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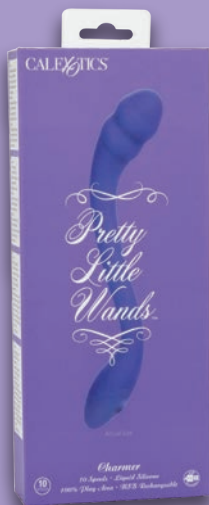
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letter from the editor  
Dear Ladies and Gentlemen

The general acceptance toward the sexual wellness market has reached a new dimension that none of us would have thought possible a few years ago. If you don't believe me just look at the various mainstream awards that companies and products from within our industry have won over the course of the past years. Obviously, awards for design and product development have been bestowed upon sexual wellness companies for a while now, and more recently, sexual wellness companies have also been killing it in terms of sustainability, receiving praise and prizes for their commitment on that front. This kind of recognition is a big deal, not just for the individual brands but for the industry as a whole. After all, these awards help change the general perception of sex toys, etc. Consequently, we are very proud and happy to present interviews with even more deserving award winners in this issue of EAN. Obviously, the road to mainstream success is a long one and an award win may seem like a small step, but the effect of this kind of mainstream recognition cannot be overestimated.

That's it for this month!  
Matthias Johnson

## LOVE NOT WAR wins Marie Claire Sustainability Award

The company is recognised once again for its sustainability leadership in the sex toy industry

**London, England - British, eco-friendly sex toy brand, LOVE NOT WAR has been named the 'Best New Sustainable Brand for Sex Toys' at the annual Marie Claire Sustainability Awards.**

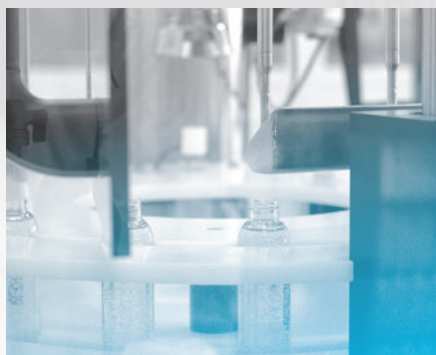
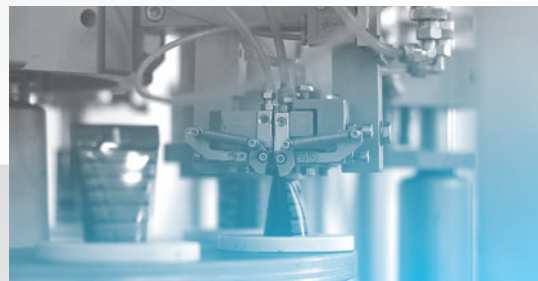


Marie Claire UK's annual Sustainability Awards aims to celebrate brands, organisations, and products that are genuinely implementing change and building a better tomorrow and judge Hannah Cox picked this winner because of the 'innovative way they're bringing sustainability to a new market.' This latest award, the brand's fourth this year, joins the ranks of LOVE NOT WAR's commendable repertoire of other recent wins including a Gold iF Award, a Red Dot Award the 'Oscar' of the eco-conscious world and a Green Product Award. Co-Founder and CEO of LOVE NOT WAR, Will Ranscombe, commented: "No one wants a second-hand sex toy, and we all know it is notoriously difficult to repair a damaged sex toy. Sex toys are becoming ever more mainstream and the sexual wellness in-

dustry is booming so it is of the utmost importance to find solutions to help make our industry greener. We are incredibly proud of the entire LOVE NOT WAR range and everything we have been able to achieve in such a short space of time. We made it our mission to become the most sustainable adult toy brand on the market and encourage others in the industry to follow suit. This award is not only a massive achievement for us professionally but it also acts as a great testament to our efforts in the field of sustainability. It means people see the true value in finding eco-friendly and sustainable sex toy options. People are both excited and intrigued by the prospect of a sex toy that is not only able to offer them pleasure but also takes the planet into consideration."



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## Cobeco at SCALA

Your go-to lubricants for comfortable pleasure

*Wijchen, The Netherlands - The lubricants in the well-known CBL Cobeco Body Lube range by Cobeco Pharma are key to making sexual pleasure more comfortable and enjoyable.*



The range offers essential high-quality lubricants with different consistencies that are suited for various occasions and activities. CBL Cobeco Body Lube includes four thick lubricants in a jar that are specially developed to provide more comfort and pleasure during more intense sexual activities. CBL Anal Lube Water-based has thicker consistency with a gliding texture to provide even more comfort and pleasure, especially for anal fun. CBL Body Lube Water-based is a staple water-based lubricant with a hydrating and moisturizing effect that complements the natural body moisture for more comfort. CBL Body Lube combines quality with good prices to make sexual pleasure more comfortable and

enjoyable. The CBL Lubricating BUTTER Fists has a buttery soft, and thick texture with a long-lasting glide and moisturizing effect that smooths the skin during more intense activities. The CBL Lubricating GEL Fists is an extra thick gel with skin smoothing and moisturizing properties for longer comfort and a continuous wonderful gliding feeling. The CBL Lubricating SILK Fists is an extra thick water-based gel with an easily spreadable texture and a natural white color that simulates semen for a masculine erotic experience. The CBL Lubricating CREAM Fists is a special silicone-based white cream that makes the skin extra supple, thanks to the nourishing and moisturizing effect and the soft and gliding texture. e

## Bendz Probe Edition



London, England - Bendz is a truly versatile new launch from Nexus. The rippled, vibrating probe is bendable, making it great for all kinds of customised play. There are 6 vibrating functions that travel through sumptuous, dual density silicone balls all the way to a precision tip. Bendz probe edition also has a handle which makes it perfect for partner play too. "The idea was to

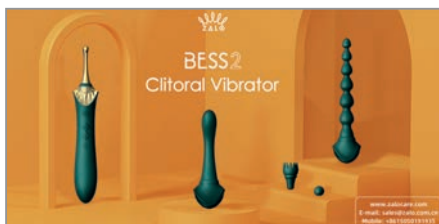
create the flexibility of anal beads with added vibration and multi sensations," says Monique Carty, Managing Director. "The contrast of the dual density balls with the solid silicone tip, combined with the bendable spine and long handle makes this toy a great all-rounder." Bendz probe edition is rechargeable and waterproof, making it perfect for water play and easy cleaning. e

# BESS 2

New at ZALO

Jiangsu, China - BESS 2 is an upgrade from ZALO's previous BESS version. "An all-new improved version is being launched – better, stronger, and faster. As Our BESS collection was highly praised therefore we knew we could innovate it to reach its full potential. After countless trials, our design team finally discovered all the possible ways to improve BESS, and we are thrilled to present to you BESS 2!" the company says. Product features: stylish new

packaging design / heating function added to increase arousal level / anal attachment included for exploring anal stimulation / G-spot vibrator / dual motors / clitoral stimulator.



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## A new, diverse male toy from REBEL

ORION Wholesale

*Flensburg, Germany - The sex toys from REBEL have a distinct, manly design and have been created specifically for men.*



The 'Triple Ball / Cock Ring with Anal Beads' has now been added to the extensive REBEL assortment. The combined cock/ball ring with 2 anal beads was developed by ORION product developers in cooperation with an inventor and is an 'exclusive design' product. The combined cock/ball ring with 2 anal beads from REBEL is made entirely out of silicone which means that it is extremely comfortable to wear. The fancy trio can also be worn over a long period of time – even discreetly underneath clothing. The adjustable cock ring and the two flexible ball rings can delay ejaculation thanks to the blood congestion effect and they also make the penis stronger and harder as well.

The two anal beads massage the anus intensely and the flexible connection strap rubs the perineum in an arousing way. The rings and anal beads are securely attached to each other via a flexible strap which prevents the beads from sliding in too far. All the REBEL products are delivered in a high-quality cardboard box that also has a description of the product in various languages on it as well. The packaging can also be stood upon hung up with the hanger in the middle. More products will now fit into the sales space because they're more compact. They also take up less space when they're in storage as well.

e

## SCALA is offering six new additions to the California Dreaming collection



Wijchen, The Netherlands - CalExotics and SCALA invite you to live the California Dream with 6 new additions to the popular California Dreaming collection. What makes these new styles stand out from the competition is their robust

triple motor designs. Each California-themed vibe offers a totally unique pleasure experience from 3 power-packed motors. All styles boast California flair with 10 intense functions plus 3 powerful speeds.

e



# Luminous by SHOTS

Bullets with sleeves are now available

*Beneden-Leeuwen, The Netherlands - The colourful collection Luminous by SHOTS has added a new fun explosion of colour to their range: bullets with sleeves!*

The extension contains five different shapes in six different colours. The bullets are battery operated. What makes this line so unique are the shapes. One shape is perfect for precision work, while another one covers a wider



area. But that isn't all. These bullets have an amazing value for money. The quality is great for small prices. Luminous is a brand full of vivid colours. Next to these bullets, the collection also contains vibrators. **e**

# INTY TOYS



 **INTIMATE  
DISTRIBUTION**

# Enhanced hand-blown glass massagers from Pipedream's Icicles Collection

SCALA

*Wijchen, The Netherlands - Elegant, upscale, and hand-crafted with amazing attention to detail, this luxurious line of glass massagers will leave everyone breathless.*



Available in 9 shapes and 3 stunning crystal-clear colours, these suction-cup enhanced glass massagers are discreet dual-purpose stimulators, allowing users to combine the comfort and convenience of a removable suction cup with the feel and functionality of beautiful, hand-blown glass. The glass massagers can be used with or without the removable silicone suction-cup base. The sturdy suction base effortlessly sticks to nearly any flat surface, while the soft silicone cup provides cushiony support

for comfortable, penetrative play. Also included in this collection are 3 vibrating suction-cup enhanced glass massagers. These multi-function vibrating glass plugs feature sensually contoured beads, a flared base for easy retrieval, and a wireless remote to put the control at the fingertips. All Icicles products are made from high-strength borosilicate glass, perfect for partner play, and packaged in beautiful fifth-panel window boxes with magnetic closures that look great in stores and online! **e**

## OTOUCH applies new 'PDS' technology to its toys for women



Shenzhen, China - OTOUCH is proud to announce that its new innovative technology of 'PDS' was granted patent, and it will be applied widely to the OTOUCH toy collections for women. 'PDS' is an intelligent tactile start-stop system, which can detect the user's holding state of the device. Put the device down to suspend work, and pick it up again to resume work. If more than 10 minutes without the hand-held state, the device will automatically shut down. "OTOUCH always

believes that the new technology should make toys more smart and easy, not more complicated. When users are immersed in endless pleasure and orgasm, they should just enjoy and aftertaste them, not disturbed by any operation on the toys. Simply put the toys aside, and the toy will suspend to work, and shut down after 10 minutes." said Brian Yu, Sales Manager B2B at OTOUCH. For more info, please visit [www.otouch.com](http://www.otouch.com) or send an email to [info@otouch.com](mailto:info@otouch.com). **e**



# SCALA

**BUTTOCKS**  
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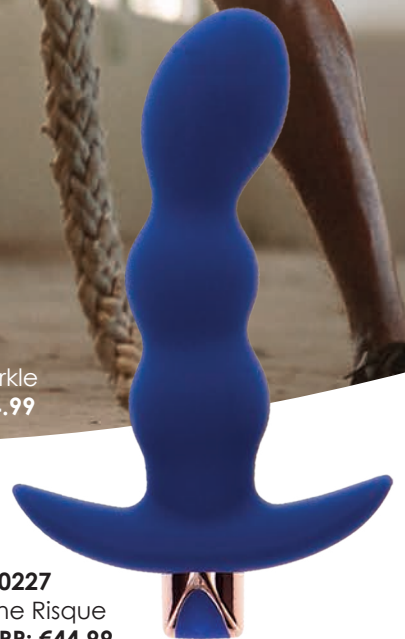
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**10225**  
The Sparkle  
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**10227**  
The Risque  
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# XR Brands Inks new distribution deal with Sexy Living

For the Canadian market

*Huntington Beach, USA / Vancouver, Canada -Vancouver-based distributor, Sexy Living Wholesale is thrilled to announce that they will be wholesaling many of the top brands from XR Brands assortment.*



This partnership will bring XR Brands' popular and award-winning lines, including Master Series advanced fetish tools, Lovebotz sex machines, TAILZ animal tail plugs and accessories, and Inmi luxe pleasure tools, to Canadian retailers. Sexy Living Wholesale has more than 20 years of distribution experience and was the first Canadian sex toy wholesaler to establish a practical, well-performing, wholesale e-commerce portal. This partnership opens a channel directly to retailers in the region with the support of an established distributor that centers customer service, product trainings, and consistency. "Sexy Living has established a reputation for their ability to deliver, and they have years of experience in

providing fast, accurate, and well-packaged deliveries," XR Brands President Rebecca Weinberg said. "We are excited to be able to provide our neighbors to the north with all our best-selling brands and to do that via an established distributor that delivers top-notch customer service. Canada has so many amazing adult retail establishments and we can't wait for them to have easy access to XR Brands products." "Sexy Living aims to be a true partner with our manufacturers and retailers," Sexy Living CEO Francis Walsh said. "For the brands we carry, we want to offer not just competitive pricing and consistent inventory, but we also support with training and marketing of the products."

e

## SCALA is offering new additions to the Buttocks range



Wijchen, The Netherlands - Buttocks by TOYJOY is a premium line of high-performance butt plugs, created with a variety of special features to boost anal pleasure. Buttocks by TOYJOY is the perfect choice for next-level anal stimulation. Four new styles have been added to the

Buttocks by TOYJOY collection. The new vibrating anal plugs features a powerful motor with 6 different vibrations modes and 4 vibrating speeds. Each mode offers deep rumbling vibrations, which are easily controlled on the item or with the included remote control.

e



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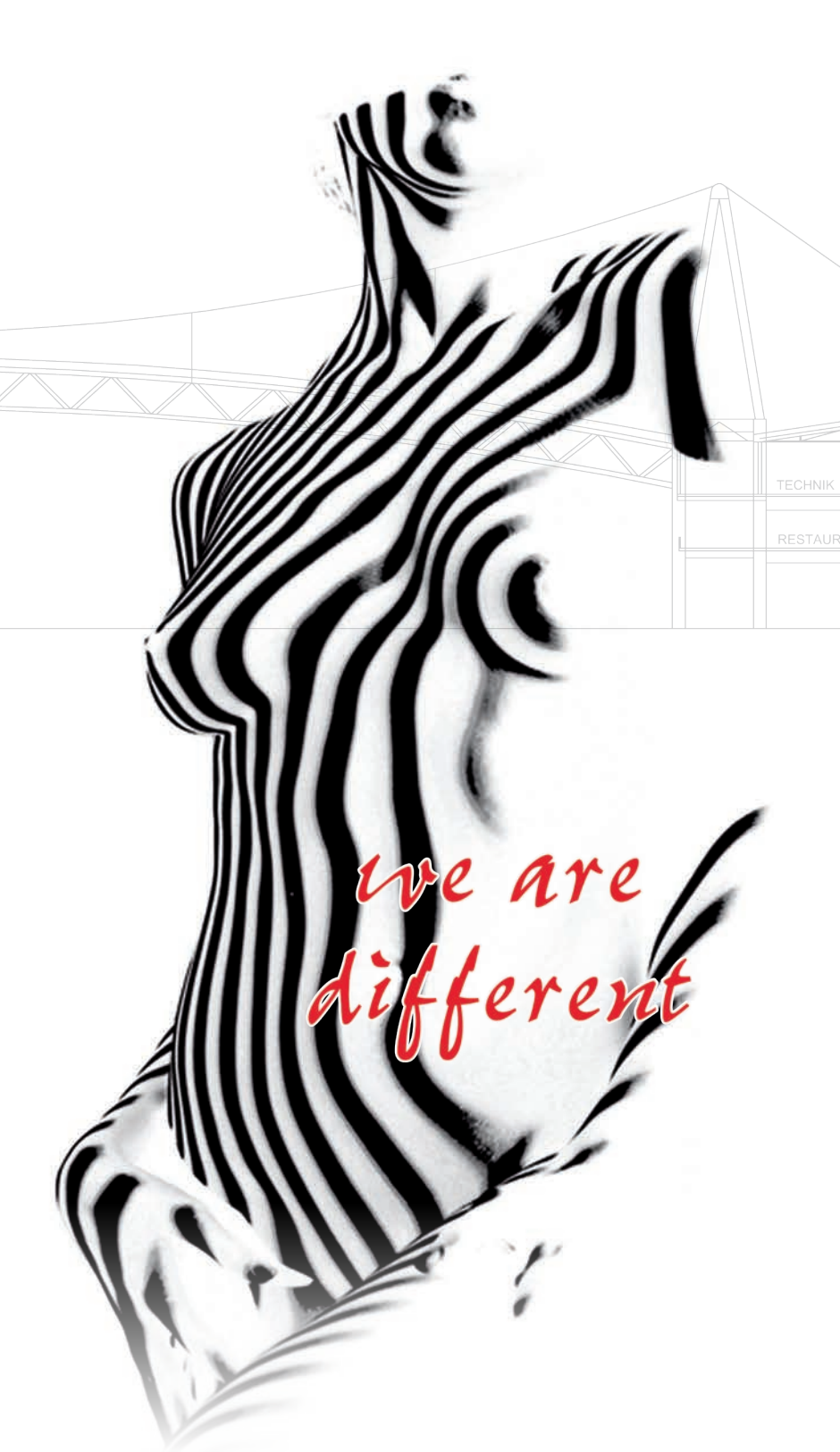
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# The multi-sensory pleasure of S8 4-in-1 Dessert Lube

Available from SCALA

*Wijchen, The Netherlands - The S8 4-in-1 Dessert Lube is the perfect foreplay choice to for a hot summer night.*



This high-quality, body-safe formula is a sensual treat that all lovers can enjoy: making it the perfect up-sell item with any naughty purchase. This July retailers profit from a 10% discount on all S8 items at SCALA. This discount is valid on all S8 items until 31st of July. The S8 4-in-1 Dessert Lube comes in 3 irresistible flavours: Chocolate Salted Caramel

Lava Cake, Tropical Pina Colada Slush, and Vanilla Strawberry Whipped Cream. The quality formula is made of 100% edible and body-safe ingredients. Also, the formula is gently heating, teasing the skin with delightful warmth. S8 4-in-1 also provides a long-lasting glide that can be enjoyed during a sexy massage, or as lubrication for intercourse. **e**

## Momentum Management



Torrance, USA - Newnham, the current COO has been promoted to CEO of Momentum Management. Newnham majored in accounting at Monash University in Melbourne, Australia, and has been with the company since 2013. Newnham has helped Momentum Management enhance its solutions on national and international levels since he joined. He has over 30 years of experience with all facets of retail, wholesale, and sales distribution and has been pivotal in supporting the growth of Momentum Management during his tenure as COO. Justin Ross, the founder and current CEO of Momentum Management, has stepped down from his day-to-day CEO duties and has taken over as Chairman of the Board in more of an advisory role for the company. Ross founded Momentum Management in 2005 and has helped to generate positive

profits for the company from his first year. Over the 180 months, Ross has managed daily CEO duties, the company has been profitable for 177 months, which is an unprecedented record in the sexual health and wellbeing industry. When discussing Newnham's promotion, former CEO Ross said: "Hui has been instrumental in the growth and forward progress of Momentum Management over this past decade. I'm confident that his continued leadership is exactly what we need as we navigate the changing retail landscape ahead of us." Newnham, who believes that quality "starts at the front door", is expected to continue to move Momentum Management into a position for further growth and success. Newnham will likely draw on his experience in international systems, to see the company expand further in international markets. **e**





# INSCUP 1

## Big Pleasure On Big Top

*Dual Motors / Rapid Heating / 500g Penis Sleeve*



# Loveense introduces VibeMate

An innovative browser app with built-in Loveense functionality and interactive features

