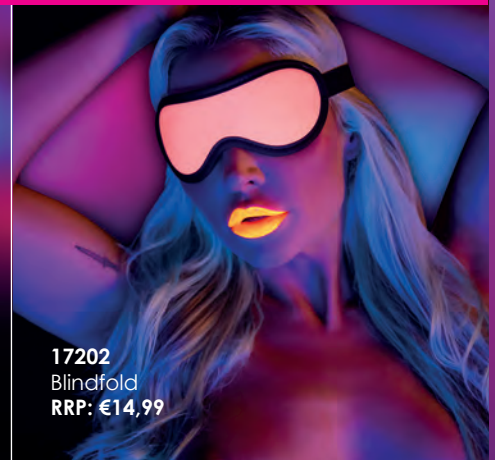
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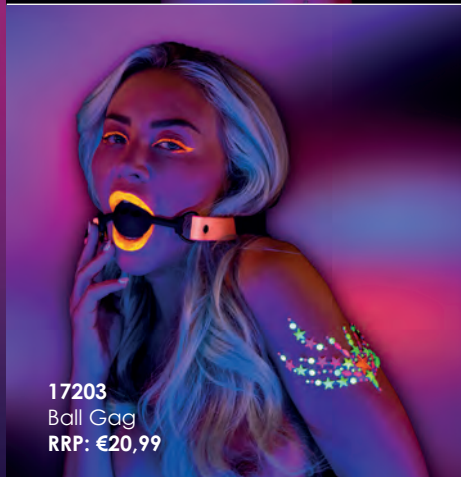
17200  
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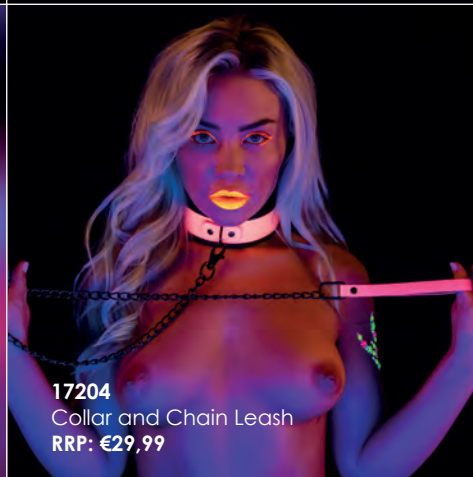
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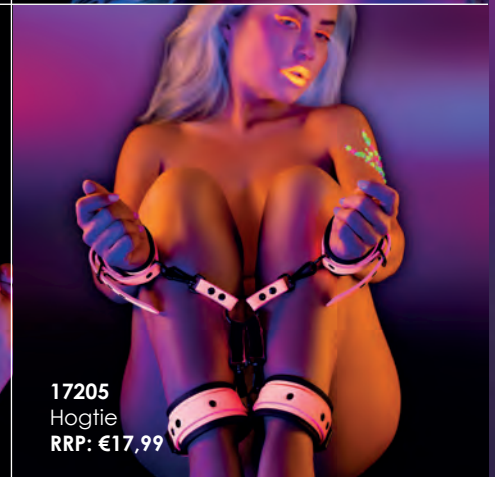
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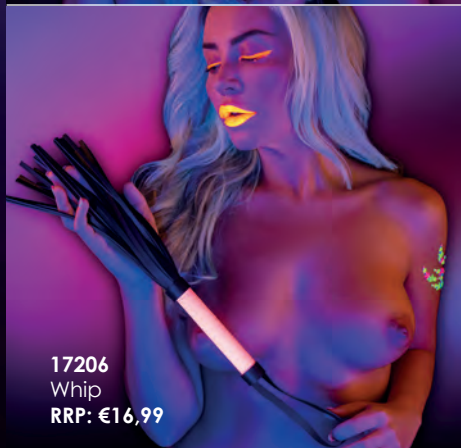
17203  
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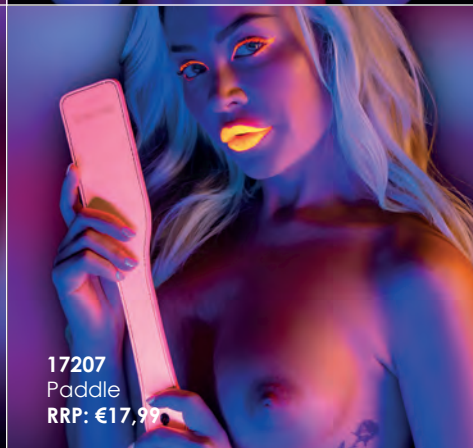
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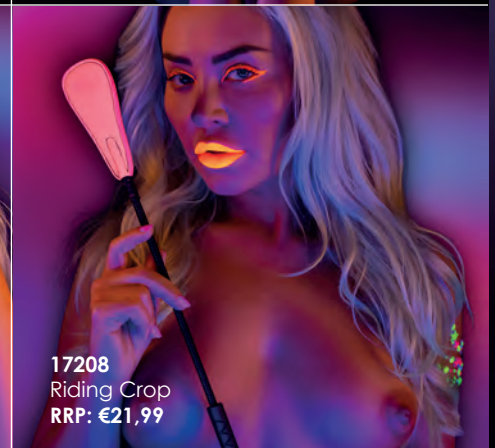
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Hogtie  
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**"Ultimately, the goal is to replace unsustainable products with sustainable ones."**

Sustainability and the sex toy market - A status update with Will Ranscombe

Will Ranscombe,  
CEO and co-founder  
of LOVE NOT WAR



*There can be no doubt that that our market needs to become more sustainable, and the fact that so many companies are taking steps in that direction is laudable as they contribute to a larger 'green' change. But looking at the industry as a whole, how far have we come on this journey? And will sustainability have an even bigger impact on our market going forward? Will Ranscombe, CEO and co-founder of LOVE NOT WAR, provides answers to these questions in our EAN interview.*

**We have seen many steps towards more sustainability in the sex toy market last year. What do you think of these developments? Are they enough? Can we do more?**

**Will Ranscombe:** The key thing with sustainability is that when everyone makes small changes, collectively that can make a big difference and that's what we're starting to see in the industry, small steps being made. And while these small steps should definitely be recognised and applauded, as we often see in the fashion industry, there have also been some obvious cases of greenwashing and brands using green credentials in order to boost their sales when in reality they are just purchasing off-the-shelf vibrators from Chinese factories.

There is still a long way to go for the sex toy industry and there is always more that can be done, that will forever be the case, but an obvious win for us is when a brand reduces their packaging, uses FSC recycled materials where possible, and avoids treatments that render the packaging unrecyclable.



If we look at product development, it seems that products touted as sustainable are often marketed as alternatives to conventional products. Is that the right way to go?

**Will:** Ultimately, the goal is to replace unsustainable products with sustainable ones. As long as the functionality and desired result of using the product is the same, there is no harm in them being marketed as alternatives. However, it would be better if innovation can also be brought into play to offer not just an alternative but an upgrade.

**Companies and brands take very different approaches to acting more sustainably. Should there be something like binding standards in terms of production and manufacturing methods, material origins and composition, working conditions, social / ethical compatibility, environmental protection, and resource conservation?**

**Will:** Ideally yes, there would be a standard similar to ISO that companies could adhere to. At LOVE NOT WAR, every material that we use that we claim to be sustainable is actually backed up by third party verification.



Using this principle, wouldn't it be great if distributors and retailers asked the brands that make sustainable claims to back them up with proof. This is something Love-honey does and it is something we very much applaud them for.

**In your opinion, how strongly has the issue of sustainability influenced consumer purchasing decisions in the sex toy market over the past year? How important is sustainability compared to other factors (design, material, functionality, brand, price, etc.)?**

**Will:** I would say the issue of sustainability has heavily influenced consumer





purchasing decisions in our industry. We have seen proof of that as we've seen our sales grow exponentially quarter after quarter.

However, it must be said that while sustainability is important, the products themselves must also be great products at a price that a customer is willing to pay if we want to make a difference in this area. It is arguably worse for the environment for a brand to knock out an average product that is "sustainable" but doesn't work right or isn't a good standard, that's just ultimately generating waste.

**Will the desire to be more sustainable continue to grow among consumers this year and beyond?**

**Will:** Yes, I would say so. This will also happen more and more as there are more financial incentives to be more sustainable. My wife for example is Head of Design at a major outdoor clothing brand where there is a major drive to reduce packaging ahead of UK governments impending packaging tax. Initiatives like this will only push brand's forward on the journey to sustainability.

**Are you concerned that sustainability could lose momentum among consumers due to the current crisis? Is it possible that the rising cost of living will influence purchasing decisions, leading people to turn to more affordable products that are not sustainable?**



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**Will:** This line of argument assumes that sustainable products are more expensive for the consumer. And while that can be true in some instances, if a brand is aligned with its design and sustainability strategy, then this does not need to be the case.

At LOVE NOT WAR, we implemented our 'one battery for multiple heads' strategy after discovering that by stripping out the battery, we are actually able to offer a value proposition to customers with two toys costing significantly less than two toys from a like-for-like competitor.

Also, going back to mentioning a reduction in packaging for an easy win. If you drop that gold foil and outer sleeve from your packaging and that could save you \$1 on your COGs – with the margins

retailers demand within our industry that could equate to a \$7 saving to a customer.

**It's always said that you should set trends rather than chasing them. How can the market get in front of the wave?**

**Will:** As I said, there are always improvements to be made and things we can improve on. At LOVE NOT WAR, we never want to settle, but instead we are constantly striving to better our brand and the industry as a whole. We're always looking at the materials we're using, trying to come up with more sustainable options, analysing the processes we have in place and how everything is running across all areas of the business. That being said, there are a few things brewing in the LOVE NOT WAR lab, so watch this space... **e**

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**"We** are always looking to upgrade, improve, or rethink a product or product category."

Alicia Sinclair on her plans for b-Vibe, Le Wand, and The Cowgirl



*Alicia Sinclair, founder and CEO von COTR, feels that the company's brands, b-vibe, Le Wand, and The Cowgirl, are in a great position to repeat the success of previous years in 2023. She is certain that a compelling range of products and a well thought-out strategy can even withstand the effects the current global crises have created - and will continue to create - for the industry. In our interview, Alicia explains how b-Vibe, Le Wand, and The Cowgirl will persevere in these trying times.*

**Are you happy with how your three brands - b-Vibe, Le Wand, and The Cowgirl - have performed over the last year?**

**Alicia Sinclair:** We are very happy with how our brands performed last year. We feel that we are in a good position with our partners, we have a strong product assortment, and clear strategy to continue the momentum in 2023.