**Singapore - Loveense launched the new VibeMate app, available now for download in the App Store and Google Play.**



VibeMate is a browser app with innovative features specifically designed for fans of adult content and those who want to spice up traditional web surfing. VibeMate allows users to connect Loveense toys and feel pleasant vibrations while exploring cam sites, reading stories, chatting, or watching content in the browser window: from a hockey game to the 6 o'clock news and everything in between. Users can choose from the thousands of vibration patterns in the Loveense pattern library, or activate toy vibration to the sound of the content they watch. The main advantage of VibeMate is interactive features for viewing adult content. When watching cam sites, users can sync their Loveense toys with the performer's toys and feel what they feel. This feature is available on Chaturbate, Stripchat, BongaCams and Cam4 and allows an unlimited number of viewers to synchronize their Loveense toys with streamers' toys. Support for more lea-

ding cam sites will be added soon. Users can also follow all their favorite creators and get notified when they go live or post new content. VibeMate will notify users of updates on their favorite performers' channels from platforms like OnlyFans, YouTube, and Pornhub. "With the launch of VibeMate, Loveense continues our commitment to developing innovative ways to serve content creators and connect people everywhere", said Dan Liu, Loveense CEO. "VibeMate brings a whole new level of interaction to online content and allows you to not only feel what you're watching, but also to connect with and follow your favorite content in exciting new ways. "With its user-friendly interface, VibeMate gives users new sensations and the opportunity to feel the content that they love. More new and exciting features will be added soon, including the option to create and share interactive vibration scripts for videos and audio content.

e

## Become Spunky with TOYJOY



Wijchen, The Netherlands - The new collection Spunky Vibes by TOYJOY is ready to order at SCALA! This collection includes 3 bullets: Cayenne Vibe Petite (7 cm), Cayenne Vibe Tall (12.2 cm) and Cayenne Vibe Grande (19.2 cm). These

discrete pleasure bullets will spice up your life with extra powerful and intense vibration settings. All three bullet vibes are USB rechargeable and made of hypoallergenic silicone, making it body-safe and easy to clean.

e





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## Blush launches 'Power of Love'

Sales of the vibe benefiting the people of Ukraine

**Garden City, USA - Blush is proud to announce they are now taking orders for the Power of Love bullet vibe, a new mini massager designed to provide powerful pleasure while fundraising to help support the people of Ukraine.**



The Power of Love bullet vibrator is body safe, phthalate free, and ipx7 waterproof. It boasts 10 strong vibrating functions as well as Blush's proprietary Rumble Tech and Magna Charge technologies. The sleek body and color palette celebrates the Ukrainian spirit with a beautiful yellow and blue ombre finish. Moved by the plight of the Ukrainian citizens following the Russian invasion, Team Blush – like much of the world – wanted to find a way, even a small way, to help. The company chose to create the Power of Love bullet as a way to show their support, understanding

that a vibe might not make a change, but its power can serve as a symbol of the power people can create when they band together. Irrespective of sales, Blush has partnered with GlobalGiving's Ukraine Crisis Relief to benefit this important cause. "At Blush, we stand for love and peace," Blush Sales Manager Nancy Cosimini said. "We are thrilled to invite retailers and consumers to join us in supporting Ukraine and placing orders for the Power of Love bullet. This vibe gives shoppers the unique opportunity to make their purchase go the extra mile and benefit Ukrainian efforts." **e**

## Vibrante - New from SHOTS



Beneden-Leeuwen, The Netherlands - SHOTS has expended the brand Chrystallino: a collection of glass dildos. Where the first range contains blue dildos, the new line is full of black vibrating dildos. Due to this new vibrating element, the collection bears the name 'Vibrante'. The Vibrante dildos come in eight different shapes that have their own qualities to tease. They have seven vibration levels and three speeds and can be used on any smooth surface by using the removable suction cup. They are made from borosilicate glass. This is different from regular glass because it contains higher levels of silicone dioxide and boron

trioxide. Silicone dioxide prevents the glass from shattering or expanding when being exposed to drastic temperature changes. Boron trioxide makes the glass even further resistant to fracturing. Next to this, these ingredients are completely safe and non-toxic, making it the perfect material for a sex toy. A glass sex toy is great for those who want to experiment with temperatures. Also, glass is a very durable product that will last a lifetime. This causes the glass sex toy to be a luxury product. Other benefits from glass are that it's very easy to clean and glass toys can be used with any type of lubricant. **e**



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# Swiss Navy reports ANME Show success

July 11 - 13, 2022

*Pompano Beach, USA - M.D. Science Lab officially announced their newest additions at the July 2022 Adult Novelty Manufacturers Expo (ANME) trade show, and their products and new booth were met with excitement and praise.*



This was the first in-person ANME show in over two years and attendees were thrilled to be back to business face-to-face, and Swiss Navy's new streamlined booth was also an elegant, welcome surprise for buyers. "Being able to connect with our customer-partners in person this week has been incredible," said Briana Watkins, ACS, Vice President of Sales and Marketing for M.D. Science Lab. "There's nothing like being able to physically share our newest products with people. Many of our products involve taste and sensations that need to be experienced. This year's ANME was special because of the past couple of years and the isolation that many dealt with. I speak on behalf of our entire team when I share that this was truly our most successful ANME show yet!" With their customers in mind, Swiss Navy premiered new products at ANME that were

created with intent and thoughtfulness. "Our new kits, which are a convenient mini design, were definitely a clear hit," said Watkins. Two new kits were added to the Swiss Navy line up, each featuring three one-ounce bottles of lubricants and/or toy cleaner. These kits were created in response to customer requests and are already garnering record-setting order numbers. "We know that consumers are spending their money wisely right now and we intentionally created kits to maximize their purchase dollars," said Watkins. Another new addition included Anal Jelly Premium Personal Lubricant that blends the traits of Swiss Navy's Premium Anal Lubricant and Slip 'N Slide Premium Jelly Lubricant. Being an in-person show, buyers were also reintroduced to Swiss Navy's Deep Throat Fast Acting Oral Numbing Spray in a delicious, salted caramel flavor. e

## Sportsheets wins ,Fetish Company of the Year 2022'



Cerritos, USA - For the past 15 years, the SE Awards have been prized by distributors, storefronts, and manufacturers alike. Sportsheets celebrated winning Fetish Company of the Year, offering recognition for their success in the fetish/BDSM

category. "It really was the perfect way to wrap up this year's ANME," said Kelly Soferman, Senior Brand Marketing Manager. "And we're thankful for the acknowledgment of our achievements in the fetish/BDSM community." e



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## 'Perfect Ride'

PDX Brands debuts poseable torso

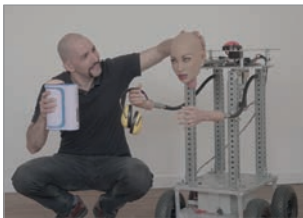
**West Hills, USA - PDX Brands is now shipping a brand new Mega-Masturbator torso from its PDX Plus collection: PDX Plus Perfect Ride.**



Made from ultra-premium Fanta Flesh and available in brown and light skin tones, this super-stud features chiseled pecs and washboard abs, raised hips for easy anal, and a perfectly poseable 6" cock that stays in place when the action heats up! With a sturdy flat-bottom base, protruding pelvis, and narrowed easy-to-ride hips, this macho man is made to mount...and to penetrate! The stiff and ready 6" cock features a poseable shaft underneath the soft Fanta Flesh skin, allowing the user to find the perfect angle in any position and hit the right spot every time.

The Perfect Ride weighs over 13 lbs. with 5" textured closed-ended love tunnels, making it the largest and most satisfying stud on the scene. PDX Brands is focused on improving accessibility for all users by designing products that are safe and easy-to-enjoy, with special emphasis on inclusivity and prime penetration angles for all. Like all PDX Plus body replicas, the Perfect Ride torso starts from an intricate, hard-sculpted mold, with an extra focus on the correct anatomical placement of the anus. With soft, squishy balls and lifelike skin textures, the proprietary Fanta Flesh TPE is super-soft and mimics the look and feel of real skin. **e**

## Autoblow releases world's first sex toy with voice control & blowjob library



Seattle, USA - Autoblow AI, the top crowd-funded male sex toy and first device that used artificial intelligence to replicate human sexual actions, is now upgraded with several new high tech firsts: no wake word voice control and a downloadable blowjob library. A web app allows men to control their blowjobs via 6 voice commands: Go, Pause, Faster, Slower, Next and Finish Me. The 'Finish Me' command activates the surprise AI experience at the highest speed to bring the user to orgasm as quickly as possible. The web app also grants access to the blowjob library where users can browse and

visualize dozens of blowjobs before downloading and saving them for offline use. The new Autoblow AI+ also comes with a first-ever mechanical upgrade: a user adjustable penis gripper. The upgraded gripper now better serves the needs of a size-diverse population and allows personalized penis stroking pressure levels. Because both Apple and Google actively discriminate against companies that produce apps and devices that explicitly facilitate sexual conduct, all Autoblow AI+ online features are accessed through a web app instead of a traditional app-store downloaded app. **e**

# BESS2



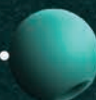
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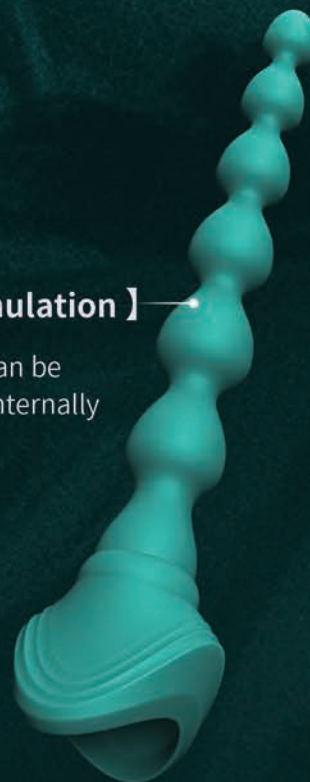
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### 【 target the G-spot 】

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Soft, body-safe can be enjoyed anywhere internally



### 【 heating function 】



DirectPower  
Technology



G-Spot  
Vibrator



Clitoral  
Stimulator



Dual  
Motor



USB Magnetic  
Charging



Dow-coming  
silicone

# 2023 advent calendars & gift boxes for your brand are coming soon

Cobeco Pharma

*Berkel en Rodenrijs, The Netherlands - The second half of 2022 has only just begun, but Cobeco Pharma has already started preparing the new private label advent calendars for the 2023 festive season.*



Trending formulas are being combined with various packaging options to create the perfect premium product for your 2023 advent calendar. This season they want to spice it up and include luxurious ready-made gift boxes. With new exciting products coming, we want to make 2023 even more festive and fun for you and your customers. Advent calendars are a great marketing tool to generate more exposure and sales for your brand. They spark excitement in customers and generate brand and product awareness throughout the festive month. Customers are introduced to your assortment and can try out samples of various products they might not have bought on their own. Engage with your customers and create a hype around your advent calendar on social media to make

your advent calendar sell out in minutes. Customers are more triggered to buy limited edition products and can't resist a good deal, knowing they will receive more value than the price they pay. Tell a story with your advent calendar that attracts the customers' attention. Completely festive-themed, or keep it more general for every moment in the year? Lubricants, massage oils, room mists, or other wellness products? It is up to you! Cobeco is specialized in developing and producing products for advent calendars, and we are happy to help with the development of your 2023 advent calendar. More details on the Cobeco Private Label 2023 advent calendar and gift boxes are coming soon. Want to be the first to receive all the details? Send an email to [sales@cobeco-privatelabel.nl](mailto:sales@cobeco-privatelabel.nl)



## Dreamy & Steamy

Mississauga, Canada - Allure's New AW 2022 collection is here... and it is Dreamy & Steamy! There are 7 styles plus a sexy little cape that will be sure to add drama, as an invitation to maybe show and always tease. All the styles in this collection are available in Black & Red, and also Diva size. Each piece is a mesmerizing mix of body-hugging lace and strapping, with teasing cut outs in the front and back, making each piece

irresistible. Adjustable strapping caters to each body type. With styles like Desirée, Maisie and Starr, each one is its' own tale of Love & Lust, allowing the goddess in you to fully emerge.

Lingerie has a psychological impact in that it sets the tone for an experience, whether you are the one wearing it or the one taking it off, you want that moment to be anything but unforgettable.







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# SugarBoo

Rocks Off launches new affordable SWB range

*Kettering, England - "SugarBoo is great range designed to fit in with current trends for products that niche with SWB, wellness and mainstream markets as well as delivering great price points to our customers and the destination end user," says Rocks Off Sales Director Sham Galoria.*



“Within the range there are some inventory heroes with stunning versions of the 10 function RO 90 and 140’s but we’ve given them beautiful finishes that really encourages engagement to touch and play. The packaging has also had a lot of thought and time put into it as we wanted the products to reach out to all markets and demographics. The last 2 years have been challenging on a number of levels that not any of us would have ever predicted and with the ongoing global rise in the cost

of living, we wanted to bring products that would deliver on a number of levels to not only encourage and promote mental, and sexual prosperity but also be competitively priced without cutting back on presentation and enjoyment levels.” In total SugarBoo will offer 18 skus of both battery and rechargeable products from bullets up to vibrating C spot suction toys, all beautifully packed in a range of vibrant and soft easy on the eye pastels colourways, making this range an absolute winner. e

## Mr Dixx part 4: the best of both worlds



Axel, The Netherlands - With the addition of 6 new dildos the Dream Toys Mr Dixx collection offers 30 dildos in total, from simple to advanced and from small to large. Now that the Bad Boy, Daring Duke, Evil Doctor, Macho Marshal, Seductive Señor, and Lovely Lord have been added the collection truly offers something for everyone! Mr Dixx started with The Original, which are non-smelling anti-bacterial PVC dildos that are available in 12 different shapes and sizes. After that the Dual Density Mr Dixx dildos were added. These come in 6 variations that each have Dual Density for the wonderful firm core with soft skin experience and that are bendable. They keep the preferred position the

user puts them in which is a very convenient feature. The next generation brought us 6 Mr Dixx vibrating dildos made of PVC that have a wired remote for the multispeed vibrations. And now there's the best of both worlds, 6 new vibrating Dual Density dildos from Mr Dixx. The new Mr Dixx members vary in length from 6.5 to 9.4 inch which is 16,5 to 23,8 cm. Some are straight, some are slightly curved, some have balls, some don't, and they all feature Dual Density for a super realistic experience. They all have a strong suction cup too for hands free or harness play, and a wired remote control to operate the multispeed vibrations. Mr Dixx is available at Tonga. e



# NEW RELEASE SEXY GLOW

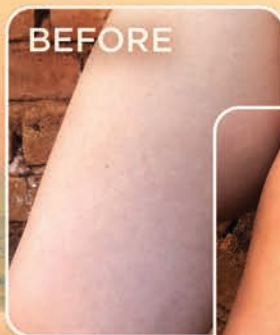
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## We-Vibe launches 'Tease Us' box

A set of app-controlled wearable vibrators

*Berlin, Germany - We-Vibe has launched a new co-pack to heat things up just in time for the summer season – introducing the Tease Us Special Edition set.*



**T**ease Us is a set of app-controlled wearable vibrators with something for every couple. Subtly tease and tantalize wherever you go with vibrating stimulation ring Bond for penis owners and powerful panty vibe Moxie for vulva owners. We-Vibe has combined their most popular wearables to create the perfect teasing collection for any kind of couple. Choose the set that best fits you and your partner. Tease Us is available as a Moxie and Bond, two Moxies, or two Bonds. Product features: App Connectivity: Control your toys – even over

distance – with a tap of your smartphone screen. Customize your vibrations and more – the app is free and easy to use / Wearable: Small, lightweight and comfortable, Bond and Moxie can be worn discreetly under clothing for on-the-go thrills whenever you want them / Whisper Quiet: Near silent vibrations keep your play subtle and smooth, even if you increase the intensity to turn up the tease / Waterproof (IPX 7): Make a splash – your toys are safe in the bath or shower with full IPX7 waterproofing. This feature also makes them super easy to clean. **e**

## Share Satisfaction releases new range of personal lubricants



Wellington, New Zealand - New Zealand sexual wellness brand Share Satisfaction has added a range of lubricants and essentials to its comprehensive range of products, which have started hitting New Zealand shelves around the country. The essentials range includes three types of lubricants: water-based, silicone and anal hybrid lubricant, all of which are available in 30ml bottles, 120ml, and sachet form. The new collection also includes foaming toy wash (207ml) suitable for cleaning any sex toy mate-

rial, and Spark Clitoral Stimulant (10ml). Share Satisfaction lubricants and sexual wellness essentials are manufactured using the finest pharmaceutical grade materials in a USA facility under FDA safety guidelines. The range is available to retailers worldwide and distributed exclusively through Wholesale Solutions, Australasia's largest adult toy distributor based in New Zealand. View the complete range at [www.sharesatisfaction.com](http://www.sharesatisfaction.com) and visit [www.wholesalesolutions.co.nz](http://www.wholesalesolutions.co.nz) to express your interest. **e**

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# Heating and Thrusting Dream Toys

Tonga

***Axel, The Netherlands - The extensive and successful Vibes of the Love label already featured a heating and thrusting vibrator, the magenta coloured Heating Thruster with a big clitoral stimulator, 3 motors and a warming function in the penis shaped top.***



This toy recently got a purple Dream Toys sister, the new Heating Thrust Machine. This thrusting duo vibrator has 9 vibration rhythms in the main body and also 9 in the clitoral stimulator, plus 9 thrusting speeds! The new Dream Toys vibe also features a heating function: the top warms up to body temperature (max 42°C) as soon as vibrations are on. The vibrations can all be activated independently. The Heating Thrust Machine duo vibrator is IPX7 waterproof and rechargeable with the included magnetic USB cable. It has an ergonomic design that is easy to handle and the clitoral stimulator is particularly flexible. The temperature of the toy helps increase the blood flow in the genitals and

relaxes the muscles, which helps arousal and eases tension. Another benefit is that a toy with body temperature makes the experience much more realistic. There are also other toys in the Dream Toys collection that can warm up to body temperature too. In the Goddess Collection there are 5 dark blue vibrators with a warming function, one of them is a duo vibrator. In the Royal Fantasies collection there are two of them: the duo vibrator Castalia and the flat headed Panacea. And in the Vibes of Love collection there's the Heating Bunny in soft pink, the magenta Heating Bodywand, the magenta Heating Thruster and the new purple Heating Thrust Machine. All mentioned products are available from Tonga.

e

## Adulttoymegastore wins Award



Nicola Relph, founder and owner of Adulttoymegastore

Wellington, New Zealand - Adulttoymegastore, New Zealand's largest online adult retailer, won Company of the Year award at the 2022 YES Alumni Awards held in Auckland, New Zealand on Thursday 14 July 2022. The YES Alumni Awards started in 2021 and celebrate the achievements of alumni of the Young Enterprise Scheme (YES), which is an experiential programme where secondary students set up and run businesses. Adulttoymegastore, which was founded by Nicola Relph who is a YES

alumnus, was a finalist alongside popular investment platform Sharesies, and networking platform Girlboss. Nicola said winning the Company of the Year award is a testament to the ever-increasing acceptance of sex toys and sexual wellness in the business world. "Being recognised in mainstream awards is truly humbling, but for us it's about so much more than the awards themselves. This award represents the normalisation of sex toys and their acceptance in the business world," she explained.

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# EMERALD LOVE

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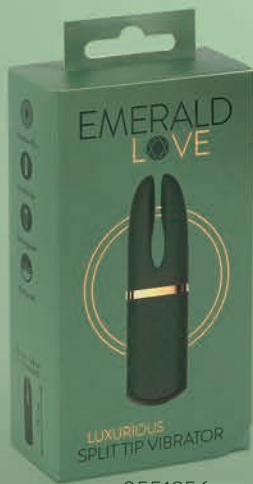
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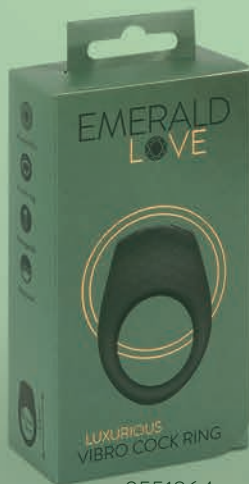
## LUXURIOUS VIBES

POWERFUL TOYS IN AN ELEGANT EMERALD GREEN DESIGN

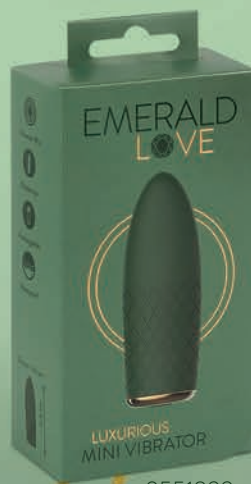
- Gold-coloured details, a non-slip diamond pattern and intuitive controls
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## SVAKOM showcases talents of Maybritt Carstensen

Key Account Manager

*Newark, USA - SVAKOM expresses great pride in the efforts of Ms. Carstensen, a key member of its European team. "Maybritt has become a staple in the adult industry," a SVAKOM rep said.*



“Working in the industry since 2016, she has transferred her amazing abilities over to SVAKOM and integrated seamlessly with the team.” Ms. Carstensen works closely with clients within SVAKOM’s European market. “This transition has brought about a lot of different emotions,” Ms. Carstensen said. “I’ve been welcomed into SVAKOM with open arms and experienced unique challenges and amazing cooperation.” Based primarily in Germany, her home country, Ms. Carstensen has shown an exceptional aptitude for working in part of a global team through remote communication. “SVAKOM admires

determination, ambition, and those who seek out challenge with a positive attitude,” the SVAKOM rep continued. “Maybritt demonstrated all of these qualities early in her career, and we have since witnessed her talents first-hand. Throughout her time here with SVAKOM she has consistently approached problems with brilliant creativity and has a passion for building connections”. Direct inquiries can be made by contacting Ms. Carstensen at maybritt@svakom.com. “I am happy to receive any inquiries should anyone have them. And, for all my German clients, feel free to just call me Maybritt!”

e

## More Drops of Orgasm at Orgie Company



Caldas da Rainha, Portugal - Launched by Orgie Company last week, Orgasm Drops Intense Kissable Clitoral Arousal Gel was formulated to deliver intensified effects of warming sensation and clitoral sensibilization promoting extreme clitoral arousal and overwhelming orgasms. “Orgasm Drops line keeps growing better, stronger, and yet effective as ever. The new Orgasm Drops Intense is a breakthrough formula of our much-celebrated Orgasm Drops line. Aside from the increased warming sensation, this new product comes with a couple of new features: its rich sweet red apple flavor, and a cut-drops valve that prevents the product

from running down along the dropper’s pipe, avoiding any unwanted drippings during application. How to use Orgasm Drops Intense is the same as recommended for the whole Orgasm Drops line, 2 to 3 drops directly on the clitoris with a gentle stimulating massage, but here goes a hint: For people who have not used any of Orgasm Drops products before or are more sensitive to its effects, we suggest starting with 1 drop dose, and increase according to what feels good and comfortable. Afterall, the point is to get the best from these drops of pure sexual arousal!” says Raquel Shaw, COO Orgie Company.

e

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## CalExotics with huge wins

Susan Colvin was inducted into the Storerotica Hall of Fame

**Ontario, USA - CalExotics made history middle of July as founder and CEO Susan Colvin was inducted into the Storerotica Hall of Fame.**



Susan Colvin, founder and CEO of CalExotics

“What an honor it is to receive such a profound award. Thank you to Storerotica, my team at CalExotics, my colleagues and friends. Your support means so much to me,” says Colvin. Susan Colvin first made history in 1994 as she became the first woman founder of an adult novelty company. Susan’s vision was to create a brand that brought more color to the market and was inclusive for people of all sexual preferences and orientations. “I had no idea what we would be doing would change the trajectory of the adult business,” says Colvin. Thanks to Susan Colvin and her team, the industry has transformed into what we see today. This includes more colorful products, body-safe materials, high-quality motors and innovative designs. But one of Susan’s most

significant contributions to the industry is her focus on bringing more women into the business. “When I started CalExotics, my goal was to bring more women into adult stores and the business, but I never dreamed it would evolve into what we see today. As I look around, I feel very proud of the entire makeup of this industry. We have such a large percentage of powerful women in the business, and I am honored to have helped pave the way for this,” adds Colvin. In addition to this monumental achievement, CalExotics was named Pleasure Product Company of the year by Storerotica Magazine. “This award is a testament to how Susan’s impact on the industry is still going strong today,” says Nichole Grossmann, Director of Marketing for CalExotics. e

## Revo Twist



London, England - Revo Twist is an interchangeable rotating and vibrating sex toy that can change shape with a simple twist. One end has the rotating shaft that Nexus Revo is famous for, and the other is a vibrating butt plug, shaped just like the best-selling Nexus Ace medium. When the product is in its C Shape form the wearer can experience dual prostate and perineum stimulation as they wish, with either the vibrating plug or rotating shaft inserted.

Or, with a simple twist of the products middle, it becomes a probe shape so the user can use one end as a handle and the other for insertion. Revo Twist’s bi-rotational shaft has 2 speeds, and its vibrating plug has a choice of 6 vibration modes which can be used together or separately. Both are controlled on the toy or with the remote control included. “Revo Twist is the perfect toy for varied use, alone or with a partner”, says Monique Carty, Managing Director. e



# GO GASM

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CLITORIS & VAGINA  
STIMULATION

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## PANTY VIBRATOR

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- With magnet wings for a non-slip fit
- Easily controllable via remote control

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## TENGA announces variations of its bestselling CUP Series

Available in Europe in August

*Tokyo, Japan - Celebrating its 17th Anniversary this year, pleasure item brand TENGA announces new additions to its best-selling flagship, the TENGA CUP Series.*




The TENGA CUP Series has been renewed to deliver even more pleasure, utilizing TENGA's accumulated expertise and technology. With exciting variations and intensities, the TENGA CUP Series now offers even more sensations and more levels of stimulation. The CUP Series has long been popular for their array of different styles and sensations. The new additions will join as part of the Strong and Gentle variants of the DUAL SENSATION and AIR FLOW CUPS. EXTREME TENDER & EXTREME TOUGH: A two-in-one blend of stimulation, the two insertion paths of differing firmness twist and intertwine for gripping sensations. The 'EXTREME TOUGH SIDE' provides strong constricting

stimulation while the 'EXTREME TENDER SIDE' offers gentle entwining sensations. Enjoy either one side at a time, or be captivated by the contrasting sensations from both ends. TENGA AIR FLOW CUP/ DELICATE GENTLE EDITION & DYNAMIC STRONG EDITION: The airflow structure of TENGA's unique spiral-ribbed sleeve allows for a completely new sensation of pushback upon insertion. Combining the encompassing pleasure from the coiling airflow structure with the vacuum sensations of the air hole for an invigorating suction experience. Now you can also choose from the entwining sensations of DELICATE GENTLE or the strong gripping DYNAMIC STRONG Editions. 

## Aneros Goes Blue retail kits now shipping



Houston, USA - Aneros is excited to announce the 2022 Aneros Goes Blue retail kits are now shipping. A major component of the Aneros Goes Blue campaign this September from Aneros®, the kit is filled with content that will educate and inform any customers that walk into stores, including 5 blue MGX Syn Trident Health and Awareness Special Edition products, table tents, wobblers, inserts, lanyards, totes, and posters. Aneros is partnering with ZERO – The End of Prostate Cancer, a non-profit charity that focuses on education, awa-

reness, research, and patient care related to prostate cancer. A portion of every Blue MGX Syn Trident sale will be donated to ZERO in an effort to continue the charitable work of educating people about the prevention of prostate health issues, improving diagnostic testing, and supporting those who are in need of these services. The blue MGX Syn Tridents are available in a special edition retail kit which includes 5 Blue MGX Syn products, 2 Aneros Goes Blue T-shirts, 2 posters, 2 tent cards, 2 easy-to-install sign wobblers, and 30 insert cards. 

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# CLIMAXIMUM

a new brand by Rocks-Off LTD

A WORLD OF UNTOLD PASSION IS  
YOURS TO DISCOVER WITH  
CLIMAXIMUM PLEASURE PRODUCTS



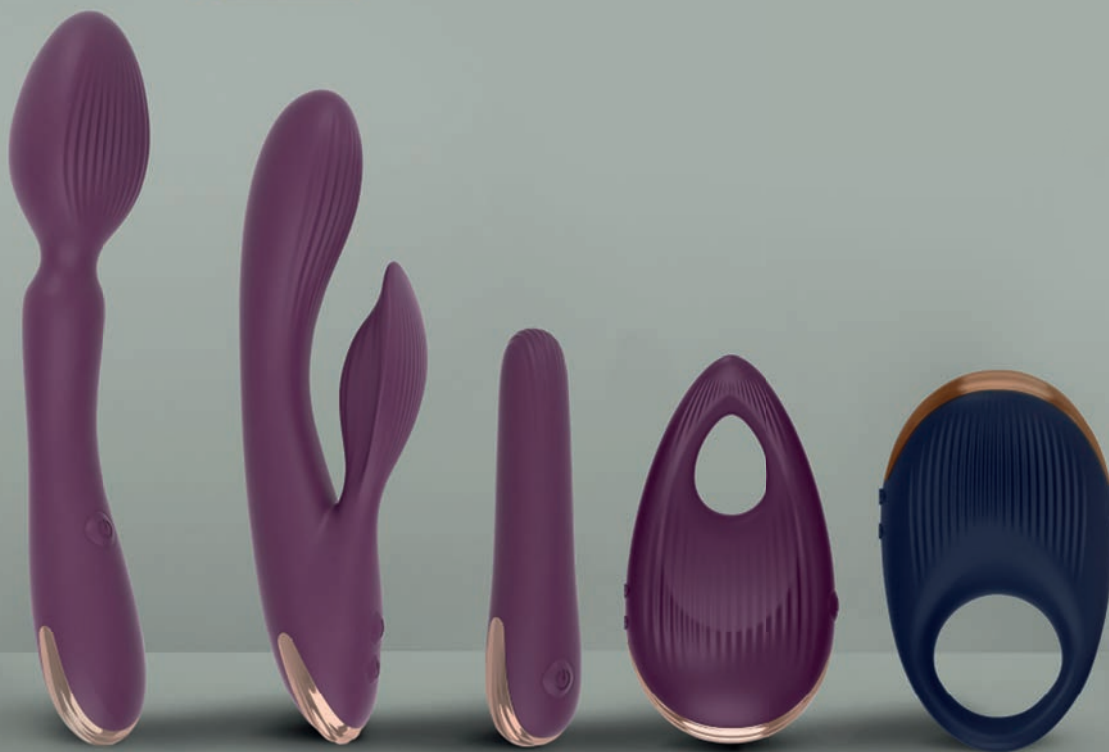
Whether your choice is an all-over orgasmic body tease or to target intimate pleasure zones, this beautiful range has been expertly designed to enhance and maximise your most sensual moments.

Crafted from sensory velvet-touch body safe silicone with opulent rose gold metallic coated ABS accents, Climaximum will truly inspire delight and indulge the senses. It's your time, your passion, so just let go.

# BRAND INTRODUCTION

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different  
products

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DISCRETE, ELEGANT AND POWERFUL, ALL FOR YOU AT THE TOUCH  
OF YOUR FINGERTIPS. CLIMAXIMUM TAKES YOU ON A SENSUAL  
JOURNEY OF SELF DISCOVERY

# The effect of the cause

Do sex toy brands need to display social responsibility to be successful in the long run?

# Yes



Colleen Godin,  
EAN U.S. correspondent

***Brands today stand for specific values, champion certain causes, and support charitable organisations. Apart from being generally worthwhile endeavours, these efforts also create a connection with consumers. Considering the growing significance of conscious consumption, establishing such a connection could become more important. But does that mean that brands have to have a mission if they want to be successful in today's market?***

New sex toy brands are using brand stories with a down-to-earth approach to reach consumers. Even veteran pleasure companies are re-adjusting their business strategies while taking a lesson from the new brands on the block. Are consumers more likely to buy a sex toy from a brand that matches their values? The proof is in the marketing. Not a single, newly-launched company has debuted on a product alone in the last 6 years. Every new manufacturer to come into our space attaches a resonating backstory, sex-positive mission, and a set of values that match their audience. COTR Inc. is one shining example. Via social media, PR placements, and advertising, Le Wand, b-Vibe, and Cowgirl consistently show their dedication to meeting consumers exactly where they are. In tune with popular news, COTR shows consumers that they, too, are highly concerned about social justice, living their truths as LGBTQIA+ or straight allies, and plus-sized, 'imperfect' people of all colors and socioeconomic backgrounds. When COTR releases a new line, they connect it directly to a to-the-minute trend, like sexual spirituality, the resurgence of 1990s/2000s fashion, or queer pride. Who else is doing

exactly this? Well, who isn't? Newcomers like Maude, Vush, Ioba Toys, Biird, Dame Products, and Lora DiCarlo don't set a single foot in the spotlight without a curated brand story. New-ish sex-tech giants like Satisfyer and Womanizer also heavily rely on images and messages of inclusivity in their advertising. Similarly, veteran companies are following suit. Sportsheets overhauled their entire brand with more inclusive photography and product designs. Bijoux Indiscrets blends current self-love trends, like mindful sex or Zodiac horoscopes, with environmental ethics. Maia Toys recently focused on cannabis-centric designs and philanthropy in the cannabis community. Evolved Novelties is exploring new audiences with their Gender X collection of gender-neutral toys. Even large-scale companies like Doc Johnson, who recently debuted a CBD wellness brand, and Blush, who's working on a major re-brand to escape the 'novelties' cliché, are pivoting to appear more like their new competitors. The days of simply slapping a hot, bikini-wearing blonde babe on a see-thru, clam shell package are long gone. Today's consumers seek a brand with depth, intelligence, and honesty.

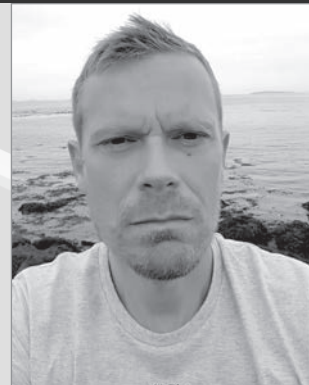




# No

Every day, people decide to become more responsible, more conscious consumers. Which is great news, especially in these trying times when bad news are seemingly waiting to slap us in the face on a daily basis. So, a growing number of consumers want to lower the ecological footprint of their consumption, moving away from factory-produced items to green and fair trade products. But does this mean that pursuing a mission and putting sustainability first is a necessity for any brand that wants to succeed? Conversely, are all brands doomed that do not wear their societal commitment on their sleeve and communicate certain values? Well, no and no. For the majority of consumers, these things do not really factor into their purchasing decision yet, at least not to an extent that would actively prevent them from buying a product they have set their sights on. This can be seen across many markets and while I don't have market research data to back up this suspicion, I would argue that things are no different in the sexual wellness market. Consumer behaviour is influenced by many factors, and the priorities that ultimately inform a purchasing decision are as diverse and individual as the consumers themselves. And at this point in time, the majority of

people are not beyond buying a low-cost vibrator with plastic packaging that was mass-produced in China, potentially with dubious production standards. Also, considering what is going on in the world right now, I have to wonder how the current global crises are going to impact people's consumer behaviour. The cost of living is going up across most European countries, leaving people with less and less disposable income. The prices for foodstuffs and energy are through the roof, and if things continue this way, there may well come a day when ethical consumption stops being the top priority for a lot of people. That's when we will see how important the mission and values of brands really are – when the consumers have to decide whether or not to sacrifice those ideals to maintain the standard of living that they are used to. **e**



Matthias Johnson,  
editor in chief

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# Competitive Advantage: The Art of Attunement

A column by Dominnique Karetsos



*Last month we considered if businesses can ever make the right moral choice. This month Dominnique Karetsos, CEO of Healthy Pleasure Group, looks at the art of attunement in leadership.*

From the corporate boardroom to the feeds of TikTok influencers, people have been using the art of attunement to reach a position of influence for years. However, the skill of aligning yourself to others' perspectives in order to influence their actions is still widely unheard of outside of psychotherapy.

When we consider why we need to nurture attunement as leaders, we can look to the work of Richard Gordon Erskine who in 1998 defined it within psychotherapy as, "a kinesthetic and emotional sensing of others knowing (tuning-in) their rhythm, affect and experience. This is a two-part process of communion of interpersonal contact—beginning with empathy, i.e., being sensitive to and identifying with the other person's sensations, needs or feelings, and then communication of that sensitivity to the other person."

The New York Times best seller, Daniel Pink, author of *A Whole New Mind*, *Drive: The Surprising Truth About What Motivates Us*, and *To Sell Is Human* confirms that the ability to influence people — to engage and move them to






I would dare to say that the art of attunement is more often seen in female women leaders. Our tendency to be compassionate, to listen, feel and understand what others may be thinking or feeling and reacting from there. This is after all why we're always cited as being overly emotional or hormonal. In reality, we simply recognise that it pays to get inside another's head. It's why so often customer-facing workforces such as customer service, retail, HR, marketing and sales are more often led by women. As an aside, do you know who else masters the art of attunement faster than anyone in a professional position? Parents! Though some would argue children hold the upper hand in attunement. As my late dad would often remind me - babies are born salespeople!

Right now in our industry, female-centric and female-led businesses are ahead in the innovation race. Having spoken to hundreds of female

founders in our space, I recognise in us one of Pink's methods of learning the art of attunement. Often female leaders keep their power in check when they gather intelligence. They put themselves in a position of lesser power. Do not mistake this as making themselves smaller in the boardroom. What I mean is that they ask themselves, "what can I do to sit in the 'small chair' so another can sit in the 'big chair'?" When they give that other person this space, they take care to listen and notice how they respond. By doing this it becomes easier to learn more about their team's thoughts and feelings and gather the insights they need to influence.

Attunement is absolutely a skill that can be learnt, it may already be a skill you possess without realising. Either way, its use is crucial in gaining any success at developing your own competitive advantage within our industry. 



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# When we design a product, we look at the broader picture

Namii - Biird launch a 2-in-1 suction toy

*The gears never stop turning at Biird. Hot on the heels of their last innovation, Evii - which has won two design awards in the meantime – comes their next new product, called Namii. This 2-in-1 toy with suction and vibration features is the main focus of our EAN interview with Andrea Rey, co-founder of the Biird brand. Among other things, we talk about the special edition of Namii, which was created in collaboration with French influencer and author Jüne Plä.*



Andrea Rey,  
co-founder of Biird

*You just launched a new product onto the market, called Namii. How long did the process take from the initial idea to the finished product?*

**Andrea Rey:** Namii took a while to get right. It's been over a year since we started working on Namii and it feels great to finally release it and see the reaction of the general public.

*Why did you decide on a 2-in-1 toy, a product that offers both suction and vibration?*

**Andrea:** We want our users to have a great time when they use our products and during the development of Namii, we experimented with adding vibration. We ran tests, asked for feedback from our testers, and received the unanimous feedback that the extra vibrations really elevated their pleasure.



*2-in-1 products are not uncommon in today's market. How does Namii differ from comparable products?*

**Andrea:** Namii uses quite an unconventional vibration motor. You'll immediately notice deeper and more rumbling vibrations compared to most other vibration products. And then there's the hands-free part of Namii. The shape lends itself perfectly to being wedged between the thighs. All you have to do is turn it on, choose your setting and let go.

*Which target groups are your main focus with Namii?*

**Andrea:** Namii is great for quite a broad audience. We don't really believe in 'beginner' and 'advanced' users. Pleasure is something very personal, that's why we've tried to make Namii as approachable as possible through its design but also by creating modes that range from being very smooth and gentle on one side of the spectrum to being quite deep and strong on the other side.

*Demand for toys with suction technology seems to be growing. Has the time-honoured vibration technology perhaps passed its zenith?*

**Andrea:** Suction toys are surely popular these days and we see this trend continuing for quite a while. But to say that traditional vibration technology has passed its zenith would probably be an overstatement. Customers

want diversity, they want to be able to switch up their pleasure routines, and suction is just one of the options you can incorporate into your self-love sessions.

*Just like your first product Obii, Namii also comes with a charging station that can be used as a mood lamp. With Evii, your second product, the charging station could be used as a jewellery tray. Is this combination of sex toy and everyday object becoming a Biird hallmark?*

**Andrea:** Adding a new dimension to the pleasure toys we make is definitely a Biird hallmark. When we design a product, we look at the broader picture. How will this be used, where will this be used, who will be using this, and so on. We want to elevate the product from this thing you throw into a drawer or hide between your clothes, instead turning it into something you're proud of owning. Something you can have standing on your bedside table, fully charged and ready to go. Because let's face it, nothing ruins the mood quite like having to go look for your toy and then discover it needs a charge.