**When you look back at 2022, what were the highlights for your company (or brands)?**

**Alicia:** In 2022, we found our way back to in-person B2B events, which gave us the opportunity to showcase our full collections in addition to new releases in-person with our retail and distribution partners, which translated to some record-breaking pre-sales. In addition to getting to connect with folks in person and expanding our SKU assortment, 2022 was also the perfect time for us to expand our Sales & Education teams.

**Were sustainability and inclusion the defining trends of 2022? Or did you**

**see any other big trends that impacted the market and product development?**

**Alicia:** Sustainability and inclusion are core company values- and we find that our customers expect this from our brands. We've also found that greater knowledge on how to use and enjoy products, as well as understanding the value proposition associated with investing in a high-quality product, are top of mind for retailers and consumers alike.

**What's next for your brands this year? Can you tell us about your plans for b-Vibe, Le Wand, and The Cowgirl?**

**Alicia:** We're focusing a lot on merchandising for our partners this year; folks are shopping in stores again and increased foot traffic means we want to innovate more than just the products people are buying but also how they get to know our brands and products in stores.

**What requirements do potential new products or product ideas have to meet to fit into the assortment of the three brands?**

**Alicia:** We are always looking to upgrade, improve, or rethink a product or



product category. It's our goal to upgrade products or improve product categories through not only product design, but also in presentation and education. When we create- and subsequently launch a new product or line- it's done with the intention of educating consumers (and retailers) to make the section more approachable.

**The market is changing constantly. How do you adapt to the changing environment and the challenges caused by constant change?**







**Alicia:** When you consider that the only constant is change, itself, you learn to operate with this in mind at all times. Staying ahead of the curve means paying attention to different industries, trend-reporting, and not being afraid to make adjustments that may not pay off now but will later.

**Communication with your consumers and education has been a focus of your activities from the very beginning. What steps will you take in this regard in the future?**

**Alicia:** Being a sex educator myself, I know the value that teaching sex ed can

bring to people's lives. It was natural for this effort to be top of mind as we develop our wholesale education department. In addition to account managers, we now also have an education team of Certified Sex Educators.

Our education team focuses on product trainings and blends their incredible wealth of knowledge about sex and sexuality into their presentations. They are a huge asset to our company and incredibly valuable to helping people sell -and enjoy- using our products.

**How will our market change this year? After a sex toy boom in 2020 and 2021,**







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**something like disillusionment set in last year - also in view of the new global crises. In your opinion, is there still reason for optimism?**

**Alicia:** There is always reason for optimism; our team understands that we cannot control the economy, but we can control how we operate with our partners and what makes sense for buyers and consumers – based on this, we can make internal decisions that will be good for everyone involved. From updating release schedules to planning our marketing and

event-participation, we can come out on top if we are paying attention and implementing strategies that make sense for where we are and where we are heading.

**Which distributors carry your brands in Europe? Are there plans to change your distribution strategy this year?**

**Alicia:** Our full line distribution partners include Tonga and Eropartner. Le Wand and Cowgirl products are also available through Orion and Scala.

**What can your distributors and their retail customers expect from you in the coming months in terms of support? How will you help them achieve maximum success with your products?**

**Alicia:** We are excited to be at Tonga's Masterclass, Orion's Training Days, and Scala's Virtual Open House, EroSpain and eroFame. During these events we provide many tools and resources to support the sale of our products- and love connecting 1:1 with retailers who sell our brands. Additionally, we are always open to creating a personalized experience to support retailers. Our sales and education teams provide virtual trainings, extensive brand visuals and visual assets, social media support, and instore merchandising services. To organize any of these options, customers can connect with their COTR distributor sales representative or by emailing [sales@cotrinc.com](mailto:sales@cotrinc.com)





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"We are only just touching the tip of the iceberg in terms of the market for ballsex products."

The viballdo - Nadgerz present their follow-up to the balldo



Jerry Davies,  
CEO Nadgerz Inc.

*With their revolutionary balldo, Nadgerz Inc. created a whole new product category in the sex toy market: ballsex. Now, they present their new product in this category, viballdo, and as the name suggests, it combines ballsex with vibration. But there is more as the team incorporated a lot of feedback from balldo fans when they designed this new toy, resulting in a number of improvements and new characteristics that set viballdo apart from its predecessor. Jerry Davies, CEO of Nadgerz, tells us more.*

Did you know from the beginning that balldo would sooner or later be followed by other products or did this idea only develop due to the great success of your first product?

**Jerry Davies:** 100% - In our ballsex devices patent, there are multiple different product streams some that are penetrative and others which aren't, but with starting from a pretty much zero cash position we could only launch one at a time and we had to choose. I think we were right to launch the balldo first, it certainly got

the public's attention, but in terms of it being something that customers would see as a must have product, we don't think the world has quite woken up to ballsex yet - it is still in the 'wow is this real?' product acceptance stage. The viballdo was the logical follow up product and next we will move onto our not penetrating product range.

**How long did it take to create the viballdo? What hurdles did you have to jump during product development?**

**Jerry:** It should have taken just a month or so as the design is straightforward, but with coming from a very cashflow tight position, it became a very start/stop process. Our biggest hurdle in the last 12 months has been trying to get funding from conventional lenders - we wasted so much time applying to financial institutions and getting knocked back with ambiguous reasons for rejection. It's very frustrating. So, before we launch our next product we will try and take on investment from backers within the industry.

**The viballdo is more than just a vibrating version of the balldo; in fact, you used customer feedback has gone into its development. What results did that**

**lead to? What are the differences between the viballdo and the balldo?**

**Jerry:** Yes, we had a great deal of really positive feedback and design improvement suggestions from our balldo customers, so we rolled all these all into viballdo. They key improvements are 1) a shorter cage which now better fits balls and prevents the tip from tipping left or right on insertion 2) stretchier silicone - early balldos were tight and could be hard to put on, the new stretchier formulation makes it really easy to put on and off.... just like putting a hair band in your hair! 3) softer formulation - it is now much softer also so this is better for wearers and partners. - Other improvements are smaller packaging, new black colour, and a debossed logo on the product. The BIGGEST difference is that it gives something for women - the balldo fell short on that front for vaginal stimulation. So now that we have added vibration and the location it is situated in will be great for G-spot stimulation as the vibrations run all the way from the head down the products cage legs.

**Who is the target audience for the viballdo? Consumers who already use the balldo or also those who are new to 'ballsex'?**







**Jerry:** I think both, although the market is still just 'curious' about ballsex - we are only just touching the tip of the iceberg in terms of the market for ballsex products, it will take time for the market to develop a 'must try' response to ballsex products - I'm guessing it may take as long as 10 years before people will have the urge to try ballsex as much as they want to try anal - but we are confident that will happen and the market will be large.

**You have created a completely new category with balldo: 'ballsex'. What are your expectations for the future of this category? Will viballdo do its part to open up the category to more and more people?**

**Jetty:** As we improve our products and gain the funding to really open up our range, I'm very confident Nadgerz will own this space - we are clearly ahead of the game here which is bad in the short term due to early adopter sales volumes being a bit slow, but in the long term it will be very good for us. viballdo is another stepping stone to greater acceptance of ballsex products.... it can only get better.

**Through which distribution channels will the viballdo be marketed and when do you expect the launch the product?**

**Jerry:** It looks like we should be shipping the product in July to our distributor network. At present it is





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really a 50-50% split between our Ecom sales from [www.balldo.com](http://www.balldo.com) and distributor sales.

**Why did you decide to launch a crowdfunding campaign to finance the production of the first batch of the vibaldo?**

**Jerry:** It's a great marketing stunt, but it also does really help when obtaining bank funding that is simply not available for us. It's effectively a pre-ordering system - pay now - receive later. So it's useful particularly in the way the costs of manufacturing a product come timewise, you need to pay for tooling upfront and then the product costs months later, so crowdfunding gives you the power to raise the tooling funding straight away

and then whilst the tooling is being made, you are raising funds for the first batch of products to be produced. We have hit our funding goal in 24 hours which gets us over the tooling cost hurdle.

**The crowdfunding campaign for vibaldo is already your second on Indiegogo. What can you tell about your experience? Would you advise other sex toy inventors / manufacturers to take this path?**

**Jerry:** Crowdfunding has become very..... crowded - excuse the pun - with Kickstarter and Indiegogo being the only real contenders here. Kickstarter actually rejected our campaign on grounds that our product was a sex toy rather than a wellness product... so if you want more options you will need to turn on the 'wellness' switch rather than use conventional marketing. Again, it's all about marketing and building your follower database - Indiegogo doesn't really market adult products in its comms but I believe Kickstarter does if the product is marketed as a wellness product.

**Are you thinking about other products? If so, what else is possible based on the success of balldo? How can the 'ballsex' experience be expanded?**





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**Jerry:** That would be telling! Once we have secured funding, we will be rolling out a lot more options!

**While we're on the topic of 'ballsex':** Normally, others are very quick to jump on the bandwagon when it comes to new trends, new technologies, new experiences, etc. - but so far that doesn't seem to be the case with 'ballsex'. Do you have an explanation for this?

**Jerry:** Yes, well firstly, we have a very robust 40 page patent that covers

most options of ballsex devices, but I would say the other reason is that other manufacturers are actually in the same frame of mind as customers: They just don't believe it is a thing - I think they are bemused by it and don't quite know what to think! There is this massive paranoia around balls and hurting them, but I am happy to say that we have not had one complaint of an injury. So it's just a matter of time before it really takes off. My feeling is most sexually active guys will be wanting to try ballsex as much as they want to try anal in years to come.

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"The event is targeted at anyone creating adult/sex related content."

Molly Moore tells us about this year's Eroticon



*During the Covid years, most public events were cancelled – including Eroticon, an event for erotic writers, bloggers, influencers, sex toy reviewers, podcasters, vloggers, and more. This year, Eroticon will celebrate its return in London on June 10 and 11. EAN had the opportunity to chat about the upcoming show with organiser Molly Moore.*

Before we talk about your June event, could you tell us about the history and the concept of your show. Since when has Eroticon been around and what led to its creation?