*Namii is available in three colours, and you collaborated with French author Jüne Plä for the special edition in Mint Green. How did this collaboration come about? And how did she help shape the Namii special edition?*

**Andrea:** We had done a few promotion campaigns together with Jouissance Club and







the relationship grew from there. At a certain point, all the pieces of the puzzle just fell into place. It was quite an involved collaboration – from the shape to the strengths and patterns of the modes and then all the accessories that were custom-made. Together, we created a necklace, a bookmark, a sticker sheet, an art print, a pleasure guide, and a whole new box design. Working with Jüne has been amazing and we couldn't be happier to have her on board!

*What else can the market expect from Biird in 2022? Which developments and trends will be reflected in your future products?*

**Andrea:** We have a few more products in the active development pipeline. We'll keep on pushing the envelope when it comes to product quality and value for money. We're seeing this push for cost saving in the industry by taking shortcuts on product features and quality, and that's not something we believe in. We want our users to be happy from the moment they unbox the product all the way to the 1000th time they use it, and that's why we focus so much on packaging and product quality. **e**





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# The collection is definitely Dreamy & Steamy and so much more...

Allure present new collection

Janelle, designer at Allure



*The focus of this interview with Team Allure is clearly on the new Dreamy & Steamy AW 2022 Collection which launched at the end of July, but the current state of the market and the world also wormed its way into our interview, which ends up covering the post-Covid phase in the lingerie market and the effects of the global crisis on the industry as a whole.*

*In our last interview, you said that the lingerie market was coming out of the Covid years stronger than ever. Is this still the case or are the current global crises having an impact on our market? How do you evaluate the post-Covid phase from your company's point of view?*

**Team Allure:** The market has changed significantly during the post-Covid phase, and the resulting global crises have definitely affected the lingerie sector, just like they affected all industries. The extreme rise in the cost of raw materials, the shortage of labour, and the supply chain cost, coupled with delays at all levels have certainly taken a toll on the market. However, it has been business as usual for Allure Lingerie as our business model did not change - nor will it change. We continue to be innovative in our designs, aiming to control the cost and ensure top-quality in our products while providing stellar customer service.



*There are problems with supply chains, consumers are hurting because of the rising cost of living... Are you concerned about this development or are external factors like that bouncing off the sexual wellness market?*

**Team Allure:** Of course, we are all concerned about the current economic situation however, I believe that we can only focus on issues that are within our control to fix, and that being said, most of the issues right now are way beyond our control. We continue to adjust to deal with the current situation by being ahead in designing our future collections and allowing enough time for transportation. The combination of cumulative small adjustments makes the difference - that's what allows us to stay ahead of potential problems.

*What trends and styles have shaped the lingerie market this year? Is there anything that is 'uniquely 2022'?*

**Team Allure:** We have still been leaning on comfortable yet sultry styles as we are coming out of the pandemic phase and return to a lifestyle that looks similar to a past version of 'us'. Comfortable styles have been shaping the market with soft, easy-to-wear fabrics as a foundation and popular styles such as non-wired bras. Lately, bolder colours have been trending in lingerie as women look for new ways to experiment with their personal boudoir style once again. Retro shapes and styles with unique details are on the rise for 2022/23 as we all look to reinvent ourselves for pleasure play.

*Allure only just launched its Dreamy & Steamy AW 2022 collection. Does the name say it all?*

**Team Allure:** The collection is definitely Dreamy & Steamy and so much more... it was dreamed up by our designers so each piece would be perfect for a sexy fairy tale fantasy.

*What are the unique features of your new collection? How does the Dreamy & Steamy collection stand out from the crowd?*

**Team Allure:** Allure's new collection stands out from the crowd by offering styles that are teasingly see-through, with strategic strapping that accents every curve with pure fantasy. Each style is available in O/S as well as O/SX. Sexy cut-outs highlight the female form and bare as much as we dare across the various products of the collection. Body-hugging, wide, elastic bands add contour to each curve, while thin, adjustable satin straps with gold accents add extra steam to the mix of wide, intricate lace and see-through, dreamy mesh.

*Would you mind highlighting some of your personal favourites from the collection?*

**Team Allure:** One of our favourite pieces is the Charissa Lace High Waisted Garter Skirt; it is a new take on a retro, classically shaped garter. The soft, wide waist band, lots of lace, and the strappy front detailing all work





together to highlight a dreamy hourglass figure. The cut of the lace along the back of the garter showcases the derriere in unique style. A girl can never say no to a baby doll... Rosie is sweet seduction re-imagined and will make his head spin as every part of you is given extra attention. The lace peekaboo bralette top cascades into an asymmetrical baby doll, that hugs the hips and has a petite, crotchless lace G-string. And lastly, this season's must-have piece is the Serena mini-cape, short and sweet and all kinds of naughty... It is an invitation to maybe show and always tease. This cape is not like the capes you know, it has a waist belt that attaches with double straps at the neck so it can be worn with or without any other pieces (depending on your mood.)

*As far as the colour palette of the products is concerned, you went with red and black. Why did you choose these 'classics'?*

**Team Allure:** Sultry red and smouldering black continue to be classics that we all lean to when choosing to create our essential sexy lingerie wardrobe.

*How is your brand reflected in the new collection?*

**Team Allure:** The new collection reflects Allure's continued work to keep producing beautiful unique pieces that make our customers feel sultry and sexy at all times

*What target groups do you have in mind with Dreamy & Steamy?*





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**Team Allure:** We target the 25+ market of individuals who like to look gorgeously sexy in and out of the bedroom.

*Which companies are distributing your new line in Europe?*

**Team Allure:** We distribute through SHOTS in Europe

*What are your plans for the rest of the year and beyond?*

**Team Allure:** While we have already finalised most of our design concepts for 2023, we are now closely looking at colour and fabric forecasts for 2024 as we dream up even more exciting & daring designs.

*What trends and styles will we see in the coming months? And what will be happening in 2023?*

**Team Allure:** In the coming months, we will be debuting more playful designs as we move to vibrant colours in Spring 2023. As the trend to mix lingerie with regular street fashion continues, we have added easy-to-wear, light-weight, soft, stretchy fabrics to inspire the look of 'sexy & always wearable'. **e**

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# The Pleasure Parlor is the intersection of creativity and experience in the adult industry"

Casey Murphy creates sex-ed trends and curated sex toy collections at The Pleasure Parlor



*Today's savviest online retailers provide the whole package and more: a curated collection of sex toys, chosen just for their audience; sex education content and product advice via blogs and social media; and multiple subscription box options with more than a couple odd, free condoms and lube samples. Casey Murphy, founder of e-tailer and pop-up shop The Pleasure Parlor ([www.thepleasureparlor.com](http://www.thepleasureparlor.com)), has kept her fingers on the pulse of pleasure product trends since entering the B2B space in 2006. Possessing over a decade of expertise in pleasure products marketing, business development, manufacturing and sales, Murphy says she created the Pleasure Parlor in 2016 to help release associations of shame with sex and pleasure by presenting sex toys and topics in an approachable, humorous and educational light. During the height of Covid, Murphy took a step back from focusing her career and marketing efforts on expanding her retail offerings, though a steady stream of sales inspired her to jump back into the game. Now she's back in full force with the assistance of new team mate and sexuality professional Javay Frye-Nekrasova, better known on social media as The*

*Millennial Sexpert. The newly minted business pair are focusing future efforts on reaching multiple consumer audiences, mainly via The Pleasure Parlor's subscription boxes. Catering to all shoppers from the ultra vanilla to the super kinky, Murphy is fine-tuning her subscription kits with the understanding that one size never fits all in the sexuality realm. For business clients and collaborators, The Pleasure Parlor aims to put brands in a spotlight that resonates with consumers, regardless of their age, gender or sexual preferences. Murphy is putting those creative marketing skills to work, and whoever does business with The Pleasure Parlor is, as Murphy assures, sure to see brand growth and additional sales beyond the 4 walls of a subscription box.*



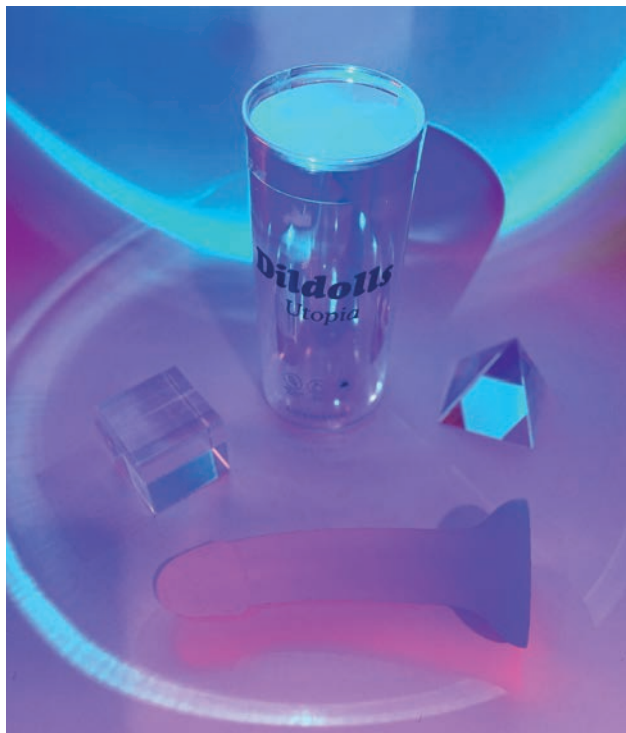
*After a couple of years out of the spotlight, The Pleasure Parlor has taken a big step back into the ring as a major force in retail, backed by sex education. What inspired you to jump back into your retail business?*

**Casey Murphy:** The course of the pandemic was both the catalyst for taking a step away from creative initiatives with the Pleasure Parlor, and also the reason for returning to the spotlight with gusto. When the pandemic ramped up in April of 2020, I was furloughed from my full-time job, like many other people. Something I didn't anticipate was how that sudden disruption to routine rattled me to the core, creatively and energetically. I was juggling multiple creative projects at once, practically in my sleep just a couple weeks before. Once I hit that wall, it felt impossible trying to navigate one basic task every day after the world shut down. As a result, I inadvertently disengaged from marketing efforts for the Pleasure Parlor, despite having more time and freedom to work on the business. That generated more and more pressure as weeks and eventually months went by. I couldn't put one foot in front of the other to do the one thing I enjoyed doing most in my free time, and that made me resentful.

The idea of amplifying (and just maintaining) the presence of a products-based business did not feel aligned either, because so many folks were struggling financially. As much as I will advocate for the distinctive value that the Pleasure Parlor offers – and the need for a service like ours during the pandemic – my comfort zone of creative flow wasn't comfortable at all anymore. I wasn't sure if the hunger to keep running the Pleasure Parlor was gone for good, or if my

creativity was just on an extended vacation. At that point, there was no other option but to make peace with the absence of inspiration. Burned out from running on fumes. Without any other solutions in mind, I had to grant myself the permission to take a break without a time-frame, and any expectations for the future. I did not want to let go of the business that I had nurtured like a first-born child - especially while watching other small businesses in the industry propel themselves during the pandemic. But I couldn't rush the outcome. I just needed to trust the process. After several months, I started connecting the lack of inspiration to fear. Of failure. Of success. Equally terrifying. The more opportunity presented itself to run with the Pleasure Parlor, the more paralyzed I felt. 'What if I invest 100% into the business, and mess this up?'...'What if so-and-so rolls their eyes every time I post on social media?'...'What if I am never as good as this other business? Businesses who are doing more with less?'...'What if...?', 'What if...?', over and over and over again. May 2020 until November 2021 involved much reflection, accountability, and honesty as far as what was working thus far, and what needed improvement. I knew that I would need support if scaling the business was in the cards down the road. More sustainable systems, for example. Subscription box customers were already steady pre-pandemic, and even though all marketing and social media was on hold during those months, the Pleasure Parlor continued to acquire new customers without any marketing or social media presence. That made me feel so fortunate - how many other small businesses can say that? It was apparent that this small business was special, and worth

fighting (my own demons) for. In the months that followed, Javay Frye-Nekrasova joined the team as CXO (Chief Experience Officer). She jumped right into the business with customer support, packing and shipping subscription boxes, and implementing more efficient systems throughout the company. The areas that I felt were unraveling the most, Javay swooped in and showed me that failure was not imminent. She possesses a Masters of Education in Sex Ed, and manages to run her own business,



the Millennial Sexpert, in addition to pursuing her PhD in Human Sexuality. Javay puts in the work harder than most people I know. She is a rare gem because of her background, compassion, and countless other reasons. Relentless passion for delivering free sex education to the masses; trustworthy to take the reins and succeed with little to no direction; and the ability to call me out with kindness when I need a kick in the pants. A perfect fit at the perfect time. Now,

we work together to keep the Pleasure Parlor operating to the best of its ability.

*What's the ethos of The Pleasure Parlor? What do you offer the B2B and B2C markets as a veteran in the sex toy space?*

**Casey:** The Pleasure Parlor launched in 2016, after I spent about 10 years of working in the industry at the manufacturing and distribution levels. Marketing, content strategy, copywriting, PR, product education + more. Working with a lot of startups, I was fortunate to find unique opportunities within different departments, always happy to be a big sponge, soaking it all in. In 2016 I was an account manager for an industry distributor, and realized that what I enjoyed most about the job wasn't sex toy sales. It was helping my customers with creative ideas to strengthen their competitive advantages. Product selections tailored to different audiences, grassroots marketing ideas, SEO tips, social media growth hacks, drop shipping, strategic partnerships, etc. These businesses included new and/or veteran e-commerce stores, well-established brick and mortar shops, and home party entrepreneurs. I heard the term 'zone of genius' for the first time while working at that job - and realized that I was in that zone while offering business strategies for pleasure products retailers. It felt easy - and I was surprised at the amount of information I had acquired over the years. Helpful shortcuts for busy business owners that didn't have time to keep up with industry trends, or new entrepreneurs who didn't know where to start. What would this expertise look like if it was applied in a direct-to-consumer capacity? I wanted to help more people have great sex. Stronger intimate connections to themselves, and/or their partner/s. No creative limitations - just my quirky voice and a unique service. Why not? The Pleasure Parlor website was up and

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running in about a month after many late nights uploading products one by one; tailoring copy and visuals to reflect my voice and personal style (and intermediate SEO). I learned my way around Shopify and Canva quickly, bootstrapping the business on a tight budget. In conjunction with the website, the Pleasure Parlor kicked off as a pop-up shop in Portland, Oregon, USA, featuring a variety of intimate products, locally-made accessories, and pleasure kits tailored for each audience. Art galleries, fashion shows, local bars, college health fairs - places you wouldn't normally expect to see a vendor selling sex toys. The pop-up shop traveled throughout the Pacific Northwest until moving to Colorado in 2019, right before the pandemic. I was determined to integrate every business model I could under the

Pleasure Parlor umbrella, short of a brick-and-mortar store. (Future goal!) For the B2B market, the Pleasure Parlor is the first and only online sexual wellness boutique and bespoke subscription service, woman-owned and operated by a Certified Sex Educator/17-year veteran in the pleasure products industry. Additionally, Javay maintains a Masters in Sex Education and lends her knowledge throughout all areas of the business. We have cornered the market on the most bespoke adult subscription experience available, with custom personalizations based on each customer's experience level, relationship status, interests, and anatomies. The intention behind our sales and marketing initiatives revolve around transforming the shopping experience for our target customers, based on their personal needs. For the B2C market, the Pleasure Parlor offers a multitude of brands exposure to a dialed-in customer base. Smaller retailers do their fair share to advocate for manufacturers, and sell their products to the end user. It blows my mind how dismissive this industry can be towards start-ups - everyone deserves to be acknowledged, regardless of their order sizes. I am spending my time and profits to buy tester units, take product photos, create unique graphics, write blogs, and spread the word in email marketing and on social media for the manufacturers that we select for our subscription boxes. Happy customers might purchase more items from the manufacturer's website. We have no way of tracking those sales, but I'm sure that our subscription boxes have resulted in direct sales for our featured brands over the years. Aside from the Pleasure Parlor, I am a marketing consultant for sexual wellness companies - teaching clients how to differentiate themselves from competition, rather than compete.

*What separates The Pleasure Parlor from other online retailers? How do you define your brand and bring something unique to your customers?* ➤

# SCALA

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**Casey:** Adult subscription boxes are not one-size-fits-all, and we demonstrate that by offering the most customizable, customer-friendly subscription service in the sexual health and wellness space. Our brand is defined by creating playful, compelling subscription experiences that make customers feel good about investing in their pleasure! The Pleasure Parlor is the intersection of creativity, and experience in the adult industry. Nearly 20 years of industry background; a penchant for creative marketing, and a passion for sexual health education are the core pillars of the business. When we say 'custom-curated', we mean it. Everything on the website, from individual products to subscription boxes are thoughtfully chosen based on our personal experiences with each product, and/or a positive history with the manufacturers we

feature. Subscription box businesses across various industries may boast "20 full-sized products valued at over \$100!" - with many of those product manufacturers on a 'pay to play' basis. We don't ask for or solicit free products from manufacturers, and we never will. As far as our boxes, a handful of random lube sachet packets, a bullet vibe, a couple's card game, and a disposable C-ring in a box is not our vibe, though it seems to be pretty common elsewhere. What we do best: Listen to the individual needs of each customer & optimize our services accordingly / Creative, educational resources for improving intimate connection / Sophisticated, high-quality products from reputable manufacturers / Personalized product 'matchmaking' service / Cater to a spectrum of comfort zones and interests, from sensual massage and non-penetrative products to super kinky. Body-safe is the baseline standard for our process (though various subscription box competitors claim to be unique in this arena).

Our product selection: Manufacturers with integrity + aligned with our core values / Products with no known history of warranty issues / Inclusivity; mindful of comfort zones, body types, and potential physical limitations / No parabens, glycerin, benzocaine, petrochemicals, phthalates; PVC, TPR, TPE, BPA / Creative array of pleasure-enhancing items and educational resources (instructional books, creativity workbooks, self-care ritual tools, stickers, pleasure tips in every box for couples and single folks) / Original one-time purchase boxes: the Zodiac Box (we worked with an astrologer to curate each box around specific personality traits of each zodiac sign - the first of its kind in this market), and the Power Play Box (products from woman-owned and/or women-led businesses).

*Who are some of your favorite manufacturers at the moment? Who are these companies and how do they align with The Pleasure Parlor's values?* ➤



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**Casey:** I'm slightly obsessed with companies who differentiate themselves through well-executed marketing and branding, without sacrificing product quality. Give me the companies who are walking the walk - with or without mega ad campaigns behind them. These are the immediate companies that come to mind for a few different reasons but this list doesn't even scratch the surface. Readers: you hereby waive the right to judge me. 'Surprise and Delight' Marketing: COTR - I can't resist each Limited-Edition set that LeWand releases; they get me every time! LeWand and bVibe are absolutely slaying value-added marketing in a way that is authentic to each brand. They do this efficiently while staying true to their core product lines. (I see you too, Cowgirl.) Competitive advantage: investing in nostalgia. This

company understands that emotional connections are the lifeline to consumer loyalty, and it is working so well for them. '90s-themed ad campaigns; value-added offerings. Glitter nail polish and body gel in the All That Glimmers Petite set; glow-in-the-dark bedroom stars with the bVibe Anal Explorer Kit. Do I need another vibrating wand? 100% no. Can I successfully resist the tiny accessories in each set? Also no. I'm a hound for creative marketing - but I am a consumer first. I see you, COTR. Now shut up and take my money...again. (Respectfully.) Product and Packaging Design: Love to Love - Lovely Planet is up my alley - with the Love to Love brand creating eye-candy aesthetics, in both product design and branding. DilDolls for example - 3 gorgeous hues reminiscent of unicorns, outer space, and pastel sunsets. The packaging would sell me on the product alone - iridescent holographic tubes that are pure eye candy on a retail wall. Also, their Open Rose silicone butt plugs are gorgeous from a design perspective, and the perfect recommendation for the anal sex novice. The price points, product shapes and functionalities are great for our subscription box model. Best Value for the Quality: VeDO - VeDO - I adore you. Your product packaging is the perfect size for subscription boxes - which is a science in and of itself. Versatile product designs for all anatomies. The products check all of our requirements: silicone; they have power; rechargeable; easy to use, and fun for any experience level. We have never received 1 warranty return on a VeDo item to-date. Luv, Inc. has potential in this capacity as well - looking forward to our customer feedback once these roll out in the next batch of boxes.

*Tell us about some of your best-selling products at the moment. Why do you think these particular products are so attractive to The Pleasure Parlor's customers?*







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# vibe of the day: pleasure is a verb not a buzzword

thepleasureparlor

**Casey:** To-date, our best-selling product is the 'Just For Us' couples sex toy subscription box. Subscription boxes steadily account for 75% of our sales. Ultimately, I think that the couple's box in particular is special because it addresses a common customer pain point, and customers find comfort in the customization process. It reassures customers that they won't take the leap on a recurring subscription and receive a box of products that aren't aligned with them. There will always be folks in a relationship who are interested in exploring sex toys, or have hit a roadblock with intimacy, but don't know where to start. The same with individuals on a solo pleasure journey. Many sexual health educators, retailers, therapists and experts in our field may agree that a common question/pain point from clients and customers is, "how do I spice up my relationship (or marriage)?" Often times, the sex toy market is one of the first places they turn to. I love this question - but the answer is different for everyone, based on many unique variables. Finding the perfect match for each of our customers is like completing a puzzle; such a great feeling. As far as individual products, it will come as no surprise

to say that the Rose is still going bonkers for us. I have never seen a product repeatedly go out of stock this quickly in all my years in manufacturing and distribution. Thanks, TikTok! We also have a steady consumer base for bondage and kink items - I sell a lot of Kinklab's Vampire Gloves based on the description alone, according to customer feedback.

*Speaking of your customers, who is your target market? Why did you choose this group or groups of people when considering your product line-up and marketing aim?*

**Casey:** The website, which went through one rebrand since launching, has always been an extension of my personality: design aesthetic (design flaws to some! Ha.), marketing tone, product preferences, and core values. Initially, I wanted to believe that representing myself "authentically" (whatever that means these days) through this business, would resonate with the right customers. Thankfully, it has worked. No advertising, just a small social media presence, a little SEO, and dynamic copy. If you are a creative entrepreneur, bet on yourself. Relatability and vulnerability are their own 'love languages' to consumers. Lean into both. Maybe we are going about this all wrong according to some people. That doesn't concern me. Ultimately, this approach has worked well for us as far as sales, and creating impact with customers. Most importantly, it feels right with my integrity. Our target market are conscious shoppers who value the personalized experience that we offer, but are also open to experimentation with the products they may receive. One ideal customer is a former version of myself in many ways. I grew up in a Catholic family, and have had to unravel and de-program so much shame around sexual expression and pleasure exploration. Starting a career in this industry was a happy accident, and the catalyst for this journey. ►

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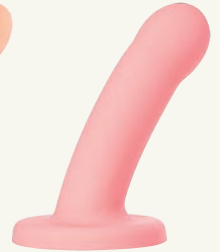
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Ideally, we resonate with folks who are going through a similar journey. We want couples to get excited shopping together on the website. We want apprehensive newcomers to feel safe on our website. We curate a diverse range of inclusive, gender-affirming products that offer something for everyone (as much as we can keep up with new product releases). Hoping that folks will eventually spring for something that they didn't think of trying before, because we effectively communicated product versatility and value in a unique and relatable way.

*It's clear that The Pleasure Parlor is out to do more than sell a few sex toys. Your team wants to revolutionize sex toy retail! How do you plan to keep this ball rolling as you amp up your retail brand over the next few years?*

**Casey:** Thank you! Our long-term goal is to expand our distinctive product curation service beyond e-commerce. But first, growth, growth,

growth! In the short-term, we need to balance our momentum between scaling sustainably, evolving with the needs of each customer, and enhancing the user experience with more robust resources. Upgrades to custom-branded packaging. Maximizing growth opportunities of customer acquisitions. Enhancing unique product offerings across all box types and product categories. We've got a novel value proposition. The customer base is there. Now we need to hold it, flaunt it, and run with it. ...And if all else fails – stop, drop, and trust the process. **e**



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



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# Just because we sell adult products doesn't mean we can't be leaders in ecommerce!

Adulttoymegastore wins another mainstream award



**New Zealand-based e-commerce company Adulttoymegastore is going to need a bigger trophy case. In mid-July, the company's founder and owner, Nicola Relph, received yet another mainstream award. In our EAN interview, Nicola explains what this kind of recognition means to her, and what it says about the general acceptance of sex toys and the companies that create them.**

*Before we talk about you winning another mainstream award, we would like to know more about the current situation in the New Zealand market. How would you describe the post-Covid phase in your country?*

**Nicola Relph:** It's been interesting! We've definitely seen a decrease in sales since what I can only describe as the Covid-related boom, and with everything that's happening in the world I can understand why. Inflation and rising costs of living mean people are naturally not spending quite as much on adult toys as before. But in saying that, we're

still doing great. Sales are relatively stable, and Kiwis are still buying a lot of sex toys!

*Are the global crises affecting the consumer climate in your country? Is the rising cost of living (especially the skyrocketing prices for energy) something that worries you?*

**Nicola:** It's an interesting time, that's for sure. Yes, New Zealand is very much being affected. Fuel prices are at record highs, and essentials like housing and groceries are also very high. I feel like

the worst is still yet to come. But I'm also a firm believer that your mindset and tenacity is important for pushing through tough times. For us, we know the importance of being agile and pivoting quickly to ensure we're still at the top of our game and at the top of people's minds.

*Only a short time ago, the sex toy market was predicted to have a bright future ... Do we have to say goodbye to the idea that the growth curve for our market is always going upwards?*

**Nicola:** I think it would be very optimistic to believe that a market is always going to go upwards. Every market will have its fluctuations and its cycles. I firmly believe the adult industry still has an incredibly bright future. People are becoming more open minded about sex toys and experimenting, more celebrities are endorsing them, and they're increasingly becoming something everyone has. There's more sex education than ever, more television shows and movies that show sex toys in a positive way, and more of a focus on the benefits a great sex life has on our overall wellbeing. It all contributes to growing the market.

*Now for something more positive: On July 14, Adulttoymegastore won the YES Alumni Award in the 'Company of the Year' category. What does this award mean for your company and you as the company's founder?*

**Nicola:** Being recognised in mainstream awards is truly humbling, but for us it's about so much more than the awards themselves. This award represents the normalisation of sex toys and their acceptance in the business world, and that's the greatest win of all. It's also a celebration of entrepreneurial behaviour and culture, which I love!

*Could you briefly tell us something about the YES Alumni Awards?*

**Nicola:** The YES Alumni Awards started in 2021 and celebrate the achievements of alumni of the Young Enterprise Scheme (YES), which is an experiential programme where secondary students set up and run businesses. Adulttoymegastore was a finalist for Company of the Year alongside popular investment platform Sharesies, and networking platform Girlboss, and we were lucky enough to win it, which was such a buzz.

*Is it true that you are a YES alumni yourself?*

**Nicola:** It is! When I was at school, I took part in the Young Enterprise Scheme and for our project we made and sold wine glasses in faux leather pouches that you could wear around your neck like a necklace, making drinking wine a breeze! I've always been entrepreneurial spirited and enjoyed sales and marketing, so I really enjoyed the scheme and I took some great learnings from it.



*How did you come up with the idea of offering sex toys on the internet back in 2009?*

**Nicola:** It was a natural progression from selling general household goods actually! We were selling things on a platform called Trade Me, and we listed a few adult toys and they ended up being our best sellers. Trade Me didn't like us selling adult products and kept shutting us down, so we knew we needed to find an alternative way to make adult toys more accessible to people, because obviously people liked to purchase them online as an alternative to visiting adult stores. That's how Adulttoymegastore

was born – to create a safe and discreet online shopping experience for buying adult products.

*Did you already expect at that time that the sex toy market would experience rapid growth?*

**Nicola:** We weren't entirely sure what we were in for, really! We knew the sex toy market had great potential, but we didn't expect the growth it's had, particularly in recent years. It never ceases to amaze me how many sex toys New Zealanders buy on a daily basis for







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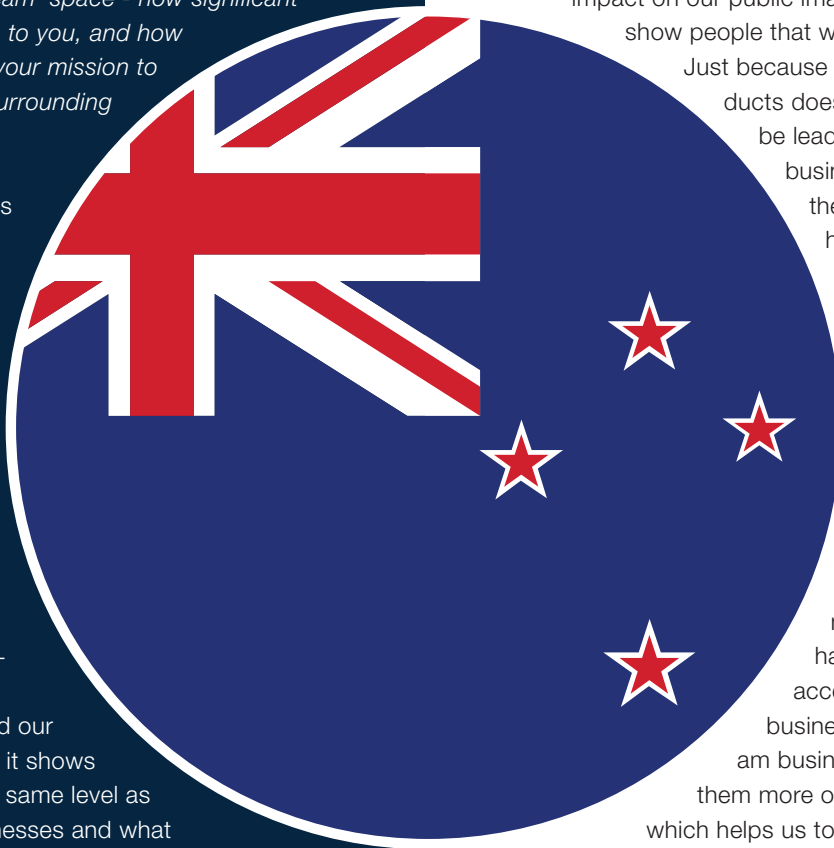


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such a small country and population, although I'm certainly not complaining!

*Back to the YES Award. This is not your first award; you have already received several within the 'mainstream' space - how significant are these awards to you, and how do they aid with your mission to remove taboos surrounding sexual pleasure?*

**Nicola:** It's always a great feeling to be recognised for the work you do, but what's significant for us is when people see our brand name Adulttoymegastore presented right next to very 'normal' and mainstream brands. It instantly helps to lessen the stigma around our industry because it shows that we're on the same level as these other businesses and what we do is just as important. I think that in itself is so powerful for helping to shift people's perceptions.



*And what value do these awards have in terms of public image? Do they get potential customers and/or business partners interested in Adulttoymegastore?*

**Nicola:** I feel like they have a really positive impact on our public image because they show people that we mean business! Just because we sell adult products doesn't mean we can't be leaders in ecommerce or business in general, and the awards have really helped other businesses to understand that. As a result of winning awards or being finalists I've had numerous businesses reach out for partnerships or to have a coffee and a chat. I feel that winning mainstream awards has helped to foster acceptance of adult businesses in the mainstream business world. It makes them more open to partnerships, which helps us to push our way even further into the mainstream. Helping to get new customers on-board is obviously a nice by-product of that!





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# Great sales prospects with pjur anal products

Rising interest in anal sex

*Anal sex seems to have a growing number of fans, including younger people who want to try something new. That's one of the insights to come from the pjur visits to brick-and-mortar stores throughout Europe in the last ten months.*



they want to try out new things and receive personal advice. First-timers in particular expect retailers to recommend a product that suits their needs and purpose. They are also more focused on finding high-quality, effective products.

## Local stores: customers want personal and competent advice

During their visits to several European countries in the last ten months, including France, Belgium, Spain and Germany, the pjur Sales & Marketing teams met with both retailers and end users to find out more about the needs and trends of the market. The insights acquired made it clear that the demand for anal sex is constantly increasing, and nowadays all demographics and age groups are interested in it. Whether customers are young or old, recent converts or seasoned regulars,

## Only use the best for anal

As a manufacturer of premium intimate products "Made in Germany", the well-being of consumers is close to pjur's heart. pjur believes personal lubricant is crucial for anal sex. The dedicated pjur portfolio includes products for those new to anal sex (the analyse me! range) and for experienced fans (the BACK DOOR range) of this popular trend. pjur also has suitable products for anyone who wants to use anal plugs. To reduce sensitivity, each range also includes



sprays and serums. All pjur anal products contain additives that make anal sex particularly comfortable. pjur personal lubricants are certified medical devices in line with ISO standard 13485:2016, are compatible and boast top quality and the best consistency.

#### **What retailers get from pjur**

The pjur displays and the flexible pjur brand space concept not only enhance the point of sale visually, they also make it easier for consumers to find what they're looking for on the shelves. And they are particularly practical for retailers: they come in different sizes and can also be adapted for smaller shops. As well as being an optimal presentation of the extensive pjur portfolio, the testers supplied allow the customer to try out the different personal lubricants on the shelf.

The POS materials already available, like posters, flyers, shelf talkers and stickers can also be added to the display.

#### **About ,LoveIsLove‘**

The campaign #loveislove is the second campaign from pjur after #normalizelube that aims to empower self-awareness in relation to sexuality. The campaign, which pjur is also running this summer, wants to encourage a celebration of life and love in all its diversity, regardless of age, gender, sexual orientation, preferences, appearance and skills. Declaring ,Everybody has a butt', pjur wants to enlighten and bring more variety, acceptance, tolerance and diversity to the world of love and sex. You can find out more about the campaign at [www.pjur.com/loveislove](http://www.pjur.com/loveislove)



# SVAKOM as a brand believes in giving back wherever possible

SVAKOM's Lydon Colston on the company's social commitment

Lydon Colston



*For several years, SVAKOM have supported charitable organisations and sponsored charity events. EAN had the opportunity to talk with Lydon Colston, who is part of the company's branding team, and gain deeper insights into SVAKOM's motivation and dedication to give back to the planet.*

*Since when has SVAKOM been supporting charities and sponsoring selected events?*

**Lydon Colston:** SVAKOM really started to push its charity efforts forward around 2017. After internal discussion, we made the decision to support a Movember charity campaign, and we soon realized this was something we wanted to keep doing. From there we started looking at what events and charities we could support that really showcase everything we stand for. We found that we wanted to support people, with everything they do. Part of the SVAKOM brand is helping everyone experience amazing orgasms - but what else could we do? Orgasms, of course, are great. But there are people with much bigger issues, and we wanted to help them. It's one of the big reasons we chose to support Trees for the Future. On top of planting trees to lower the amount of CO2 emissions, they also support the local farmers, teach them how to cultivate the land, and ease their insecurities surrounding food. It was humbling to see the change that simple donations can make.



*Why did you decide to take this step?  
What was your motivation for doing so?*

**Lydon:** SVAKOM as a brand believes in giving back wherever possible. We strive to be an inclusive brand, and it only feels natural to do what we can to help the planet and the people. There's never a bad time to help, and there's certainly no limits to it. The smallest thing can make a world of difference - so why shouldn't we give back? We decided to start sourcing charities we could believe in, beginning with environmentally based ones. As a company that sells and manufactures adult toys, we were aware of the part we were playing in hurting the environment. We sought out a charity that would help plant more trees and carve out a better future. From there, we found Trees for the Future and saw that not only do they plant more trees, but also create 'forest gardens' which support local farmers. So, why wouldn't we look for other ways to help people as well? I guess that was our motivation.

*When you look back at your history  
of supporting charities or sponsoring  
events, what has been the absolute  
highlight for you?*

**Lydon:** I think it's safe to say that seeing the results of our efforts with Drop in the Bucket was one of the most humbling experiences, and an absolute highlight. Those wells help so many people receive good medical care because access to clean water is consistently available.

*Could you give us an overview of what your  
activities in these areas have looked like in the  
last months and what your plans are for the next  
months?*

**Lydon:** For the last few months, we've been working closely with Trees for the Future to secure further cooperation to get more trees planted. One of our greatest efforts in this regard has been our new '1 product 1 tree' campaign. The sale of any SVAKOM product with a sticker showing the Trees for the Future logo equals a one-tree donation. We want people to be involved so they know that they're helping in their own way, and of course we want to get as many trees planted as possible.

*How do you choose charities to support or  
events to sponsor? What criteria do you go by?*

**Lydon:** We focus on finding charities and events with a positive outlook - ones looking to celebrate the good there is. For example, our recent sponsorship of the Global Friendship Women's Day event was largely because of their attitude towards celebrating one another, their positive outlook on sexuality, and their motivation towards supporting local businesses. Of course, positive outlook can't be the only criteria. We need to make sure they're actually making a difference, and we want to see evidence of that. We always check for statistics, for proof that they put their money where their mouth is - so to say - because if SVAKOM is going to support, sponsor, or endorse a charity/event, then we want to make sure our contributions will be used towards making a change, creating a better world, or helping those who need it.





*Are organizations, partners etc. sometimes hesitant to accept your support because you are a sex toy brand?*

**Lydon:** The initial communication can be a little awkward for sure. But otherwise, I wouldn't say it's hard. A lot of charities have their priorities where they should be, so they're not too focused on what it is we sell. Often times, we find events eager to accept our products as they know they're going to be a hot item. People love sex, they love masturbation, and SVAKOM products are some of the best in the market! Approaching charities to offer our support and/or donations, we're usually met with enthusiasm and joy. It doesn't take long for them to understand that we're serious about contributing and making a difference.

*To what extent does your commitment to charity reflect the philosophy of your brand?*

**Lydon:** We believe our commitment to this is a big reflection of what makes SVAKOM... well, SVAKOM. Inclusivity, and the right to mind-blowing orgasms is a big part of what inspires us. And our commitments demonstrate exactly what our values are.

*How is your involvement perceived? For example, how does the sex toy industry react to your activities? And what is the reaction from consumers?*

**Lydon:** Strange, at first. The sex toy industry has a certain reputation to it so seeing SVAKOM's humanitarian work can be perceived as a little

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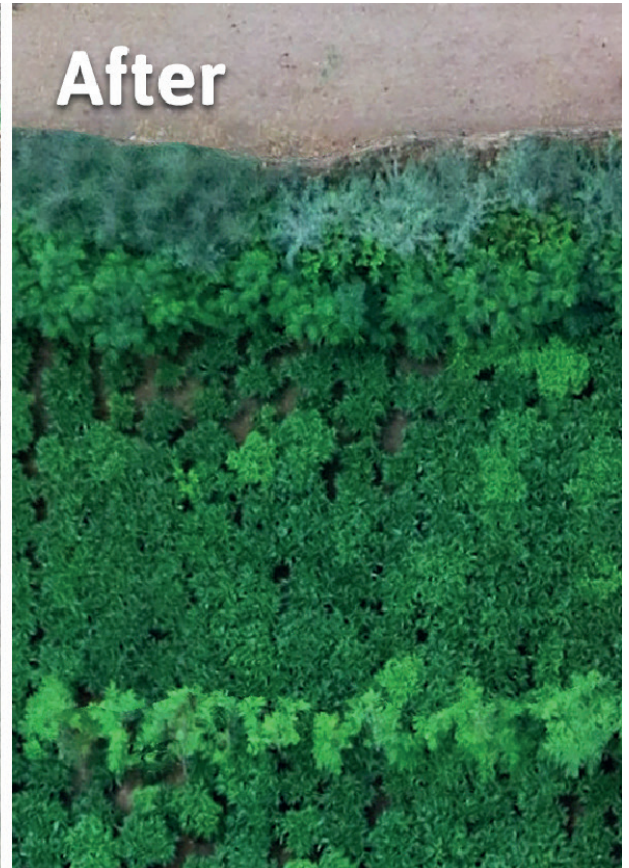


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confusing or off brand. But people quickly come to realize that this IS the SVAKOM brand. Our customers, our team members, our clients, they all praise our efforts. Frequently we hear back saying from people expressing how happy they are to see us making such efforts.