**Molly Moore:** Eroticon was founded back in 2012 by Ruby Kiddel to give erotic writers and bloggers the tools to hone their craft in a collaborative environment. It was a smaller event based down in Bristol. In 2016, Ruby decided to move on, and Molly Moore, Michael Knight, and Girl on the Net became the Eroticon team. We moved Eroticon to London and expanded the remit of the conference to include a wider cross section of people creating adult/sex content

from bloggers, vloggers and podcasters to erotic authors, cam workers, porn creators, and sex workers. Eroticon now aims to provide diverse and broad-ranging content for a multitude of creators.

**During the pandemic, there were no fairs, conferences, events etc. and there was a lot of discussion about the future of 'traditional (in-person)' shows. What is your opinion on this topic? Why is it important to you that your attendees can meet in person and face to face?**


**Molly:** Many people who work in the industry do so in a quite solitary fashion. Sometimes they even keep their work secret from their family and friends but even if they don't, opportunities to meet up with like-minded content creators are hugely limited, and so they can be quite isolated. Eroticon is an opportunity to network but also to spend time socializing as well as learning with your peers. Coming together as a community in person is a hugely powerful experience that allows people to develop friendships and working relationships as well as expand their knowledge and be inspired. It also means that for those people who are working anonymously, they can do so in safe environment that has a strict privacy policy.

**Speaking of attendees, who are you targeting with your event?**

**Molly:** The event is targeted at anyone creating adult/sex related content. So, if you are writing erotic/romance novels or are an influencer in the sex/adult market, reviewing products, creating a podcast or a vlogger who covers topics around sex, relationships, bodies, etc. Sex workers, cam workers, porn creators, etc. are also key parts of the attendee demographic. Eroticon is an international event and we have delegates who come from all over the world to attend.

**What can you tell us about the schedule of the upcoming event?**

**What can the participants expect in terms of workshops, discussions, etc.?**

**Molly:** Workshops and talks run for both days of the conference. They cover a broad range of topics from skills like SEO, productivity, editing your work to practical skills like how to perform your work as audio. Dr Caroline Are (aka Blogger on Pole) will be speaking about how to keep your content safe on platforms like Instagram. Hannah Witton will be doing a session about productivity and avoiding burn out. There will be sessions on Queer 





Monster erotica, growing your Patreon audience, as well as practical sessions where you can try out a vac bed or an ElectraStim experience.

**For those who have never attended an Eroticon, how would you describe the atmosphere of your event? Or put another way, what does a typical day at Eroticon look like?**

**Molly:** Eroticon is a two-day event that kicks off on Friday evening with a social meet and greet event where attendees can register for the conference and spend a relaxed evening mingling with other delegates, speakers, and sponsors. The conference itself starts on Saturday and across two days we deliver a wide range of workshops and talks across a broad range of topics that aim to expand all the delegates' knowledge and skills when it

comes to their work. During the event, there are also the sponsor's stand areas where attendees can visit with all our sponsors and network with them. This gives them an opportunity to build relationships with these companies who want to access the audiences they have all worked hard to create. Lunch is provided on both days, there are erotic readings where people can share their work on Sunday, and there will be opportunities to experience VacBed play and ElectrStim play as well as a craft session where delegates can make their very own mini floggers to take home.

**How can brands and/or companies in our market get involved in your event? For example, are there opportunities to become a sponsor?**

**Molly:** Yes! We currently have a number of sponsorship stands still available. Eroticon

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is a brilliant opportunity for brands and companies to gain access to all sorts of adult content creators and therefore reach into their audiences that follow and consume their work. There is no other event like Eroticon in Europe, and I am not sure there is really anything like Eroticon globally where adult content creators come together to share skills, learn, network, and expand their communities. For brands, it is a unique and rare opportunity to meet with so many influencers in their market. If you are a company or a brand interested in sponsoring Eroticon then you can email me (Molly Moore) at [Info@eroticon.co](mailto:Info@eroticon.co)

**Where can interested parties find more information about Eroticon? And above all: Where can we get tickets?**

**Molly:** You can find out all about Eroticon on our website <https://eroticon.co/> and you can buy tickets through there on this page <https://eroticon.co/product-category/conference/>

**Which way will Eroticon go in the future?**

**Molly:** This is a really interesting question. One of the things about this market space is the constant shift and change in how people access their adult content and how companies and brands can work when mainstream media is often hostile to them. Evolving with that ever-changing landscape is an important part of Eroticon to make sure the conference stays relevant for both the delegates and the brands so that those two symbiotic relationships can continue to thrive and grow together. **e**

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"We have always seen our products as tools to facilitate and support people's desires."

Celebrating ten years of Sheets of San Francisco



*For ten years, Sheets of San Francisco have been livening up the market with their product: fluid-proof bed sheets to protect mattresses, linen, and other surfaces. In the process, the company has achieved great success, and their audience keeps growing and growing as people's sexual horizons widen. EAN asked the company's CEO, Mark Boulton, to take stock of this first decade of Sheets of San Francisco and tell us more about the unique selling points of their products.*

**Congratulations on your 10th anniversary! Ten years ago, would you have dreamed that you would be celebrating this anniversary in 2023?**

**Mark Boulton:** Thank you, we are very proud of our product and to have come so far in that time. 10 years ago, when we started, if we could see a few weeks ahead that was about it, but we always believed in the concept and quality of our product and knew that people would love it when they experienced it for the first time, and that has been proved to be the case.



Let's look back at the beginnings of your company. How did you get the idea to create liquid-proof bed sheets?

**Mark:** It all started with some fabric, but surprisingly not the fabric we use today. The founders of the business had all been friends for many years, and one of us had discovered a fabric that they were convinced we could find a niche for that we could market and develop and over a few brainstorming sessions, we came up with the concept of fluid-proof sheets aimed at the adult market. As we researched the market it became clear to us that if we wanted to make a high-quality product, we needed a more sophisticated fabric. It took us months of research to find the fabric we were looking for but eventually we settled on the technical fabric we use today.

Would you enlighten those who don't have enough imagination to understand what liquid-proof sheets are supposed to be good for?

**Mark:** We refer to our sheets as fluid-proof as they are suitable for such a wide variety of uses, from sensual massages with oils to any activity involving lube, even silicone. The sheets are resistant to all bodily fluids so are a great benefit to women who squirt or people who are into watersports, and our white ones in particular appeal to many people with a medical fetish. It's not just fluids either, our sheets are great for wax play as the wax does not damage them and easily peels away when cool, and splashing brings in a whole other scene. I am sure your readers can think of a whole lot more uses.







**How would you describe your company philosophy?**

**Mark:** Very much to design and manufacture high-quality yet practical products based around the user experience. As a business, we aim to be easy to work with.

**When a company has been active in the market for 10 years, it must have certain qualities... What strengths have defined Sheets of San Francisco through the last ten years?**

**Mark:** As a management team, we work together well and have the same ethos and wish to take the company forward, but really it is all about the product and making that as good as we possibly can. Our main marketing tool is word of mouth. People who use our products tell other

people about them and that only happens when you focus on the product and the user experience.

**What does your current range look like and what are the unique selling points of your products?**

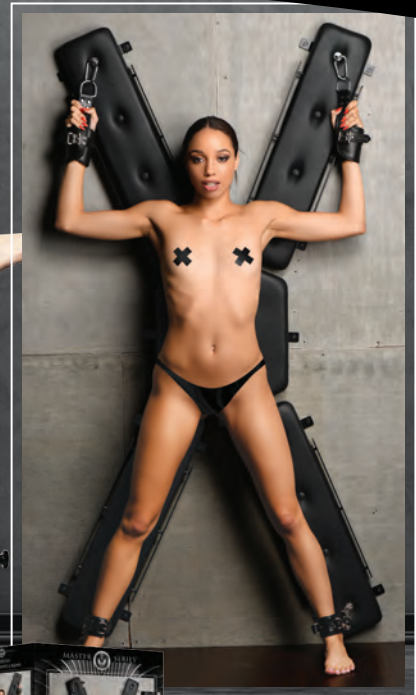
**Mark:** We started in California with our best-selling black sheets in the full range of North American sizes. This was followed by production in Europe in the full range of UK and European sizes. I believe we are the only company manufacturing such a wide range of sizes targeted to their specific markets. Over time, this range has expanded to include white and most recently red sheets, still with the same broad range of sizes, and on top of that we offer a unique Custom Sizing Programme where we can

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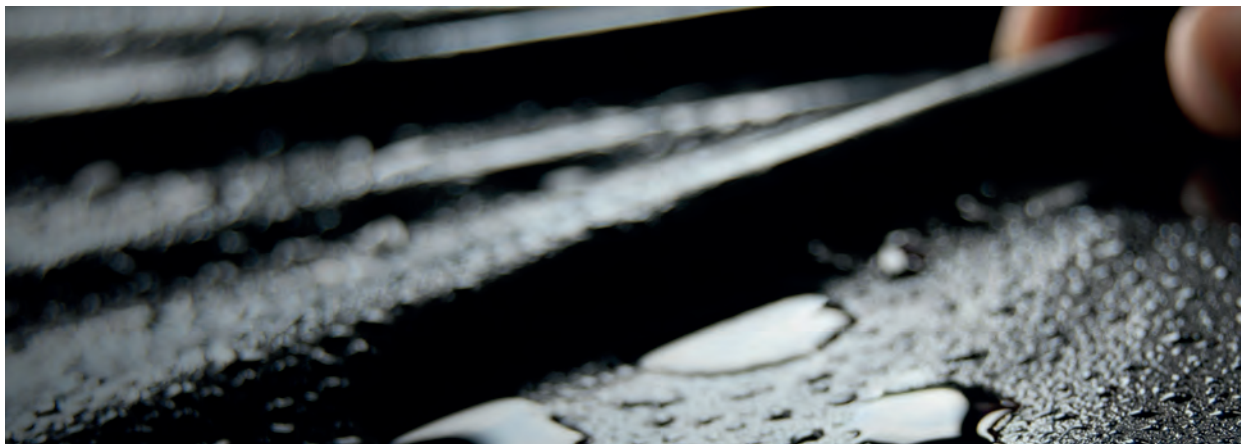
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manufacture to order to suit non-standard mattress sizes. Right from the very start of the business, one of the key things to us was that the sheets should be seam-free across the entire top of the mattress, with benefits of enhanced comfort and visual appeal and the elimination of a potential point of failure. This, together with the great skin feel of our fabric, is one of our key features. If you are going to make a mess in bed, your sheets need to be easy to clean. If you are going to be very active, they need to be tough. And if you are doing those things regularly, they need to be durable, and I like to think our sheets deliver on all those things. Oh, and they are breathable and fire-resistant too in case things get hot.

**Consumers are becoming more experimental and adventurous when it comes to their sexual pleasure. Has your customer base grown in recent years thanks to this development?**

**Mark:** Definitely. People seem much more willing to experiment and to push their boundaries and need products to support that. We have always seen our products as tools to facilitate and support people's desires. People need to feel safe to experiment, and our sheets take away what can be a major worry for a lot of people, which is making a mess.

**What are your plans for the coming months and beyond?**

**Mark:** We will continue to hone and develop our existing range and explore partnerships with other businesses. A few years ago, we partnered with Sybian and now manufacture a branded fluid-proof cover for their machines, which has been very successful. We see these types of partnerships expanding and will also be working with some of our major clients to develop bespoke products for them. There are some interesting plans in the pipeline, and we are always open to new ideas. **e**

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# SCALA



"A couple's toy, in our opinion, focuses on pleasure equality without anatomical bias."

The MateFix and the LuvSlide – Perfect Dimensions presents a new generation of toys for couples

Mark Lawrence, Owner  
& Founder Perfect  
Dimensions LLC



*Toys for couples rank among the most popular product categories in the sex toy market. As demand started growing, more and more people began advertising their products as 'couples' toys', leading to an inflationary use of the term. But what exactly makes a toy a couples' toy? Upon exploring this question, Lawrence Mark, owner and founder of US brand Perfect Dimensions, LLC, presented his own answer to the world: The MateFix and the LuvSlide. These two products are designed to help couples feel closer to one another in a way that is satisfying both physically and emotionally.*

**When was Perfect Dimensions founded and what motivated you to enter the sex toy market?**

**Lawrence Mark:** Although Perfect Dimensions LLC was officially founded in 2020, the inspiration came to fruition years before that. As my partner and I ruminated about our intimate experiences together, I imagined intimate devices that could serve as definitive couple's devices. Through our own experimentation, we discovered solutions that helped foster the most satisfying sexual experiences that we had ever experienced. The results were so physically and emotionally astounding to us both that I was intrinsically compelled to bring the product concept to life. This was the most direct avenue to offering the same gratification that we experienced to more people in a mass market capacity. The MateFix debuted officially in 2020, and the LuvSlide shortly thereafter. While I originally planned to introduce MateFix to the pharmaceutical/medical industry, it turned out our target customer base was waiting for us in the intimate health industry because of how novel it was compared to other 'couples' products on the market, in terms of focusing on purpose and pleasure equally.

We believe that there are many people who may feel like their physical anatomy may be preventing one or both partners from reaching their full potential in the bedroom. I can candidly share that this was a personal experience for both me and my partner, which was a big reason I spent years creating our inaugural product, the MateFix. It was essentially inspired by personal experience. We discovered many other people who felt this way at some point in their lives. And so we launched the company with the goal of helping couples get closer in a way that felt good physically as well as emotionally.

**How would you describe your company philosophy? What does Perfect Dimensions bring to the sex toy market?**

**Lawrence Mark:** I possess a profound joy and respect for intimacy, as it relates to the human experience. There is an eternal longing in me to help destigmatize conversations around sex. I feel that creating a legitimate line of couples-focused products is a meaningful contribution that can open the door to more open and welcoming dialogue about physical intimacy and pleasure. We strive to foster meaningful conversations with our consumers because sex is a beautiful thing. In so many societies,

people shy away from these topics - however when we are talking about other people's scandals, there is no issue. At the end of the day, I hope that our product innovations help apprehensive couples understand that they have permission to experience and explore pleasure - and that our products are a vehicle to help achieve it.

**Why did you decide to focus on couples' toys?**

**Lawrence Mark:** Both the MateFix and LuvSlide are engineered to directly address some of the most common consumer intimacy issues, including anatomical length + girth (penis), dimensional depth + width (vagina), performance anxiety and/or physical insecurities. Some couples may feel that their physical anatomies could achieve a more satisfying match during physical intimacy, which can be a barrier from reaching their individual pleasure potential. For example, penis girth or length; or vaginal muscle weakness. These are not physical flaws whatsoever; but coming from a personal place, these were things that my partner and I had both experienced, which ultimately inspired the Perfect Dimensions brand and our suite of products. The other focus is to help couples feel a renewed sense of desire and passion. By minimizing







space to maximize size, Perfect Dimensions products enhance physical anatomy and eliminate the need for other modifications or enhancements.

**The word ‘couples’ toy’ has been thrown around an awful lot in the last years. What does a product have to offer in order to be a ‘couples toy’?**

**Lawrence Mark:** While products like wand massagers, cock rings can be used in tandem with a partner, that doesn’t necessarily mean that the product features, design or functions cater to both partners. Can you use a vibrating wand during penetrative sex with a partner? Sure. However, many ‘couples toys’ are not specifically designed to compliment two bodies being intimate together. This is also applicable to ‘ergonomic’ toys, which is, oftentimes, quite a stretch in terms of marketing claims. In our opinion, for a product to meet this criteria, one device would possess the ability to stimulate both partners equally

and efficiently, in at least one erogenous zone for each person. Or, in the case of the MateFix or LuvSlide, three to five simultaneously. A couple’s toy at its finest does not deliver a one-sided experience. A couple’s toy, in our opinion, focuses on pleasure equally without anatomical bias.

**You have two products on the market: The MateFix and The LuvSlide. What can you tell us about these two? What are their unique selling points?**

**Lawrence Mark:** Our patent-protected products are both unique and body adaptable, offering an intentional combination of pleasure and purpose. We like to compare the LuvSlide to a shoe insole, for intimacy. It is a sleek, contoured silicone insertable that helps minimize space during penetrative sex. This results in a tighter feeling for both partners. The remote-controlled LuvSlide is a hands-free vibrating insertable to increase vaginal tightness that can also be attached to the penis shaft via the included C-ring. It has seven powerful vibration modes, and the bulbous end delivers G-spot or P-spot pressure during use. The LuvSlide is made to work with your bodies, contouring effortlessly to both partners. The MateFix, our inaugural product can be compared to an insole and an outsole for intimacy. The sophisticated MateFix was primarily engineered to create a firm and secure internal fit when worn in tandem during penetration, or solo play. It also has the flexibility to adapt to the individual user’s





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body - enabling customization and comfort. We added a dual stimulation feature for those who experience optimal pleasure with clitoral and G-spot stimulation. The MateFix heart-shaped external vibrator can also be used as an anal plug.

**What kind of couples are in your target group? Are MateFix and LuvSlide more for couples who already have experience with sex toys or are they also suitable for beginners?**

**Lawrence Mark:** Our target group tends to be couples in long-term relationships, who usually have intermediate experience and are not necessarily beginners in the sexual enhancement realm. Many of them have previously experimented with outdated enhancement supplements or body modifications to address a variety of common experiences, including erectile dysfunction, penis size, and/or vaginal tightness.

Perfect Dimensions products are most definitely suitable for beginners. We were intentional about developing approachable product silhouettes, and soft colours to appeal to any level of expertise. At the end of the day, we are serving all couples who feel that there is room to increase pleasure by enhancing their anatomical measurements. By minimizing space to maximize size, Perfect Dimensions created our body-safe pleasure devices to enhance physical anatomy and eliminate the need for most antiquated enhancements. For example, invasive surgical procedures, penis pumps, various erection supplements, vaginal tightening creams or penis plumping creams. The MateFix and LuvSlide are working together with what an individual already has and enhancing it without potentially harmful ingredients and/or painful procedures. We welcome beginners and recommend our products prior to altering their natural bodies with a product that may cause discomfort or result in an adverse physical reaction.

**What do couples look for when they buy sex toys for 'fun together'? What are they looking for in these products?**

**Lawrence Mark:** Humans have diverse sexual interests and preferences by nature. With that said, it is difficult to make a simplified generalization about desirable 'requirements' for all couples. However, we find that many couples who shop for intimate products are goal-oriented, and



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*The MateFix was engineered to create a firm and secure internal fit when worn in tandem during penetration*



hope to align with each other's pleasure potential and ensure mutual satisfaction by creating a level playing field if traditional lovemaking needs a boost. Whether that is finding an even balance with sex drive, desire, or the time it takes for one partner to climax. There are often many gaps in alignment throughout our intimate journeys. Every couple has a different set of goals as they learn together. Whether partners achieve alignment by adding vibration to intercourse; or experimenting with a product that enables them to try double penetration for the first time, we welcome and support it all.

**Are there more products in the works? If so, will these also be aimed at the target group of couples?**

**Lawrence Mark:** Yes! We are taking direct feedback from our retailers, consumers and integrating that with the most notable features of MateFix and LuvSlide to develop a new product which is already in the pipeline. Our target launch date is Q4 2023.

**Which distribution channels do you use to sell your products?**

**Lawrence Mark:** We primarily work directly with US distributors. Our partners include Eldorado, National Video Supply, and Williams Trading Company. As of February 2023, there is potential for one or two new US distributors on the horizon. Stay tuned.

**Are you interested in expanding to Europe? What distribution strategy would you use here?**

**Lawrence Mark:** Yes, we are very interested in expanding Perfect Dimensions into Europe, and we are hoping to acquire an exclusive EU distributor. Years ago, when we were just getting started, we were engaged in a few early conversations with various EU distributors. They equipped us with some valuable feedback which was ultimately applied to the LuvSlide. We truly value this type of collaborative relationship because both parties are invested in the best interests of the end user. Our 'dream' EU distribution partner will resonate with

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Following the The LuvSlide and The MateFix, another new product is already in the pipeline



the unique, innovative benefits of our products, as well as the gap in the market we are hoping to bridge. We hope to work with a distributor who is known for curating a conscious range of manufacturers. Additionally, we are very enthusiastic about customer education, and we intend to fully support our distributor's educational efforts any way we can.