*How important is it in today's market to be perceived as a brand that stands for more than just products?*

**Lydon:** We think it's incredibly important for a brand to be more than just the products. We love our products, we do. Alex Neo showcases the strive, dedication, and talent of our amazing team. And we have many more lip-biting products on the way.

But that's not all we are. SVAKOM was made from a desire to bring the best pleasure to everyone, everywhere. Our products speak for themselves on our commitment to high-quality, luxurious adult toys. However, they can only say so much. We want our customers to know where our loyalty is – with our customers, and our planet. **e**



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# The sex toy industry has become more sophisticated in its use of photography and digital media

Photographer Farley muses on the marketing trends & specialized photography needs of adult brands



*If you've ever attended an American trade show and recall an Asian guy running around with a camera, likely trying to snap the perfect shot without disturbing your sales meeting, then you already know Farley. A staple of the ANME trade show's event photography and boasting 30+ years as a full-time photographer for companies like Topco Toys and Pipedream Products, Farley (who, as a consultant serving both adult and mainstream companies, currently prefers to use only his first name) is quite possibly the industry's most well-known fellow behind the scenes. Over the last 15 years, all of JimmyJane and Pipedream's packaging, marketing, and advertising photography can be attributed to Farley. (Yep, for anyone who's still wondering at this point - he's THAT guy!) Now Farley is bringing his talents to Lemon Squeeze Studio, a new consulting business he operates out of Southern California alongside his wife, a professional graphic designer. While he'll also serve clients in the mainstream world, Farley plans to continue his specialization in bringing an artistic touch to pleasure product brands. (Why let 30 years with the biggest sex toy businesses fall to the wayside, after all?) Adult industry clients can view his portfolio and business offerings at [https://www.lemonsqueezestudio.com/adult\\_1](https://www.lemonsqueezestudio.com/adult_1) After 30 years behind the camera, Farley can practically photograph a new, successful sex toy marketing campaign in his sleep.*

*In his debut interview with the pleasure trade, Farley tells EAN what it takes to reach consumers with modern product photography in the age of sex toys and social media.*

*In 2021, Farley joined his wife Elley's company Lemon Squeeze Studio*



*Farley, despite being strictly behind the scenes, you're a rather popular guy around the pleasure industry! Can you tell me about your career and the experiences you've gained as an industry photographer (and how you've become known as 'that guy running around at all the trade shows')?*

**Farley:** In the late 80's and early 90's, I was a commercial airbrush illustrator for advertising, editorial and marketing. In 1992, I was approached by Topco Sales to be part of their art department. I helped with packaging design and illustration. We mocked up everything by hand back then and that was what was presented at trade shows. We eventually transitioned to computers, and I started doing product photography and eventually model photography.

This went on for 12 years at that company and I eventually went on to Pipedream, where I spent 15 years. Towards the last few years there, I specialized solely in photography, retouching, and videography. My former boss always described me as the guy you always see constantly running around the shows and events pointing a camera at people!

In 2021, I joined forces with my wife to grow her existing business, Lemon Squeeze Studio, where she provided graphic design services to a variety of clients. We just built a studio location in Southern California that has a large shooting area for model shoots as well as two product photography rooms. Together we work as creative partners with our clients to help them with their photography and graphic design needs. I love the challenge and opportunity for innovation that each project brings.

*Now that you're a consultant, what services do you offer clients through Lemon Squeeze Studio?*

**Farley:** We specialize in product photography, which includes product shots for packaging, retail, advertising and social media use; clean white photography, and lifestyle photography with various scenes and props.

We're also experts in model photography for packaging, advertising, and social media use; photo retouching; and graphic design.

We also offer videography services and specialize in product demonstration for e-commerce use.

*Why do you believe pleasure industry companies should hire a pleasure industry-specific consulting firm when they're in need of freelance services? What can an adult niche consultant offer that a mainstream consultant might not understand or could possibly overlook?*

**Farley:** An adult toy purchase is not the same as something standard like a dog toy purchase, for example. There is an intimacy and a different way you need to connect to your customers that mainstream consultants may not realize. Also, it's not just more specific in the story and marketing message you need to send, but in HOW you send it, as there are some marketing challenges adult companies face that mainstream companies do not.

Having been behind the scenes for over 30 years in the production of a product from concept to final package, I've seen what it takes to develop an item. The initial product development I'm sure is similar to mainstream, but at the point of packaging, marketing, and selling, things differ.



To be clear, I'm not against innovation and do not feel that there is a one size fits all approach even within the adult niche. It's always good practice for entrepreneurs and freelancers alike to grow, as the world around us changes constantly with new techniques being invented every day! The balance is to implement the new while understanding and respecting the intricacies of this unique niche and community.

*How have you seen the sex toy industry evolve in terms of companies' needs for photography and digital media services over the years? What's changed the most since you first started in the industry?*

**Farley:** With the changing times of technology, the bar of expectations gets raised higher. From the old graphic design days of paste-up becoming desktop publishing, to film photography becoming digital photography, the tech and way of delivering the visual media has advanced, along with everyone's skill set and client expectations. Not to mention the ever changing landscape of social media. Trends can be fickle. Everyone has seen it all, and expects to see something different. I have seen the sex toy industry evolve in terms of companies' needs for photography and digital media services over the years. Photographs are used to market products, to communicate with customers, and to document manufacturing processes. Social media has also played a role in this evolution, as companies use platforms like Instagram and Facebook to reach potential customers.

In terms of photography, I have seen companies move away from relying on stock images and toward commissioning custom photography that reflects their brand identity. This shift has been driven by the need to stand out in a crowded marketplace and to connect with consumers on a more personal level. In terms of digital media, I have seen companies increase their investment in



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video content, which is an effective way to showcase products and promote brand awareness. Overall, I believe that the sex toy industry has become more sophisticated in its use of photography and digital media to reach consumers and communicate its message.

*Tell us about some of your recent clients and the photos, media, or campaigns you've created for them. Where can we see some of your recent work out in the wild?*

**Farley:** Some of the current clients in our rotation that our industry colleagues will recognize include Sportsheets and Evolved Novelties. Evolved Novelties gave us the creative freedom to create product lifestyle images for their website. It's a departure from how I normally shoot, but it excites me to come up with different looks and techniques! After looking at my portfolio, Evolved decided that they wanted to give me creative freedom and

try something new. It's great because it gives us an opportunity for some fun! I'm excited about coming up with different looks in the future; something outside of what we normally do as photographers. Sportsheets started us on our path to doing product demo videos along with having us do product and model photography. We were hired on to do one project, but things have developed and now we're their go-to photo and video provider. In the adult sector, we've also worked with Hustler, Doc Johnson, ANME Founders, Pipedream Products and Jimmy Jane, Topco, and Rock Candy. On the mainstream side, we've worked with Champion Apparel, Tidi Products, Red 25 Events, MIX licensing, Grandes Fetes, and Abrams Artist Agency.

*What's some advice you'd give to sex toy companies who want to advance and enhance their digital presence? Are there any common mistakes you see brands making, or any particular aspects of photography and marketing where brands can do better?*

**Farley:** Some advice I'd give to sex toy companies who want to advance and enhance their digital presence is to focus on creating quality content that is both informative and engaging. In today's digital age, it is essential to invest in a strong online presence, and that means having high-quality content that speaks to your audience both on your website, email marketing, and social media accounts. In terms of photography and marketing, brands should focus on creating visuals that are stylish and visually appealing. The importance of a strong digital presence for any company cannot be understated. With the rise in online shopping and increased competition, it is essential that you have an appealing website with sufficient content to keep your customers interested on every page they visit! I'd recommend this being a factor when creating new product launches from the start.



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For example, if you're investing in photography for a new product launch, plan to not only shoot for your packaging, but also throw in some additional dynamic shots for social media. It'll be cheaper and more time efficient overall to throw a few at the initial shoot vs. create a whole shoot specific to your marketing needs after the fact.

*Are there any particular trends or aesthetics that you believe will become more popular over the next few years?*

**Farley:** A trend or aesthetic I've seen for at least 5 years is the 3D, clean and simple product on a white box, which is fine for looking clean in a store and cutting through the visual clutter, but it got to a point that you couldn't tell who was who between the companies. The end user may not care about what company made it when purchasing a vibe on the wall, and if everyone looks exactly the same, then they'll go with the cheapest.

The overly slick 3D computer generated packaging may mislead the customer and can be disappointing when they open it and see the actual product doesn't look anything like the image on the packaging. Some e-retailers have requested actual product photos for their site to tell the customer the whole story, and some take it a step further with video clips of the product in motion. The modern online shopper relies on images and videos before making the decision to purchase, so transparency is best if you want the customer to gain brand loyalty.

Of course, a trend I'm selfishly hoping for that would cycle back would be the use of models on packaging. Having a model hold the product

gives scale and tells a story, and I love being part of the process in telling it.

*What do you foresee for the future of the sex toy industry in terms of advertising and marketing?*

**Farley:** There's no doubt that the sex toy industry is growing rapidly. In the last few years, we've seen an increase in the number of companies selling sex toys, as well as a change in the way they're marketed and advertised. In the future, we believe that the industry will continue to grow, and that companies will become more creative in their advertising and marketing strategies. We also believe that social media will play a big role in the future of the sex toy industry, with influencers and bloggers sharing their personal experiences with different products, and that photography will play a big role in this.

We also believe that companies will start to target specific demographics, such as LGBTQ+ people and women of color. To get the message across that sex toys are for everyone, we expect to see more photography that features diverse models of all ages, sizes, races and genders enjoying their toys. In short, the future of the sex toy industry is looking more open, inclusive and exciting than ever before!

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





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# There is still a long highway ahead of us, but we are driving in the right direction

Interest in Penis Enlargement is growing - also across mainstream media

*The conversation surrounding sexual wellness is taking place in a much more open way and on a much more open stage nowadays, and the two years of pandemic have helped to speed up that development. Penis enlargement is also part of this conversation, explains Paolo Davide Griffo, MaleEdge & Jes-Extender B2B Key Account Manager, and it is finally getting some attention in the mainstream media, as we learn in our interview.*



*On May 23, a number of UK online mainstream media covered the topic of penis enlargement, including coverage of your products. How did this happen?*

**Paolo Davide Griffo:** Penis enlargement is becoming a hot topic, also in mainstream media. In this case, the media outlets presented the story of a Scottish man who reported a significant increase in his penis

length after training with one of our penile extension devices for a while. Kevin Davis, 58, from Edinburgh says that his penis went from below average to above in just a matter of six months after it grew 1.5 inches due to the extension tool. Kevin says his penis extender, the Jes-Extender, has helped him feel much more confident and has taken away his insecurities about his manhood.



*Can you explain to our readers which media took up the topic of penis enlargement? And how they did tackle this topic?*

**Paolo:** The story has been published by The Scottish Sun and by other Scottish mainstream media outlets, and they described how Kevin decided he wanted do something about his dimensions. Quoting him: 'Since late puberty, I have often felt extremely self-conscious about my manhood. I heard constant references to average sizes and felt acutely aware that I just didn't measure up. I hope that it would change on its own, but it never did, and it really started to affect my confidence. I had no idea that penis enlargements worked until I started speaking to a friend about it during the lockdown. He told me about the Jes-Extender device, and after his recommendation, I decided to buy it. Despite growing older and having a partner, Gabriella, 54, my insecurities never left me. So, with my partner's support, I decided to go for it. No pain, no gain! I had nothing to lose, and if I gained anything it would be a bonus. I have gone from being below average to above average and I no longer have any inhibitions. I feel so much more confident and better about myself now.' Kevin used our Jes-Extender penis enlargement device for just over six months for an average of five hours each day. He started out with a length of just over 8cm flaccid and 12cm erect, but he is now at 10cm flaccid, and 16cm erect.

*The long-term benefits of media coverage are obvious, but can you also see a short-term response - more visitors to your website, more orders, etc.?*



**Paolo:** Absolutely, we saw an immediate increase in our sales within the UK, and much more visits on our website.

*Would you say that the increased media interest in your products is a sign that the conversation about penis enlargement is more open now than it was a few years ago?*

**Paolo:** We feel that the Maya veil is being ripped out, and that the whole conversation about sexual wellness is coming out of the closet, going directly on mainstream media where it belongs because sexuality is a cornerstone of our mental and physical health, and we all agree that talking about it openly should be normal. Penis enlargement is definitely part of the conversation about sexual wellness. There is still a long highway ahead of us, but we are driving in the right direction.





*The pandemic caused interest in topics like sexual wellness and sexual health to skyrocket, not to mention the increased demand for sex toys. But has your product category also benefited from the 'sex toy boom' of the last two years?*

**Paolo:** We saw an increase in sales, same as many other sexual wellness producers. People were stuck at home and had a lot more time at their disposal to improve their sex life, which also includes training with our devices.

*You get around a lot in your role as Key Account Manager for MaleEdge & Jes-Extender and also speak on the topic of Penis Enlargement at trade shows and other events. How much interest is there from companies, wholesalers, distributors, and retailers? Is there a strong understanding in the B2B market that the penis enlargement category has great potential?*

**Paolo:** We noticed significant interest coming from both wholesale and retail partners on the topic of penile enlargement at the recent trade shows we attended (EroExpo, SxTech and XBIZ/ANME), and we are working to expand our

global presence, covering areas we hadn't not reached before. We think that this is the right time to start exploring new frontiers, also outside the adult novelties field.

*What level of information and understanding do consumers have? And most importantly, what measures do you take to create more interest in the topic of penis enlargement in the B2C market?*

**Paolo:** We constantly work to improve the level of information and knowledge around our products. To that end, we recently launched a new series of videos on our official Jes-Extender channel on YouTube, where our virtual advisor Dr. Adam highlights all the benefits of our training devices and explains how you can get a bigger and longer penis over time as the traction method stimulates tissue growth. We will also release a Limited Edition of our Male Edge Basic series very soon, signed by our new testimonial, the famous Italian adult movies performer Lara De Santis, who will help increase awareness for our brand through her social media channels.

*Obviously, your wholesale and retail partners also do their part to inform and educate the consumers about your products and the topic of penis enlargement. How do you support them in this mission?*

**Paolo:** We offer our partners a broad range of tools so they can explain our method for permanent penis enlargement to their customers. For instance, there is our guide to penis enlargement and our marketing/training videos. We also actively partner with some of them on dedicated marketing campaigns, and we offer brand/product training (we just did one session with Lovehoney's Sales Team).



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## We wanted to address several things with this range...

SugarBoo - Rocks Off's new line has triumphant debut at ANME Show

*Expectations regarding new products and product lines are higher than ever. Today, a product has to tick a whole lot of boxes to address current trends in the market while also meeting the wishes of the consumers and the needs of the retail trade. And to do all that in the midst of earth-shattering global crises is truly no small feat. But it can be done, as Rocks Off prove with their new SugarBoo collection. Sue Walsh, Managing Director of Rocks Off, tells EAN how the team pulled it off.*



*The first products of your new line SugarBoo premiered at ANME Show a few days ago. How was the response?*

**Sue Walsh:** It's been a great show for us, particularly as there haven't been any main shows for us for over two years. We have a really loyal USA customer base, so it's important for us to see them face to face, and ANME is a good way of doing this. Online meetings have been an excellent stop gap and certainly a huge aid in difficult circumstances, but nothing really beats face-to-face interaction where customers can touch and feel the new products first-hand, particularly as the

products we showcased have brand-new finishes.

*How difficult is it to stand out from the mass of new products that are launched every day? Or put differently: Is it getting more difficult to make a splash?*

**Sue:** I think it's difficult across the board at the moment, and not just for our industry, but yes, there are a lot of products out there in a very competitive market. From Rocks Off's perspective, when we bring products and ranges to market, we look at where the gaps are and look at what



is trending in the mainstream. From there, we start to look at what we could do, and we sit down and have discussions with the design and concept teams to make the best possible fit.

*Anyone who read your press release on the launch of your new line knows that SugarBoo is much more than just another product line. Could you give us some insight into what considerations, ideas, and trends influenced SugarBoo?*

**Sue:** That's correct, we wanted to bring a range to market that would work in a number of ways for both the buyers and the end-consumer markets. The packaging presentation was really important as we wanted this to appeal to mass markets. We've gone for a mix of strong colourways and soft pastels in a really cosmetic-influenced presentation with clear icon presentation rather than being word-heavy, perfect for customers who want to see very quickly what the product does. We also wanted the products to appeal to first-time users, as well as bringing options to people who want to extend their experiences and toy collections.

*Would you agree that SugarBoo is a response to the post-Covid phase with all its problems and uncertainties?*


**Sue:** We wanted to address several things with this range, value being one of them without losing the appeal. There's a lot of new options in this range and some favourites that we just had to include as they work so well, not just for us

but as options that we white label for customers. The price point is really competitive for this range, particularly on the larger, battery-driven products which gives them great traction and definite visual kerb appeal when presented as a full range.

*How long did the development process take? Was SugarBoo more difficult to develop than your other products/product lines?*

**Sue:** We've got a great team of innovators here and we are always ahead with how SRP (shelf-ready packaging) is mapping out across the mainstream, so we were pretty focused on that point. The finishes on the 90's and 140 10 F bullets took a little longer as they are presented with a sugar touch finish which gives the same feel as sugar coated almonds. As we've said many times before, these products are for sensual engagement and enjoyment so they must reach out to all senses, and this finish is really tactile. The soft colourways coupled with the vibrant tone further adds to the mix, so there's something appealing for anyone in this range.

*SugarBoo launched with eight products. What can you tell us about these products and their unique selling points?*

**Sue:** That's correct, we launched with 8 products, with another 10 in the pipeline which will be available in August and September. The first 8 are already best-sellers in terms of product styles, however the finishes and colourways are completely different and visually stunning. 



The rest of the range really gives a good, broad base selection that has something for everyone's needs and choices. The appeal of this range is in its presentation and functionality across the board; it's pretty, on trend, and very competitively priced. We have also included some new rechargeable options at the top end of the range with our Peekaboo suction and vibrating toy and Sugar Damson which is a discrete rechargeable bullet vibrator.

*While SugarBoo reflects current trends and developments, the line also includes some new versions of well-known and tried-and-true classics from your range. How does that fit together?*

**Sue:** I think as we said earlier, some products need to be in the range as they are industry best sellers, but also as pleasure products, they are must haves. Now they have been uplifted with the new finishes, colours, and packaging, making them a perfect fit for the 'new to sex toys' consumer.

*Some products are battery-powered, others are rechargeable - why this mix? Are battery-operated sex toys still in keeping with the times?*

**Sue:** We wanted the range to be affordable for buyers and also consumers. People are having to make their money work harder and stretch further in all areas of their life, even when it comes to essential items. Therefore, it was important that SugarBoo could meet the criteria whilst still offering excellent options in terms of enjoyment levels. The two rechargeable items are clearly going to be at a higher price but having said that, they are still very competitively priced against similar items in the market.

*The packaging design is truly eye-catching. What is the idea behind it?*

**Sue:** Our Art Director is always on point with what's new in terms of trends, and SugarBoo has really been pitched with the mainstream in mind. We wanted to have a clean, easy-on-the-eye, cosmetic-style presentation to encourage

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interest from other markets and also to make picking these products an easy option for our mainstream and industry customers across the board. Times are changing, and no one wants to be a dinosaur, it's so important to take on board that this market is moving forward, and we need to be at the front of the ride, not waiting for the next!

*The concept, the products, the packaging, and the pricing of SugarBoo all point to the same thing. This line is designed for a wide audience, right?*

**Sue:** Absolutely, we are all familiar with the line 'to fall in love at first sight' and that was what we were aiming for with this range. The name SugarBoo is a current term for someone you care about romantically or your lover. Adding to this, we have the sugar-coated feel on the bullets, so you can see how much thought has gone into this to make sure we get everything right. The colours are stunning too, although there are a couple of colourways that are fairly traditional in the context of the adult market, the goal being we can engage with those who prefer that as well.

*As you mentioned, the first products were launched in July, with more to follow in August and September. In total, the line will consist of 18 products. What types of products will be released in the coming months?*

**Sue:** Every option really. All products are 10 functions, with C and G spot toys, a dual motored rabbit, massage pebble, C suckers, beginners' prostate, a wand, dual motored just ears, and more. It's a really great range... and one we're very excited about. On another point, we are also launching a new SWB range in October which is really stunning, and this again will tick all of the luxury boxes while being very much aimed at mind, body, and soul... so watch this space!