**What qualities do potential retailers, wholesalers or distributors have to bring to the table for you to do business with them?**

**Lawrence Mark:** Since our products are very specialized, it can require extra nurturing on behalf of sales reps and retail

associates in order to make that 'Aha!' connection for the end user. Most people need to pick up the product and hold it in their hands in order to truly understand what our designs are capable of. It is this level of education and hands-on involvement that we ask our distributors to translate to their sales reps, and ultimately, retail customers. Our US distributors do an amazing job of communicating the brand and product advantages at the retail level, and we hope to partner with an EU distributor who shares similar core values.

**How will the product category of couples' toys develop in the coming months and years? What innovations can we look forward to?**

**Lawrence Mark:** The pleasure products industry is so vast and versatile in terms of product design. There is something for everyone. Pulsating, thrusting, twisting. Spinning, self-lubricating - the list goes on! I would like to continue expanding our product line to include just as many remarkable features - but truly designed to be shared between couples, which goes back to my statement about pleasure equity. Given the competition in the intimate health industry, manufacturers must lean into education in order to deliver the best experience for their target audiences. I would like to create a variety of versatile products for couples to use intimately together. That is my dream and passion when it comes to my product line.

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"I hope we'll continue to see the market expand for LGBTQ+ folks and disabled folks."

Sex educator Angel Russell of ProfessorSex.com recalls their top toys of 2022



*If you're looking for a truly unbiased opinion on the best in pleasure, ask an un-sponsored sexpert. Angel Russell knows sex toys, but not because they're paid to hype up certain brands. Russell is a board-certified sex educator and sexologist at ProfessorSex.com and the Chief Operations Officer of Tickle.Life, a global social platform that aims to bring sex education to all adults. As a neutral party in the sex education field, Russell's perspective on sex toys is a unique one, as they're not basing their choices on best sellers or favored manufacturing clients. Russell's favorites often come from boutique brands or larger industry manufacturers that are fairly new on the scene. Russell, like most sex educators, is impressed with innovation when done correctly. Our industry is rife with novelties for novelty's sake, but Russell points out their favorite, more curious products that were a hit with clients: the OhNut and the Baldo. Overall, though, Russell aims to continue using their platform to advocate for sex toy consumers who are under-served and often fall to the wayside in the design process. Better ethics and higher quality product design are what Russell hopes to inspire in all industry brands.*

**What exciting new toys have you discovered over the last year or so? Are there any upcoming toys you're interested in testing out?**

**Angel Russel:** My favorite toy that I discovered this year was the OG sucking vibrator from Tracy's Dog. It's a dual action, insertable, silicone toy that has internal stimulation and clitoral stimulation. It's waterproof, comes in gorgeous colors, is soft to the touch, has 10 speeds and 10 suction modes. This toy is amazing! I will say though, I found it to be an intense experience and probably would be intimidating as a first-time toy.

**Name a few toys for penis or prostate use that really caught your attention over the last year or so. Why were these toys particularly great, in your opinion?**

**Angel Russel:** Two products instantly come to mind – the Ohnut and the Baldo. The Ohnut isn't really a toy, per se, it's a set of buffer rings to help control the depth of penetration. This is great for folks who want a deep throat experience but have a terrible gag reflex. It's also fantastic for individuals who find deep vaginal or anal penetration painful but don't want their partners to have to be hyper focused on not going too deep

when they're getting down and dirty. That kind of thing can get in your head and take you out of the moment. The Ohnut gives folks a lot of control over their experience and helps them focus on each other and their pleasure in a more mindful way. That's a big confidence builder and a recipe for sexual success.

The Baldo, on the other hand, is a toy. They call it "the world's first ball dildo" and the idea is that it's supposed to turn testicles into, well, a dildo. I'll say, my first impression was that it looked uncomfortable. But I don't have testicles so I tried to keep an open mind about how the experience might be for someone who does. Turns out, it's been a lot of fun! I have had so many clients ask me about this toy and the ones that have tried it have been super into it. It's a great toy for penis (and testicle) havers who are looking for a new experience and some fun in the bedroom.

**As far as the "for vulvas and vaginas" category goes, can you give us a few stand-out toys from the last year that you absolutely adored?**

**Angel Russel:** Well, I really want to, again, shout out to the OG from Tracy's Dog. The other toy that we can't fail to mention is the Rose! There were several iterations of this





toy from different manufacturers. The one I tried (and sold) was from Tracy's Dog as well. This is a silicone toy that is designed specifically for clitoral stimulation. It's got vibration and suction in 10 different speeds and modes. This toy was wildly popular and everyone I know who sold it couldn't keep them in stock. This truly is a must have.

**The LGBTQ+ and gender-neutral toy categories are similarly growing in popularity. Were there any toys or brands within these categories that you've taken a shine to?**

**Angel Russel:** Personally, I started stocking the Regal Queen strap-on harness from CalExotics and then a range of dildos that were different pride flags. I love that harness because it is sexy, soft, comfortable to wear, and gorgeous to look at. The pride flag dildos have just been a lot of fun.

**What are your predictions for the new year, be it for whole product categories, niche trends, marketing messages, or the pleasure industry as a whole? What can you share that would of value to retailers, manufacturers, and distributors?**

**Angel Russel:** Retail is not my primary business, so most of my knowledge comes from things that spark my own interest, things I've been asked to review, or things that my

clients ask me for. I do a lot of resource guidance for my clients.. I don't know how to predict what the trends will be, but I do hope we'll continue to see the market expand for LGBTQ+ folks and disabled folks/folks living with chronic pain. So many toys are designed for and marketed to cis, straight women or heterosexual couples. That's really awesome, but it can make other folks feel further marginalized and make it even harder for people to access pleasure. This drives folks to see alternative sources of pleasure that may not be as body safe or supported by education. On that note, I am also eager to see the growth of the movement to demand standardization and regulations when it comes to the safety of toys. How they're made, what materials make them, are they really body safe, are they lube compatible, how are they best cleaned, etc. Historically the sex toy industry has been a little like the Wild Wild West in terms of regulations and oversight, especially in these areas. Thanks to the work of activists around this issue we're seeing improvements, but I'd love to see those improvements continue into some really meaningful change.

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*This interview is contributed by Colleen Godin, EAN U.S. Correspondent*

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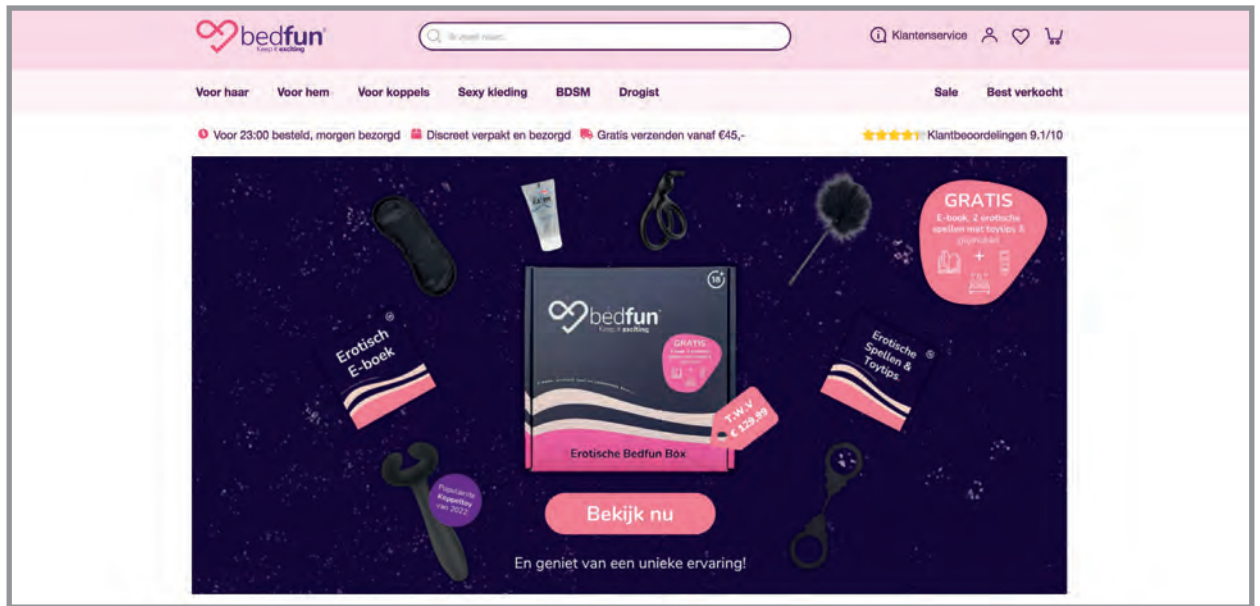
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"Bedfun is not a brand for sex toys. It is a brand for fun in bed - we focus on the experience."

'Keep it exciting' – That's the motto of online shop [www.bedfun.nl](http://www.bedfun.nl)



*Sex toys can be found pretty much everywhere on the internet, so if you launch a new online shop for toys, you better make sure that it stands out from the competition. Bedfun ([www.bedfun.nl](http://www.bedfun.nl)) have found a way to set themselves apart in the fiercely competitive e-commerce space. EAN wanted to know more about their strategy, and Martin from the Bedfun team answered our questions.*

**Could you tell us when Bedfun was founded? What made you decide to seek your fortune in e-commerce and sell sex toys?**

**Martin:** The sex toys market is a fairly sensitive market. Not many people want to be associated with it, but almost everyone uses it. Sex is very normal and people being open about it is becoming more and more accepted. After all, it is better to talk about it with your loved ones than to think about it alone. We have responded to this with a beautiful experience for more Bedfun. On our site, the customers

can explore all phases of the build-up to sex through a question game, assignment game, and toy tips, all created in collaboration with a psychologist and sexologist.

**When it comes to sex toy distribution channels, e-commerce is considered the dominant business model with endless growth. Do you agree with that?**

**Martin:** Yes, there are endless opportunities to grow within this industry. However, you have to make time for it and really build a future brand.

**Please, tell us more about the Bedfun team. How many people are you? Have you had any previous experience in e-commerce? Was there any contact with the sex toy industry before Bedfun was founded?**

**Martin:** Bedfun has a small team of a few people, we want to keep it very personal with our customers. Yes, I have had some experience before in the e-commerce. But the sex toy market is very different compared to the other markets.

**How would you describe your company's philosophy? What sets Bedfun apart from the countless online stores that sell sex toys on the internet?**

**Martin:** Bedfun is not called Bedfun for nothing. Bedfun is not a brand for sex toys. It is a brand for fun in bed - we focus on the experience. It is about presenting people with high-quality and a low threshold way. Just look at the Bedfun experience box, for example.

**Who is the target audience of Bedfun? What does a typical customer look like?**

**Martin:** Our target group is mainly couples who want to open a new door to bedroom pleasure.

**Competition in e-commerce is extremely tough - and it's global. How do you appeal to your target group and keep them loyal to Bedfun in order to turn them into regular customers?**

**Martin:** We have various systems, including a customer discount system in which the customer can save money through discounts. In addition, a huge amount of time and work has been invested in the technical structure of our web shop. As a result, user convenience is highly valued.

**Let's talk about your product range. What criteria do products and brands have to live up to in order to be included in your range?**

**Martin:** Our products are of high quality, and it is also important for us that they create a great experience in the bedroom. And on the delivery side for things, we want to be able to ensure fast delivery times and super good service. ►





**How would you describe your product offering? What is the main focus?  
What role do brands play, for example?**

**Martin:** As discussed, experience is king. That is why we really go all out for couples who want to create a new experience together. Not only opening up physically but also mentally. We do this through our own brand, Bedfun.

**When and why did you decide to offer a Bedfun branded box (containing different sex toys, etc.) Are there plans to release more Bedfun products?**

**Martin:** We actually just launched this box, around the turn of the year in 2022 / 2023. We saw that all types of brands make boxes without any regard for the real experience. They all say, 'Here's your box, now see what you do with it.' But often, new experiences and discoveries lie outside

of people's experience or habits. It takes a little incentive for them to break free.

**What factors have the biggest impact on your customers' buying decisions? Is it the price? The material? The functions? The brand?**

**Martin:** I think it's a combination of all of those. Our webshop looks really good and is very reliable. The functionality must be right, down to the click-through buttons. In addition, we are very strong in terms of SEO, and we are often on the no. 1 result pages among the major brands in our industry, which is very cool. All of this plays a role in the purchasing process.

**Which trends are currently popular with your customers? Which products are in high demand?**

**Martin:** Products you can use with your partner that stimulate the clitoris. Give it a unique look and a nice theme, and it will sell quickly.

**What do we need to know about Bedfun's plans and future? What are your goals for the coming months?**

**Martin:** Bedfun is on a mission to become a leading player in providing a deeper experience to couples who want to try something new.



# -Twilight-

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"It's about embracing and investing in your pleasure without shame."

Gigi Engle, deciphers the true meaning of sexual wellness in the greater consumer market



Gigi Engle is a certified sex educator, author, and therapist in training

*The 'sexual wellness' label has allowed sex toys to slip into consumer's carts alongside tooth brushes, shampoo, and body lotions. When sex toys started to look and act more like the quality health products you'd expect from a pharmacy or department store, sexual wellness became a solidified category in the mainstream market. As Gigi Engle, a certified sex educator, author, and therapist in training, sees sexual wellness as holistic experience. Engle is the author of 'All the F\*cking Mistakes', a biographical take on sex education and self-improvement. She presents this EAN interview in collaboration with her weekly email blog series, 'The G-Spot', where she writes on a broad range of sexual health topics. Readers can sign up for 'The G-Spot' on Engle's website, MissGigiEngle.com. She thinks it's high time that sex toy manufacturers started acting like their mainstream health counterparts and choose quality over max profits, often to the detriment of the consumer. In return, Engle believes we can provide consumers with one of the most important tools for self-growth, which Engle says can cause great stress if left unexplored.*

**What does ‘sexual wellness’ mean to you in today’s terms?**

**Gigi Engle:** Sexual wellness has become somewhat synonymous with self-care these days. It’s about embracing and investing in your pleasure without shame. It’s a big step away from the purity culture, shame-based views of sexuality we’ve had in the past. We’re by no means free from the shackles of our religious roots, but it’s a step in the right direction. Sexual wellness has become a mainstream term to express the need for pleasure and sexuality as a means to maintain a healthy and balanced life overall.

**Why do consumers need ‘sexual wellness’ as an entire concept?**

**Gigi:** Sexual wellness is definitely something we need. Our sexuality is an innate part of our humanity. It deserves to be embraced, celebrated, and nurtured. When we fully accept and enjoy our sexuality, we’re the most powerful we can be. Ignoring sexual wellness is cutting off a piece of yourself and that can lead to great distress in all areas of life. Orgasm have been shown to increase overall wellness. The decrease anxiety, help with sleep, and help you maintain a healthy immune system. We should all be having more orgasms.

**How much further do you think the pleasure industry will come over the next few years?**

**Gigi:** I expect the industry will continue to grow and be more widespread and available to the mass market, as this seems to be the trends we’re seeing. With the Covid 19 pandemic, many sex toy companies saw sales going up 300%+ - which seems to indicate that people have become more sexually adventurous with less social interaction. We’re seeing a lot of major celebrities like Dakota Johnson and Demi Levato becoming the brand reps for companies like Maude and We-Vibe, which is very cool to see. It’s a bit trite to see celebrities being the latest peddlers of sex toys and there has been fair criticism about this, but I’m just happy to see more eyes on pleasure. It’s something we all need more of. I’m confident we’ll be seeing a lot more sexual wellness products in major stores like Boots and Superdrug as the years progress.

**What are your biggest concerns about the sexual wellness market as it stands today?**

**Gigi:** There are two big concerns as far as I’m concerned. The sexual wellness industry is worth billions of dollars and, as such,







there is a big consumer and capitalist drive behind the companies making pleasure products. This concerns me in that some companies are making low-quality products, often from harmful ingredients, such as sugar in lubes and jelly for toys. It worries me that there are so many companies out there making wonderful, gender neutral products, but are often overshadowed by bigger companies who can make cheaper products that aren't as good. Between the low-quality products and the lack of sex education, it puts the consumer at a big disadvantage. If you don't know what products are good and which ones are garbage, you can't make

an informed choice about which products are best for you. Secondly, when it comes to sexual wellness apps, my biggest concern is privacy. Lots of these "sex therapy" apps have a lot of potential to help consumers, but this data is so sensitive and personal that I worry how good encryption is, especially if it's a small startup company. **e**



*This interview is contributed by Colleen Godin, EAN U.S. Correspondent*



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# "What exactly does a brand ambassador do?"

An interview with SHOTS brand ambassadors Leroy Klunder and Bjorn Rademakers



Leroy Klunder, Swiss Navy & Aneros Brand Ambassador for SHOTS

*Sales Manager, Marketing Manager, Brand Manager, etc. - we all know these job titles and have a clear idea of what they do within a company. But there are also jobs in our market that are a little harder to define and summarise, such as brand ambassadors. SHOTS has two of them, namely Bjorn Rademakers and Leroy Klunder, and EAN spoke with them to learn more about the duties and responsibilities of a brand ambassador.*

**Leroy, you've been with SHOTS for a while. When did you start there? Is it true that you worked at SHOTS in another position before becoming Brand Ambassador?**

**Leroy Klunder:** I started working with SHOTS in 2019. And yes, I actually started at the Creative Department back then, designing and being creative at our studio.

**What led you to the sex toy universe in the first place and what did you do for a living before?**

**Leroy:** I used to work as a Visual Merchandiser for a few years but was looking for a new challenge. When I saw the vacancy online for SHOTS, it felt like this came at the right time. I'm an open-minded person and I felt like working in this industry would fit perfectly. And here I am, almost 4 years later, in another position but still very happy at SHOTS.

**When and why did SHOTS make the decision to appoint a Brand Ambassador for Swiss Navy and Aneros?**

**Leroy:** We at SHOTS know the European market better than anyone else, and with me being a big supporter of these brands, it only made sense to appoint a dedicated Brand Ambassador to help make these exclusive deals into a success.

**What are the strengths of the Swiss Navy and Aneros brands? Why should every retailer have them in their assortment?**

**Leroy:** Both brands are well-known within the industry and have such a loyal customer base, Swiss Navy being one of the top lubricant brands in the industry. With so many years of experience, they know the needs of the end consumers better than anybody. With products for all genders and couples, they give the retailer an option for customers to always find something in their stores. Aneros are the pioneer in prostate stimulation, and they fill that special product need in the stores of our customer. Focusing on the sexual health and wellness part of our industry, it will help customers with their desire for enhanced sexual experiences while also bringing a more medical benefits to the products.

**What attracted you to the position of Brand Ambassador? Why was it clear to you that you were the right person at the right time for this position?**

**Leroy:** I've been familiar with the brands on a personal level. But what helped me most with the decision was the Ibiza SHOTS Party where I met Briana Watkins, Malay Vannouvong, and Brent Aldon. They showed me what it was like to represent a brand with full commitment and passion. I learned so much, and their passion for the brands was so powerful and inspiring, I truly felt that. And it was something I could see myself doing. Representing and empowering a brand I fully believe in.

**What exactly does a Brand Ambassador do in general?**

**Leroy:** I live and breathe the brands within the European market. It is my job to pass on my knowledge and enthusiasm to our clients. I do this by visiting clients all over Europe and offering them trainings, marketing opportunities or simply just by listening to their ideas and stories. See what resonates in the market and being the bridge between the brands and customers. Next to that, I also activate our sales team. At the end of the day, it is a 





team effort so together we are making a success of these brands.

**What do you see as the biggest differences between a Brand Ambassador and a Sales Manager or a Marketing Manager?**

**Leroy:** It is a fine line, but as I mentioned earlier, I am the brands within Europe. The Sales Managers have so many different brands, from our own hero brands to other import brands. It would take too much of their time to go over everything and this is where I come into the picture. I can take the time needed to represent the brands but also educate the customers and train the store personnel.

**What does a typical workday look like for you? Could you give us insights into your tasks and responsibilities?**

**Leroy:** When I'm not travelling, I am planning my next travels. And beside that, I'm calling customers to hear about their verdict on the exclusive brands, and together come up with ways to create brand awareness. I then discuss this with Swiss Navy and Aneros and see what we can do in the European market.