*Do you provide your retail partners with promotional materials for the point-of-sale?*

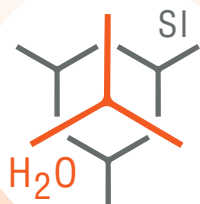
**Sue:** Absolutely! Our supporting graphics and creatives are always visually dynamic and as always, we are happy to provide a full studio image suite, brand elements, banners, posters, headers, video content, and counter pop-up graphics.



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# Tenuto 2 was designed to elevate pleasure regardless of age or circumstance

MysteryVibe presents Tenuto 2

Natasha Marie,  
MysteryVibe's  
Head of Content

*When you make a list of the products that left a clear, indelible mark on the sex toy market over the course of the years, MysteryVibe's Tenuto from 2018 definitely deserves a spot on that list. The smart wearable vibrator for men was undoubtedly a game changer. Now, four years later, MysteryVibe present a wholly new version of Tenuto, aptly titled Tenuto 2. Natasha Marie, MysteryVibe's Head of Content, presents all the details in our EAN interview.*





*Before we talk about your new product, Tenuto 2, let's travel back in time to 2018, the year MysteryVibe made a big splash with the release of Tenuto. What about Tenuto was so ground-breaking?*

**Natasha Marie:** Tenuto was the first smart wearable vibrator for men and people with penises; it was engineered to stimulate specific erogenous zones from penis to perineum, as well as a partner's clitoris and vulva to diversify and amplify sensations during sex and play.

Tenuto encourages sexual exploration and sexual health beyond orgasms by helping each user discover a range of oft-ignored pleasure points and mitigating sexual issues like erectile dysfunction.

Most products for penises are fixed. Nothing like Tenuto existed, a wearable vibrator and alternative solution to ED that is incredibly flexible to adapt to various penis sizes while retaining its tightness after thousands of bends, with flexibility that allows for ejaculation.

*After all these years, what made you decide to present a new and revamped version of Tenuto?*

**Natasha Marie:** We broke boundaries with the original Tenuto, but we wanted to enhance the user experience further while retaining all the things about Tenuto that users loved: the overall size, beautiful ergonomic design, an incredibly flexible penis-adaptable

area, perineum stimulation, and premium soft silicone. We redesigned the entire product from scratch to incorporate feedback from thousands of users and doctors and urologists who had recommended Tenuto to their patients.

*What are the differences between Tenuto and Tenuto 2?*

**Natasha Marie:**

- Improved flexibility, stretch, and adaptability to even more body shapes
- Precise powerful vibrations exactly where you want them, 4 motors versus 6 motors
- Big leap in motor power because the improved internal design holds the motors more tightly
- Reduced noise with advanced processing to drive more power to the motors
- A wider gap area in the middle for extra scrotum comfort
- Improved accessibility for users with dexterity issues with bigger, more tactile buttons and separate remote-control compatibility

*Tenuto 2 took a full four years to develop. Can you give some insight into the process? What findings, research results, etc. went into the product?*

**Natasha Marie:** As with all our products, we started by gathering user feedback around





usability and functionality from both consumers and healthcare professionals. Having the first version of Tenuto in the hands of tens of thousands of users proved really beneficial in getting a huge amount of feedback in a short period of time. This allowed Tenuto 2 to be even more user-driven than any of our previous products and implement changes that users wanted for an overall better experience. As part of streamlining the development of Tenuto 2, we brought more of our R&D processes in-house and developed proprietary technologies and processes to create new types of materials and new ways of over-moulding and cutting-edge plastic creation processes.

*The official press release on the occasion of Tenuto 2's launch states that this product has pushed the boundaries in terms of medical engineering, electronics, and material science. Can you elaborate on that? Why did you decide to incorporate all of these new findings into a follow-up product rather than a completely new one?*

**Natasha Marie:** We wanted to continue pushing the innovation boundaries and enhance the user experience even more. As

Tenuto 2 is completely redesigned on the inside and has a different exterior shape with a bigger space for the scrotum, we had to build all the manufacturing tools from scratch, making it a brand-new product. Cutting-edge material science makes the chassis incredibly flexible while maintaining tensile strength over thousands of bends. And because we use advanced, malleable electronics, the internal components can bend seamlessly with the product, something that didn't exist in a male vibrator before Tenuto.

*In what ways does Tenuto 2 reflect your mission to make sexual pleasure accessible to all? How inclusive is Tenuto 2?*

**Natasha Marie:** Tenuto 2 was designed to elevate pleasure regardless of age or circumstance, so flexibility and adaptability were at the forefront of the design. The new design is more adaptable to accommodate more body types with increased space in the middle for extra comfort around the scrotum for those with sensitivity in that area. Tenuto 2 also has enhanced accessibility for people with dexterity issues with bigger and more tactile buttons and remote-control capabilities. In addition to providing pleasurable benefits for

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the wearer, Tenuto 2 also elevates partnered sex with the front three motors dedicated to clitoral and vulvar stimulation. Tenuto 2 is an FDA II medical device recommended across the US, UK, and Europe by urologists and doctors. It can be purchased with an FSA/HSA Healthcare card.

*Tenuto 2, like its predecessor, can be used as a non-medical alternative for the treatment of erectile dysfunction. You have just completed a study on its effectiveness, the results of which you plan to present at a scientific conference of the European Society for Sexual Medicine. Can you give us a sneak peek? What were the findings of your study?*

**Natasha Marie:** The study focuses on how Tenuto's focal muscle vibrations (MV) mitigates erectile dysfunction (ED) in a

post-surgical colorectal cancer patient. ED is a common condition for post-operative patients due to nerve damage. Tenuto was used in a five-week trial. By the end, the patient showed a significant improvement (2x) over baseline for erection frequency, erection firmness, penetration ability, maintenance frequency, maintenance ability, and erection confidence, with IIEF domain scores from 7 to 15. This sets an exciting precedent for Tenuto 2 to become a viable medical therapy to mitigate ED under a wide range of various circumstances.

*What target group did you have in mind for Tenuto 2?*

**Natasha Marie:** We designed Tenuto 2 to be as accessible as possible for a wide range of circumstances. It's not limited to

# VIVE

THE EVOLUTION OF THE VIBRATOR

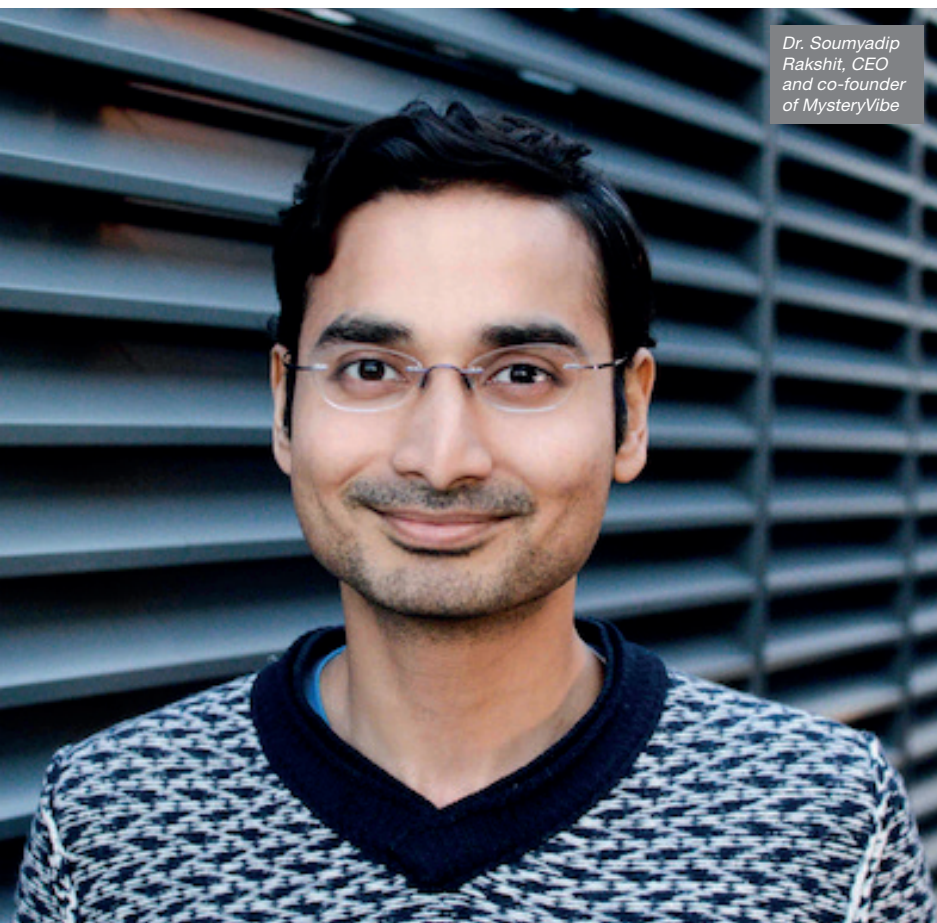


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Dr. Soumyadip  
Rakshit, CEO  
and co-founder  
of MysteryVibe

age or sex. While Tenuto 2 is designed to be worn by people with penises and help those experiencing sexual issues, the benefits are not limited to the wearer. Tenuto 2 equally benefits women and partners with vulvas to elevate pleasure.

*What was your intention behind patenting Tenuto 2?*

**Natasha Marie:** Tenuto 2 is the most unique device in our portfolio and is designed to be clinically effective and beautiful to use at the same time. To scale the reach of Tenuto 2

globally, we will be working with large partners who require intellectual property to be protected worldwide before making investments to support our brand.

*Who can retailers contact if they want to add Tenuto 2 to their range? Which distributors and/or wholesalers do you work with in Europe?*

**Natasha Marie:** Please contact Sales@mysteryvibe.com.

*Do you have tips for retailers on how to market Tenuto 2? What should they do to be successful with your product?*

**Natasha Marie:** Keep the messaging pleasure-centric while highlighting the benefits a multi-faceted product can have on pleasure and health. Pleasure is always the ultimate goal despite any issues a person may have.

Issues in the bedroom such as erectile dysfunction, lack of desire, and mismatched sex drives are a pain point for everyone, regardless of age or sex, and no one wants to be confronted about such a problem. Instead, present the product as an option to experience pleasure despite any of these circumstances.

*What are your plans for the rest of the year and beyond?*

**Natasha Marie:** We are excited about launching three new products focusing on the areas of arousal, prostate, and erection. These will be launching at IFA Berlin in September.





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# We couldn't have asked for a better reception!

Hot Octopuss return to Naidex

*Last September, EAN interviewed the team of Hot Octopuss about their first presentation at Naidex, one of the leading trade shows for innovation, technologies, and products aimed at people with disabilities. This year, Naidex took place a little earlier, at the beginning of July, and Hot Octopuss was once again part of the event, this time having an even stronger presence, with more people and more products at the show, as Kelly Gordon Head of Creative at Hot Octopuss, explains.*



*Naidex took place at the NEC Birmingham from July 6-7. Hot Octopuss was there as an exhibitor for the second year in a row... Were you once again the only company from the sexual wellness market?*

**Kelly Gordon:** Yes, aside from the amazing charity TLC Trust who provide Sexual Surrogates. We actually chatted with them a lot and are planning to work closer together which is really exciting! We would love there to be more brands from the industry but until then, we will be there chatting to customers and showcasing our products... hoping to bring #pleasuretoeverybody

*With over 6000 visitors, around 200 exhibitors, and over 100 seminars, Naidex is definitely deserving of the title 'the flagship event for the disability community'... What does it say about our market if opportunities like the Naidex event go largely ignored?*

**Kelly:** I think unfortunately it still demonstrates that there is a reluctance from our industry to get involved with these amazing events and to be inclusive within their campaigns. There is such a call for it, and it is proven in the fact that Two years in a row there has been a queue at our booth and a full seminar room for our talks.



*As mentioned earlier, this is the second time you exhibited at Naidex, which clearly speaks to the event. What are your reasons for going to Naidex?*

**Kelly:** It is so important for us to be at Naidex to talk about our products but also aim to find solutions for those struggling to begin their pleasure journey. We take those conversations so seriously and we work hard to find solutions for everyone that we speak to. As a brand, we recognise that disabled people are sexual, so of course we are going to be there at such a huge event celebrating that sexuality.

*What was the focus of your presence this time? Presenting products? Getting feedback from customers?*

**Kelly:** This year, we brought even more stock and even more staff to Naidex! Last year, our store was the best attended at the show, as was our

live podcast so understandably this year increasing the numbers manning the stand was a must. We even bought items from our BDSM collection so there were a lot of new items to look at, discuss and take away on the day.

*How did the Naidex visitors respond to your presence, your products, and your mission to foster the conversation surrounding 'sex and disability'?*

**Kelly:** We couldn't have asked for a better reception! We definitely got a few funny looks as visitors arrived and saw our gorgeous banners with statements like I WATCH PORN in huge letters across the front of them. However, we had so many progressive and exciting conversations with customers and medical professionals.

*What are the big takeaways from this year's Naidex? What did you learn as a result of the show and the conversations there, and how will those insights be reflected in your strategies going forward?*

**Kelly:** Our conversations were so important and insightful that we are looking to take on another member of staff later this year to work and liaise in this space full-time. It is such an important pillar of our brand, and we want to spend the time on it that it deserves.

*You yourself were also involved as a speaker at Naidex. What topic did you speak about?*

**Kelly:** This year, we did a LIVE collab show with an awesome disability focused zine 'Not Your Monolith (NYM)' and we talked all about Body Image with our amazing panel - Actor Storme Toolis, Disability Campaigner and Sex Education Expert Damian Wetherald, and Founder of NYM Emma Gardner.





# Magic Wand is and always will be a cultural icon that symbolizes the power of individuality

Ken Herskovitz keeps the 'magic' alive for the world's most well-established sex toy brand

*Long-time industry veteran Ken Herskovitz knows better than to fix something that was never broken. Since taking the helm of manufacturer Vibratex, makers of the original Magic Wand, Herskovitz has discovered what consumers really want from a brand they've trusted for over 5 decades: the exact, same thing. Herskovitz landed with Vibratex in 2019 with the goal of upping every ante for this classic industry company. However, he found that the usual process of over-throwing and updating wouldn't necessarily enhance Magic Wand's success, as it might with a younger brand. While Herskovitz and his team introduced a few new, front-facing elements, like a new logo and brand colors, they discovered that consumers preferred Magic Wand almost exactly as it debuted back in 1968. In lieu of a major re-brand, Herskovitz chose to focus his presidential efforts on providing better marketing and selling tools for retailers, including last month's Magic Wand Day retailer display contest. The keystone brand is also touring around a huge, Magic Wand-bedazzled throne designed by artist Dafne Blad. Titled 'PleasureAsArt,' the pose-friendly throne will be found at industry trade shows around the US throughout the year. While the Magic Wand itself won't be undergoing any major changes (except to re-debut in smaller form as the recently released Magic Wand Mini), Ken Herskovitz is diving full-stream ahead into a future that includes a lot more interaction with the B2B space. Keeping the 'magic' alive, as Herskovitz tells EAN, is all about equipping resellers for success every step of the way.*

*After all these years in the industry, how did you and Vibratex decide to join forces? With such an impressive career behind you, why was becoming their CEO the best next step for you?*

**Ken Herskovitz:** A few years ago, I started consulting with the Vibratex team on Magic Wand marketing. Although I knew Magic Wand the same way everyone 'knows' that famous brand, I had only just begun to learn about what goes into maintaining its momentum. As the brand's sole North American importer, Vibratex has always made it look easy, which to me was a clear sign of significant behind-the-scenes effort. As my involvement with Vibratex organically expanded, the owners and I recognized that my varied skillset aligned well with the business's needs. In mid-2019, I took on the role of Managing Director and started the process of learning how to best support this talented and

well-established team. In early 2021, the training wheels came off and the new title was official. But – I'm definitely still absorbing information from owners Dan and Shay Martin who are just as active as ever.

*Vibratex, much like yourself, is such a long-standing successful brand in the industry. In a nutshell, where are they headed now throughout 2022 and beyond?*

**Ken Herskovitz:** Vibratex's history is a fascinating family business story. Before bringing Magic Wand under its umbrella, Vibratex was producing innovative products like the original Rabbit Habit that were equally as famous. Over the past couple years, we've revised that catalog to highlight its most popular items. This has shifted the team's broader efforts to supporting the Magic Wand line. Before looking ahead, we

needed to look inward and evaluate everything from logistics to branding. Trying to avoid change for the sake of change, we prioritized initiatives and process improvements where we felt the impacts would be most positive. As a result, there will be some behind the scenes developments our customers will appreciate as well as publicly facing elements like a new logo, brand colors, messaging and marketing. Ultimately, every objective has been set to help Magic Wand resellers succeed.

*What are some of the company's strategies to stay relevant? How does a classic brand like Magic Wand keep up with the trends?*

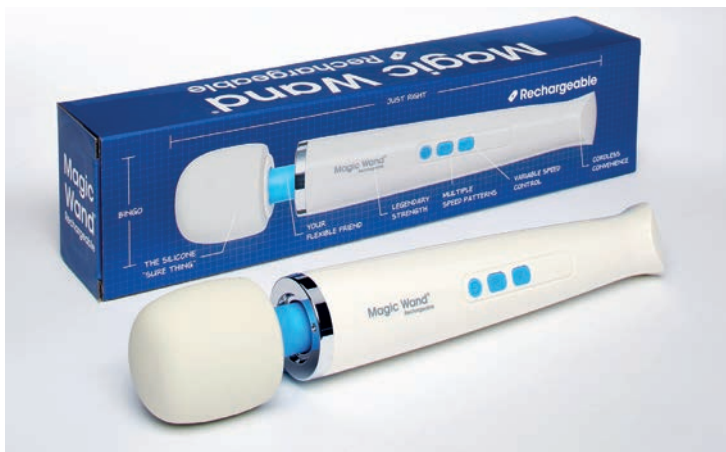
**Ken Herskovitz:** Ironically, ever changing trends have revealed Magic Wand's true status as a beloved constant people trust NOT to change. It's virtually the same as it was in 1968, yet remains one of the most in-demand – and influential – products on the market. There's never been a need to adjust the messaging as the collective social consciousness evolved because, I believe, it transcends planes of culture and gender. Magic Wand is and always will be a cultural icon that symbolizes the power of individuality. Rather than keep up with trends, we need to keep upping our game as custodians of a brand that truly has a life of its own. That to me is what makes this job so special.

*Although it's currently only three models, are there stand outs within the Magic Wand lineup? Tell us about them and how your team is positioning them for consumers.*

**Ken Herskovitz:** Although they look similar, the three SKUs each have a unique set of features which don't create the expected 'good, better, best' range. As such, one of the tasks we've taken on is educating resellers and consumers







about this differentiation. To help, we've developed a comparison matrix that calls out the similarities and differences to help consumers decide. Additionally, we took to creating some fun personas for each model. This is how they break down... The Magic Wand Original is 'The Icon.' Unchanged for decades and universally loved. The Magic Wand Rechargeable is 'The Free Spirit.' All the power, none of the cord. And the Magic Wand Plus is 'The Prodigy.' It's our variable speed plug in with some of the features found on the Rechargeable.

*How is Vibratex staying involved with the B2B space? Where can we find your team throughout the remainder of the year?*

**Ken Herskovitz:** Generally, we focus our energy on the direct support of our distributors and customers. Director of Business Development Eddie Romero manages to remain ever-present and ultra-responsive to everyone's needs. He, along with the rest of us, are looking forward to seeing everyone in person soon. We'll have a presence at ILS, distributor shows, and of course, ANME. Beyond that, we're excited about expanding our involvement within the incredibly beneficial industry Facebook groups, PPP and SPAM. These amazing resources have really helped keep the community together, and we look forward to doing more to support and engage there.

*What can we excitedly anticipate from Vibratex? New products, new marketing strategies, sex education, etc?*

**Ken Herskovitz:** As part of our refreshed branding, the market can look forward to updated packaging, photography, and messaging that all call on Magic Wand's status as a cultural icon. Our Pleasure Persists campaign features custom illustrations, imagery, and even a 1960s photo of Suzi Spielberg, Shay's mother and the founder of Vibratex. Because our goal was to evolve, we hope you'll both appreciate the new look and feel like it's the branding you've always known. Of course, we have more things cooking that I can't mention here, so I'll just say pay attention!