**How do the parties involved - SHOTS, Swiss Navy / Aneros and your retail customers - benefit from your work as a Brand Ambassador?**

**Leroy:** I am like a bridge between all the parties involved. I am the ears and eyes for the exclusive brands and when I get direct feedback from the clients, I can relay that to them. This benefits everyone because we can create new opportunities together and make sure we all keep speaking the same language.

**How closely do you work with the brands and retailers?**

**Leroy:** I have really close connections with all involved parties. We have a bi-weekly meeting where we discuss all that is needed. When the brands have new ideas, we work together to make it work within

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*Bjorn Rademakers,  
Doc Johnson Brand  
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the European market. It is crucial to work closely together because we carry these brand exclusively, so we are fully dedicated to making them a big success.

**What do you do when you're not 'on the road' for Swiss Navy or Aneros? What should we know about the private person Leroy Klunder?**

**Leroy:** I'll probably be sitting at my favourite coffee place, enjoying my coffee and drawing on my iPad.

**Bjorn, prior to joining SHOTS, you had not worked in this industry. What did you**

**do before and how exactly did you get into the adult market?**

**Bjorn Rademakers:** Prior to joining SHOTS and becoming a Brand Ambassador for Doc Johnson, I worked in sales for over 15 years. I started my career in the automotive industry as an International Account Manager, travelling throughout Africa and Europe. After 8 years in the industry, I transitioned to working as an interim for various startups, eventually settling with a small company that grew into a million-dollar enterprise. In that role, I was responsible for developing the B2B end of the business. My interest in the adult toy industry was piqued when I first became aware of SHOTS, which is located near my hometown. After seven years of working in various roles, I was fortunate enough to cross paths with the company through a mutual entrepreneur friend. When the opportunity arose to work for SHOTS and represent the Doc Johnson brand, I jumped at the chance. It's been an amazing experience so far, working with such a talented and passionate team and promoting a brand that is truly innovative and forward-thinking.

**What is particularly important to you in your work with your clients?**

**Bjorn:** What is especially important to me in my work is building a strong and positive relationship with the clients. It's crucial to understand their needs, preferences, and concerns and provide them with the best



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possible solutions and support. It's also important to be responsive, reliable, and proactive in communicating with clients and addressing any issues or questions they may have. Additionally, providing excellent customer service and ensuring client satisfaction is key to building long-term relationships and promoting the brand's reputation.

**In your opinion, what characteristics does a Brand Ambassador have to bring to the table in order to do a good job and be successful?**

**Bjorn:** To be a successful Brand Ambassador, it's important to bring a combination of skills, traits, and experiences to the table. Firstly, a Brand Ambassador must be passionate about the brand and products they are representing, as enthusiasm is contagious and will help generate interest and excitement among customers and retailers.

Secondly, a Brand Ambassador must be a good listener and have excellent problem-solving skills to help customers and retailers with any concerns or issues they may have. A willingness to go the extra mile and provide exceptional customer service is also important, as this will help to build strong relationships and foster customer loyalty. Thirdly, a successful Brand Ambassador must be able to work independently and be self-motivated, while also being a team player and able to collaborate with other members of the marketing and sales teams. This requires strong organizational and time-management skills, as well as the ability to prioritize tasks and meet deadlines. Finally, a good Brand Ambassador must be adaptable and flexible, as the role often involves travelling to different locations, attending events and trade shows, and working irregular hours. A positive attitude, resilience, and a willingness to learn and grow are also essential qualities that will help a Brand Ambassador succeed in this role.

**Please, tell us what an average workday looks like for you. What part do you like most about your job?**

**Bjorn:** As a Brand Ambassador, my average working day is very dynamic and exciting. It starts with reviewing marketing materials, planning and preparing for upcoming events or promotions, setting up displays, and ensuring that all necessary equipment is ready for use. The highlight of my day is representing the brand at various events



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and promotions. This involves conducting product demonstrations, engaging with customers, and answering their questions about the brand and product. I also spend a significant amount of time generating sales leads, working with customers to close deals, and promoting the brand through various marketing channels like cold calls, emails, or attending networking events. What I enjoy the most about my job is the opportunity to interact with a diverse group of people, share my passion for the brand, and see the positive impact that my work has on the brand's image and sales. The fast-paced nature of the job keeps me motivated, and the satisfaction of seeing customers satisfied with the products and services keeps me going. The job requires excellent interpersonal skills, creativity, and flexibility, which make each day unique and exciting.

**How do you acquire your knowledge about all the different products?**

**Bjorn:** As a Brand Ambassador, I acquire my knowledge about all the products through a variety of sources. Firstly, I attend meetings and product training sessions with Kerin De Francis, Director of Sales at Doc Johnson Enterprises. During these sessions, I learn about the features, benefits, and unique selling points of each product in the Doc Johnson line. I communicate regularly with clients and listen to their feedback and questions about the products. This helps me understand their needs and preferences, as well as any challenges they may be facing with the products. I read extensively about the products, including product specifications, customer reviews, and industry trends. This helps me stay up to date on the latest developments and innovations in the industry. And I rely on the knowledge and expertise of the talented team at SHOTS. They have a wealth of knowledge and experience in the adult industry, and they provide valuable insights and guidance on the products and industry



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trends. All of these sources help me acquire the knowledge and expertise necessary to effectively promote and sell the Doc Johnson brand.

#### **What are your goals as the Doc Johnson Brand Ambassador?**

**Bjorn:** For the upcoming months, it is getting to know all the customers, so I will be calling and visiting all of our customers to meet with them and cater to their needs. As the Doc Johnson Brand Ambassador, my goals are to promote the brand and its products effectively, increase brand awareness and customer engagement, and generate sales leads to drive revenue growth. To achieve these goals, I plan to leverage my strong communication skills, product knowledge, and sales and marketing expertise to develop and execute effective promotional strategies. I aim to establish and maintain strong relationships with customers and retailers by providing them with the necessary support, information, and assistance they need. I will continue to work closely with the

SHOTS team and receive ongoing training to keep up to date with the latest products and trends in the industry. Ultimately, my goal is to help establish Doc Johnson as a leading brand in the European market, and to be a valuable asset to SHOTS in achieving their business objectives.

#### **How do you see your future with SHOTS?**

**Bjorn:** As a dedicated Brand Ambassador for Doc Johnson under the umbrella of SHOTS, I am thrilled about the future prospects of my role. Doc Johnson is a well-respected and innovative brand that continues to develop new and exciting products, which means that my knowledge and expertise will be continuously challenged and expanded. With so many new clients to visit and the many opportunities available in Europe, I see a promising future for myself with SHOTS. I am committed to representing the Doc Johnson brand to the best of my abilities and providing excellent service to customers and retailers alike.

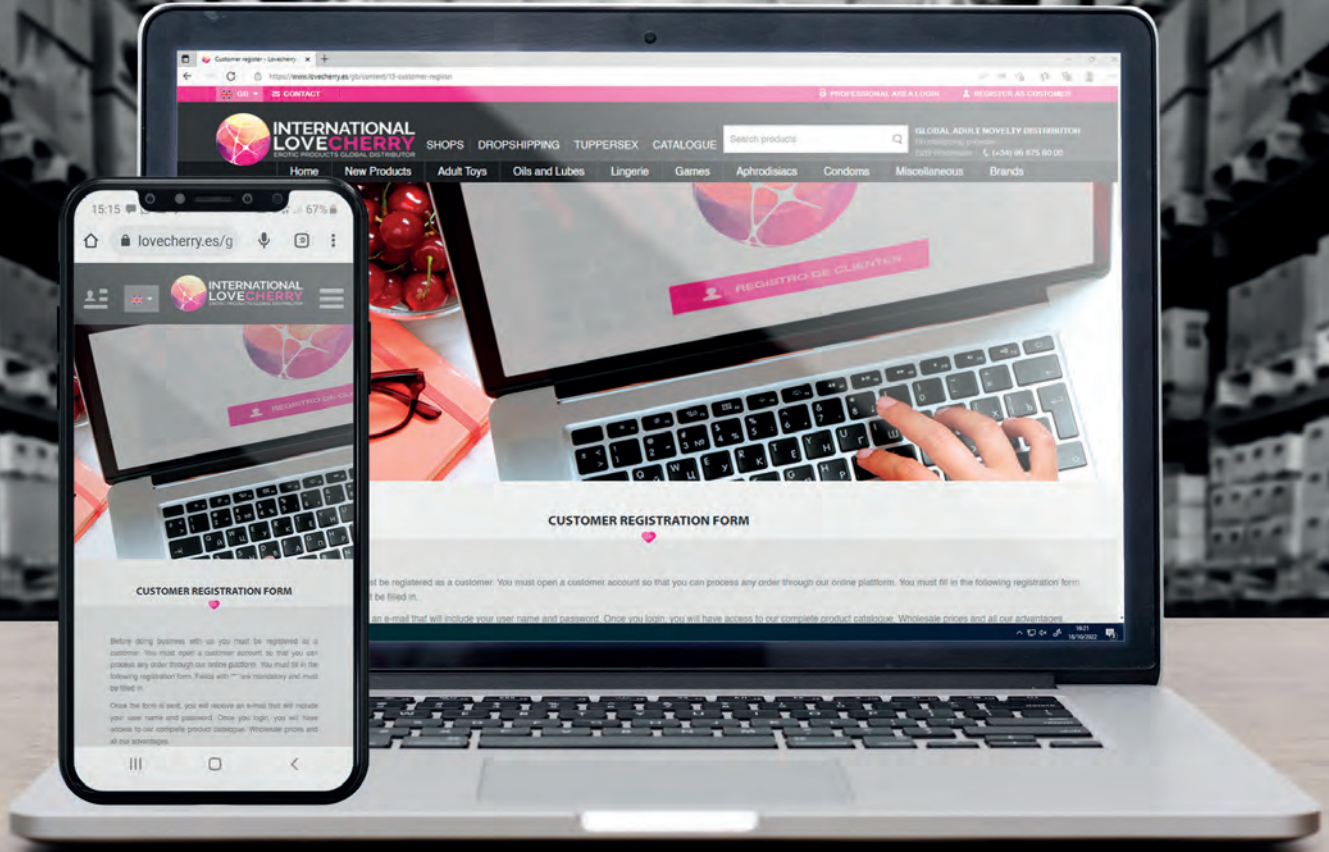


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**How can interested parties get in touch with you? Will you be at industry events this year?**

**Bjorn:** Yes, and it starts with the SHOTS Goes Wild Trade Show in May! I am very excited as this will be my first event for SHOTS and Doc Johnson where I will meet all the customers and can represent Doc Johnson. Furthermore, you can easily get in touch with me whether it's through email or phone, I am always available to answer any questions or discuss opportunities related to the Doc Johnson brand. In addition to direct communication, I also attend industry events throughout the year, such as eroFame, where I can network and connect with others in the industry. So, if you're attending any upcoming events and would like to meet up or discuss the Doc Johnson brand further, please don't hesitate to reach

out. I am always excited to meet new people and share my passion for the brand.

**Is there anything else you would like to add that hasn't been talked about yet?**

**Bjorn:** I would like to take this moment to express my gratitude to both SHOTS and Doc Johnson for giving me the incredible opportunity to serve as their Brand Ambassador. It has been an amazing experience to work with such talented and dedicated professionals and to represent such a well-respected brand in the industry.

Also, to see the change Doc Johnson has been making over the last months with the new releases, it shows their new direction, the new Doc Johnson. The new products and the way they are truly a leader in the market - it is inspiring!

I would also like to mention that I am constantly looking for new ways to improve and grow in my role as Brand Ambassador. Whether it's through attending conferences, networking with industry professionals, or collaborating with our team at SHOTS and Doc Johnson, I am committed to staying up to date with the latest trends and strategies to provide the best possible support to our clients and customers. In short, I am thrilled to be part of such a dynamic and innovative team, and I look forward to continuing to work with SHOTS and Doc Johnson to achieve our shared goals and deliver the best possible experience to our clients and customers.

**e**

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*Even as a child, Natalia Bobyleva had ambitious goals, wanting to be a super hero and fight the villains of this world. The ambition is definitely still there, but she has picked a different opponent, taking on the 'orgasm gap' to ensure sexual satisfaction for everybody. In our Monthly Mayhem, the founder of Lola Games explains why she couldn't image a workplace without a few dildos and vibrators lying around, why she admires Malala Yousufzai, Anita Roddick, and Emily Nagoski, and what role Rolle 'Bluey and Peppa Pig' play in her life.*

## Will sustainability be the next big thing in the sex toy market?

**Natalia Bobyleva:** I sincerely hope that sustainability will become a part of our lives in all areas. And since we are part of the adult industry, we will do everything possible to make sex toys as sustainable as possible.

## What was your childhood ambition?

**Natalia Bobyleva:** My childhood ambition was to become a superhero and save the world from evil villains. As an adult, I don't wear a cape and underpants over leggings, but I believe that dealing with the orgasm gap and sexual dissatisfaction is just as important.

## How did you get into the industry?

**Natalia Bobyleva:** I have been involved in the adult products industry almost my entire life. I started as

a sales manager; later, I opened my own wholesale business. So, I can't even imagine my workplace without a couple of dildos and some clitoral stimulators nearby.

## If you weren't in this industry, what would you be doing now?

**Natalia Bobyleva:** I think I would love to take care of those who need help: the elderly, for example. Or I would be happy to have a small coffee shop and make delicious breakfasts for my guests.

## What was the biggest step in your career?

**Natalia Bobyleva:** I hope that the biggest step in my career is yet to come. For now, my focus is on creating a Lola Games brand that can be sold in multiple countries.

## Where do you see yourself in 10 years' time?

# Natalia Bobyleva

## Questions & Answers

**Natalia Bobyleva:** In 10 years, I'll be rocking it as a badass business owner, producing super cool sex toys for maximum pleasure. But even with all that going on, I won't lose sight of what really matters - my family with kids.

### How do you envision the future of the industry?

**Natalia Bobyleva:** As society becomes more open-minded and sex positive, I believe the industry will continue to thrive and innovate. With advancements in technology and materials, we will see more sophisticated and personalized products that cater to diverse needs and preferences. Additionally, I envision a future where sustainability and ethical manufacturing practices are at the forefront of the industry, creating a more responsible and conscious approach to pleasure. Overall, the future of the love toy industry looks exciting and full of potential for growth and positive change.

### What is your idea of a perfect working day?

**Natalia Bobyleva:** My idea of a perfect working day is one where I have the opportunity to engage in productive face-to-face meetings with clients but also collaborate with my colleagues online throughout the day. Working alongside a team of professionals, I enjoy the process of dividing tasks and responsibilities so each person can bring their unique skills and strengths to the table. I feel a great sense of satisfaction when a big to-do list is ticked off by the end of the day. However, I also appreciate that a busy day often leads to even more tasks for the following day. Overall, the perfect working day is one where I am constantly learning, growing, and being challenged in a supportive and dynamic environment.

### How do you relax after work?

**Natalia Bobyleva:** After work, I like to unwind by practicing yoga or learning something new. However, more often than not, I end up on the living room floor, laughing and defeated by my team of toddler sons.







**Who would you consider your role model and why?**

**Natalia Bobyleva:** I am inspired by strong women who put their heart and soul into their work. Committed human rights activists like Malala Yousufzai. Successful entrepreneurs like Anita Roddick, founder of the Body Shop. Sex educators like Emily Nagoski. I admire the people who make our world a better place and am grateful for their contributions.

**Imagine you have been asked to award a medal to someone. Who's the lucky winner?**

**Natalia Bobyleva:** My husband. For his support, patience, and care.

**Which personal success are you proud of?**

**Natalia Bobyleva:** I was able to build a business where we make products that make people happier.

**What do you particularly like about yourself?**

**Natalia Bobyleva:** What I especially like about myself is that I know how to be grateful for what I have and that I can get what I really want.

**Which vice could you never forgive?**

**Natalia Bobyleva:** I cannot understand or forgive violence. Violence destroys not only the body, but also souls. Nothing can excuse violence.



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What song do you sing in the shower?

**Natalia Bobyleva:** Starman, David Bowie

Who would you never ever like to see naked?

**Natalia Bobyleva:** I am comfortable with the human body, so there are some

people who I'm happy to see in any outfit. But there are also others whom I wouldn't want to encounter, whether they're naked or dressed up in an alien suit from Mars.

With whom would you like to go to the cinema and what film would you watch?

**Natalia Bobyleva:** I would love to go to the cinema with my husband and take seats at the back row. But having kids does affect my plans. So instead of watching the latest Avatar, I end up watching Bluey and Peppa Pig on our home projector.

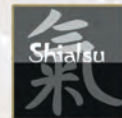
You have a month's holiday. Where do you go?

**Natalia Bobyleva:** A whole month? So many options come to mind: a round-the-world trip? A trip to the South Pole? Or maybe a hiking trip across the entire border of the Czech Republic?

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**Natalia Bobyleva:** I hope it will be a lovely island with juicy fruit and lots of springs, sunshine, but not too hot. So I'll take with me our latest toy, a 2-in-1 cupcake vibrator-vacuum stimulator, a chest of books (that's one thing, right?) and coffee.

**If you could swap lives with somebody for a day, who would it be?**

**Natalia Bobyleva:** It would be interesting for me to swap my life for a day with Elon Musk, and to see how a man who manages such different and large projects plans and organizes his time, and what his work-life balance is like.

**Is there anything you would never do again?**

**Natalia Bobyleva:** I won't drink vodka and champagne in a mix at a party.

**Do you have some good advice you want to share with our readers?**

**Natalia Bobyleva:** It's probably going to be pretty cliché, but I think we should all be constantly learning new things, trying to make the world around us a better place, and loving and appreciating those around us. I try to stick to that myself. **e**



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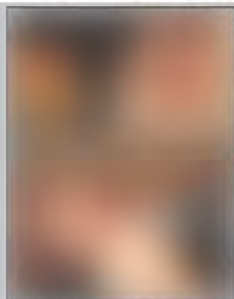
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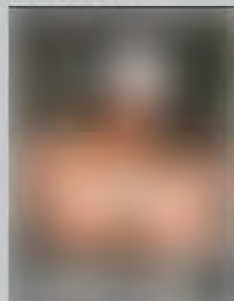
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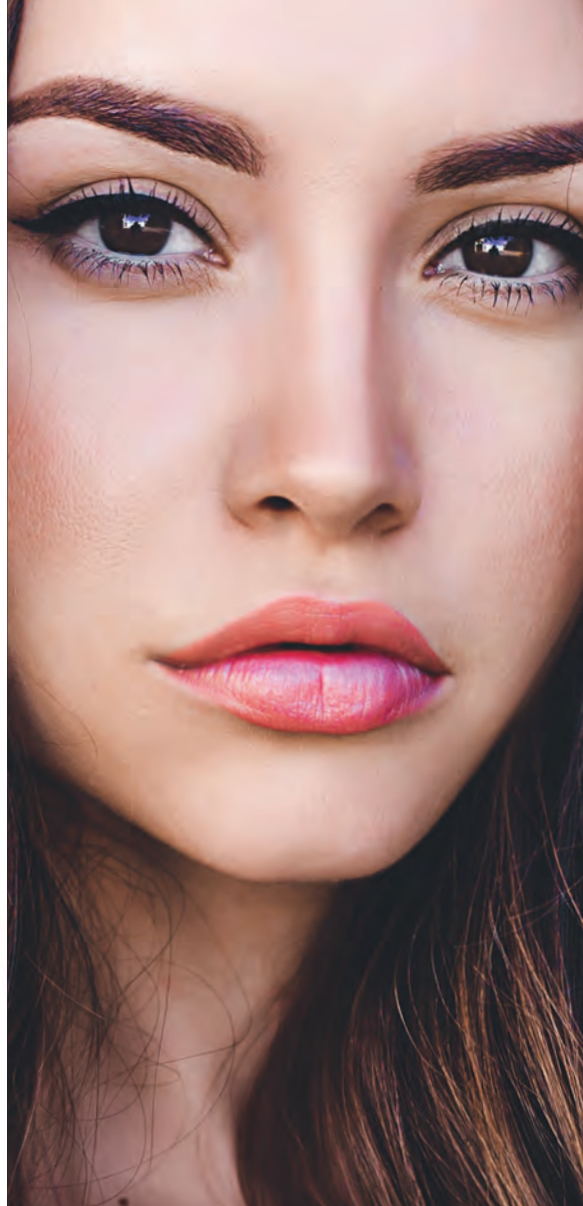
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