*Is there any advice or thoughts you'd like to share with your industry friends and colleagues as you reflect on the last year?*

**Ken Herskovitz:** I want to thank Dan and Shay Martin for trusting me to help lead this amazing team – and for making it feel like I'm part of the family. And to everyone, my advice is to stay genuinely curious and let the world know what opportunities you're open to. I've had the great fortune work with amazing people and see many sides of this industry. I can definitely attribute that to both the opportunities I was presented with and those I made. Sometimes doors don't open unless you knock – so keep knocking.

e



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





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# This opens the door to a new line of phytotherapy-based treatments

MYHIXEL MAX is used in scientific study

**According to Wikipedia, premature ejaculation is the most common sexual dysfunction among men below the age of 60. Depending on which parameters you go by, between 20% and 40% of the male population are affected by this problem. A recent scientific study explored the effectiveness of MYHIXEL MAX - a food supplement containing the plant-based substances hypericum and quercetin - as a potential solution to premature ejaculation. Dr. Jesús E. Rodríguez tells us about the results of this study in our EAN interview.**

*Your product MYHIXEL MAX was successfully used in a scientific pilot study to treat premature ejaculation. How did this whole thing come about? How did the scientists find your product?*

**Dr. Jesús E. Rodríguez:** The gold standard in the pharmacological treatment of PE is SSRIs (Selective Serotonin Reuptake Inhibitors), and there is considerable scientific literature on hypericum as an alternative to these molecules, with similar effects and greater adherence to treatment, so it was somewhat likely that its use would also have an impact on patients' ejaculatory latency.

*What was the exact set-up of the study? How many test subjects were there? How long did the testing go on?*

**Dr. Jesús E. Rodríguez:** The supplement had already been used experimentally at the Instituto Sexológico Murciano with hundreds of patients, but for this study, 12 cases were chosen that did not present comorbidities and met the study's restrictive inclusion criteria. The patients were monitored for a period 12 weeks.

*The study was mainly about quercetin and hypericum, the two most important ingredients of MYHIXEL MAX. What can you tell us about these substances?*

**Dr. Jesús E. Rodríguez:** Based on the dominant paradigm regarding the aetiology

of PE, hypericum, which has an effect on the serotonergic receptors, would be the most important ingredient. However, quercetin would also be very useful for some subtypes of premature ejaculation.

*The results of the study were more than positive and were even published in the American Journal of Sexual Medicine in May. Could you summarise the results for our readers?*

**Dr. Jesús E. Rodríguez:** It is the first study in the world in which the use of a phytotherapy compound specifically developed for premature ejaculation resulted in significant differences in the ejaculatory latency times of the participants at the end of the study. This opens the door to a new line of phytotherapy-based treatments from which millions of men around the world can benefit.

*It is said that the study has opened the door to phytotherapy (phytotherapy is the healing, alleviation, and prevention of diseases and ailments via medicinal plants, their parts or their components or through preparations made from medicinal plants) becoming a treatment method for premature ejaculation. Was science previously opposed to this method?*

**Dr. Jesús E. Rodríguez:** The testing of hypotheses through an experimental design is just as valid for medicinal plants as it is for laboratory molecules. As long as the rules

governing scientific health research are respected, no one will be against it.

*Are there any statistics on how many men suffer from premature ejaculation? And what treatment methods have been available so far?*

**Dr. Jesús E. Rodríguez:** Premature ejaculation (PE) is one of the most common sexual dysfunctions, affecting between 20% and 30% of the male population, with some studies considering this prevalence to be between 30% and 40% in its different subtypes. However, the main problem in assessing the prevalence of PE is the lack of a universally recognized definition.

The introduction of the tricyclic serotonergic drug clomipramine and the Selective Serotonin Reuptake Inhibitors (SSRIs) paroxetine, sertraline, fluoxetine, citalopram and fluvoxamine revolutionized the approach to, and treatment of PD. These drugs block the axonal reuptake of serotonin from the synaptic cleft of central and peripheral serotonergic neurons via 5-HT transporters, resulting in increased 5-HT neurotransmission and postsynaptic membrane stimulation of 5-HT<sub>2C</sub> receptors. Although the methodology of the initial drug treatment studies was rather poor, later, double-blind, controlled studies confirmed the ejaculatory inhibitory effects of clomipramine and SSRIs. Daily treatment with paroxetine 10-40 mg, clomipramine 5-50 mg, sertraline 50-200 mg, fluoxetine 20-40 mg, and citalopram 20-40 mg is generally effective in delaying ejaculation. A meta-analysis of published data suggests that paroxetine exerts the strongest ejaculation delay, increasing TLEI approximately 8.8-fold over baseline. However, the use of these drugs is limited by

Dr. Jesús E. Rodríguez,  
MYHIXEL





the Food and Drug Administration (FDA), the European Medicines Agency (EMA) and other regulatory agencies.

Several investigators have reported their experience with the selective  $\alpha 1$ -adrenergic blockers, alfuzosin, silodosin and terazosin, in the treatment of PE. These drugs are approved only for the treatment of lower urinary tract symptoms (LUTS) in men with benign obstructive prostatic hyperplasia and are used in countries such as Japan for PE.

Dapoxetine is the only pharmacological treatment approved in some countries, including Spain for the treatment of PE. It is an SSRI, with a pharmacokinetic profile different from other SSRIs that suggests it is effective as an on-demand treatment for PE.

Dapoxetine, despite its modest effect on ejaculatory latency, its cost, and dropout rates close to 90% in the first year, has an important place in PE treatment, no doubt determined by market forces after the challenges of regulatory approval was met in more than 50 countries.

The use of topical local anaesthetics such as lidocaine and/or prilocaine as a cream, gel or spray is well-established and moderately effective in delaying ejaculation.

Other medications such as tramadol, a centrally acting synthetic opioid analgesic, have been investigated and postulated as a treatment for PE. Although early studies were limited due to methodological considerations, a recent review has found that tramadol has a lower risk of dependence than traditional opioids, and its use as an on-demand treatment for PE is effective and well-tolerated despite being limited by the potential risk of addiction.

There is also some evidence that the combination of behavioural therapy and the use of drugs would have better results than the exclusive

use of drugs. In relation to classical non-pharmacological treatments, there is little evidence regarding their efficacy even though have been used widely since the 1960s. In recent years, technological developments and the work of several researchers have led to the emergence of new cognitive-behavioural treatment methodologies, and we see more and more evidence of their efficacy.

*What are the advantages of phytotherapy or the use of your product compared to conventional treatment methods?*

**Dr. Jesús E. Rodríguez:** Efficacy is very similar to the use of topical anaesthetics and slightly inferior to the use of SSRIs. However, its main advantage compared to conventional treatments is the lower occurrence of side effects and therefore greater adherence to treatment, with patients being able to achieve a significant improvement in the short, medium and long term. It is also a much more accessible treatment for many patients since it can be purchased online.

*What does all this mean for your product MYHIXEL MAX? How will you use these new scientific findings for your own purposes?*

**Dr. Jesús E. Rodríguez:** We hope that this new line of research in the treatment of PE will spread worldwide and that more and more researchers will confirm our initial results so we can accumulate enough evidence for the treatment to be included in the clinical guidelines of the main world associations in the field of urology, andrology, psychology, and sexual medicine.



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NU SENSUELLE



# If you want safe sex condoms are a necessity

Eva and Jan Vinzenz Krause discuss how condoms can boost sales in the erotic retail trade



Jan Vinzenz Krause and Eva Krause are at the helm of Vinergy GmbH

**Condoms and erotic stores go together like a horse and carriage, but by and large, this product category is no longer a focal point for adult retail stores. However, condoms can still be a big sales generator, as Eva and Jan Vinzenz Krause, the power couple behind Vinergy GmbH, explain. In our EAN interview, they offer advice and suggestions on how to unlock the potential of this category so specialised retailers can benefit from strong condom sales.**

*Mister Krause, your company produces perfect-fit condoms. Obviously, condoms can be found in any erotic store but they always seem to be playing second fiddle to other products, especially sex toys. Is that a fair assessment of the situation, and what does that mean for your perfect-fit condoms?*

**Jan Vinzenz Krause:** Condoms may not be the first products that come to mind when you think of an erotic store, but if you want to offer a comprehensive range of products, condoms definitely rank among the essentials. From the 1970s until the end of the 1990s, porn was the biggest sales generator for

erotic stores. Then the internet came along and changed that. Nowadays, most people watch porn online. Consequently, the retail trade pivoted, and sex toys became the new focal point of the industry. Nowadays, they are more or less accepted in our society, and in the process, toys have opened the doors for more erotic products. But condoms have always been there, and they continue to be a very important element of the erotic retail segment.

*Condoms are sold everywhere nowadays – on the internet, at drugstores, etc. Therefore, critics argue that it*



*doesn't really make sense for erotic retailers to put too much emphasis on this category. What do you say to that?*

**Jan Vinzenz Krause:** Most erotic products, including toys, lubricants, and lingerie, are also available through other sales channels, and all of them are sold on the internet. Many drugstores that carry condoms also sell lubricants and toys. That is a very positive and very important development. But I am convinced that an erotic store offers a very different atmosphere, it is much less awkward for the consumers, not to mention that the sales staff can provide important information about the products. I have visited numerous erotic shops, including ORION stores all over Germany, and it never ceases to amaze me how well-versed the sales staff are. The qualified assistance they offer is of immense value to the consumers. Their recommendations truly help people improve their sex lives.

*What can retailers do to maximise the sales potential of condoms? How can they create interest in these products in the context of an erotic store?*

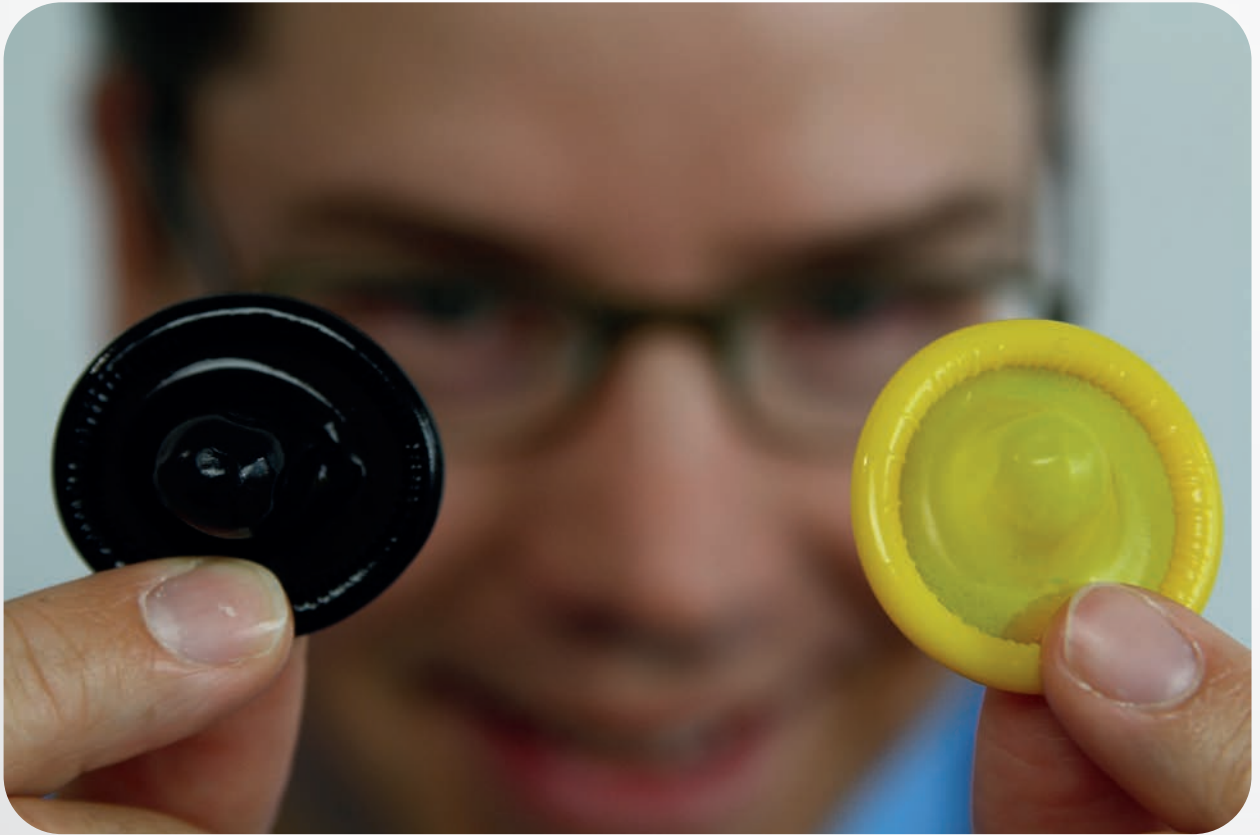
**Jan Vinzenz Krause:** The best way to tap into the potential of this product category is great service, the right selection of products on your shelves, and offering related products for additional sales. Buying condoms still feels awkward for many people, and we need to change that. The erotic market could play a major role in normalising condoms as important, essential products.

*How can retailers foster and accentuate the basic message that condoms stand for – i.e. safer sex?*

**Eva Krause:** Governmental organisations such as the BZgA in Germany (the federal centre for health education) have been emphasising the importance of safer sex and the essential role of condoms for many years. Their efforts on this front have been nothing if not commendable. I feel that this is a great jump-off point for the erotic retail trade. The people who come to your stores listen to your advice, so help them find the right condom. After all, a condom that fits perfectly makes sex feel better and safer. And when you feel perfectly comfortable during sex, there is no reason not to use a condom.

*You offer a number of tools to retailers so they can create awareness for your MISTER SIZE brand. What can you tell us about these tools?*

**Jan Vinzenz Krause:** We are the only condom producer to offer comprehensive solutions and specific tools for any retail environment. Our condoms are all about offering the right fit, and they even have indicators and visual aids on the packaging. There are blue bars of varying width, helping consumers find the right size without having to take super-precise measurements. Bricks-and-mortar retailers can rely on our Size Guide that comes with a display and a removeable measuring tape. More than 150 ORION stores in Germany already use these



displays to help their customers. The Condom Sizer is another great tool, designed to shine a spotlight on the importance of condom sizes in an entertaining and playful way. We normally present the Sizer at events such as parties and trade shows, and there are seven language versions which we offer to our distribution partners. The latest tool in our arsenal is the Test Set, consisting of three condoms of different sizes. The packaging also includes a measuring tape. This range of tools helps our retail partners generate sales right from the first point of contact with the customer.

*Do you have some examples of how retailers use your tools and how they impact sales?*

**Jan Vinzenz Krause:** Many retailers have told us that their customers respond really well to the Size Guide, so they present the display very prominently within their sales space. More and more retail stores use this tool, which is why the Size Guide is now available in more than ten languages. The feedback is overwhelmingly positive because this is an easy and effective aid - and retailers can get it for free!

*Does the design of your tools reflect the needs or suggestions of the retailers?*

**Eva Krause:** While developing the displays for our Size Guide, we were constantly in touch with the ORION stores. The first

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prototype we made was too big. Also, it only featured one language, namely German. But thanks to the feedback that the ORION stores provided, we improved the display and changed it to meet the wishes of the retailers. Apart from gathering feedback from our retail partners, we also take suggestions from

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**“THE BEST WAY TO TAP INTO THE POTENTIAL OF THIS PRODUCT CATEGORY IS GREAT SERVICE, THE RIGHT SELECTION OF PRODUCTS ON YOUR SHELVES, AND OFFERING RELATED PRODUCTS FOR ADDITIONAL SALES.”**

JAN VINZENZ KRAUSE

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consumers and sex therapists into account and implement them wherever possible.

*You need to know what you are talking about if you want to help consumers find the right condom size. Do you offer product or sales training to your retail partners?*

**Jan Vinzenz Krause:** That is a very important and often overlooked part of the equation. If you want safe sex, condoms are a necessity. And the more retailers and users know about condoms, the better. You never stop learning. Even I go looking for new details and inspiration on a regular basis, so I can share it with the sales staff at the next product training session. You see, I travel all over Germany, and I enjoy dropping by stores because there are so many interesting conversations and thought-provoking ideas to be had when you meet the retailers who sell your product. Since the Covid outbreak, we have been putting more emphasis on online training for obvious reasons, and we continue to offer this form of training through Loom On Demand. Additionally, we have produced a number of videos for the sales staff. We try to keep them concise and bite-sized, with videos usually running less than five minutes. I am also conducting live training sessions via Zoom, which range from 45 to 60 minutes, so obviously, there's more time to go into detail and answer questions. One of the highlights of these training sessions is that I create a condom from liquid latex right in front of the participants. You see, we cover the whole process, A to Z, so the sales personnel will be able to answer any and all questions their customers might have.





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*What do Betty Dodson, Boris Johnson, Robert de Niro, Michelangelo, and the band TLC have in common? Well, they all play a role in this edition of Monthly Mayhem. Facing our gauntlet of questions is Alma Ramírez Acosta, the co-founder of sex toy brand Vibio. She tells us about her first steps in the world of sex toys, going from consumer to producer and developer, and about the more recent challenges forced upon her up-and-coming company by the coronavirus pandemic.*

*Your products have recently been certified with the Vegan Trademark by the Vegan Society. How big of a deal is that for the vegan community?*

**Alma Ramírez Acosta:** A very big one! We've received a lot of support and encouragement from the vegan community, which is now a big part of our community too.

*What was your childhood ambition?*

**Alma Ramírez Acosta:** I used to be obsessed with astrophysics and wanted to be an astronaut. Unfortunately, I found out that I was colour blind in my early teens and had to drop that dream. Needless to say, my career ended up having nothing to do with what I aspired to be as a kid!

*How did you get into the industry?*

**Alma Ramírez Acosta:** I started as a consumer, like I imagine most of us do. After years of experimenting and looking for products to buy, following the development of new brands and researching the space I saw a big opportunity in merging software and hardware. I got at least one product of every app-controlled toy brand I could find in the market (which weren't many) and started playing with the idea of tailoring them to my own taste. Soon after, my best friend - and now co-founder - Patricia, fell in love with the proposition and helped me bring Vibio to life.

*What was the biggest step in your career?*

**Alma Ramírez Acosta:** Quitting my 9-5 job to start Vibio. It is the most challenging, most exciting, and also the riskiest move I've ever taken.

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

**Alma Ramírez Acosta:** Back in Spain where I'm from, owning two dogs, living by the sea and still running Vibio.

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

**Alma Ramírez Acosta:** Definitely growing further into mainstream retail (pharmacies, beauty shops, supermarkets...) as the world continues to become more accepting of sexual wellness, realising it is an integral part of our health and lifestyle.

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

**Alma Ramírez Acosta:** Waking up to a warm cup of coffee, going for a 1h nature walk with my partner and my dog before kicking off work, coming back home to have a small breakfast, working from 9-13h with another coffee in between (any meetings would be scheduled here as I'm fresher in the mornings), lunch break, work from 14h-18h and ending the day with another dog walk, a yoga class, and a nice dinner.

*How do you relax after work?*

**Alma Ramírez Acosta:** Probably easy to guess after the previous question but mainly going for long walks in nature, practising yoga, and cooking. Ah! Last but not least, having a glass of wine while watching a great movie.

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



# Alma Ramírez Acosta

## Questions & Answers

**Alma Ramírez Acosta:** Betty Dodson, she was a sexual activist who broke all rules in her time, teaching women about masturbation and accepting their bodies as they were.

*Which personal success are you proud of?*

**Alma Ramírez Acosta:** Managing to survive the manufacturing crisis during Covid as a new business. The pandemic hit when we were about to start our first production run and we found ourselves with no electronic components, no bluetooth chips, and factories closing every couple of weeks. It was a nightmare we thought we might not get out of!

*What do you particularly like about yourself?*

**Alma Ramírez Acosta:** I'm tenacious and always keep a positive attitude towards life.

*Which vice could you never forgive?*

**Alma Ramírez Acosta:** All vices eventually make you lose sight of what happens around you and affect what you prioritise in life, so I wouldn't be able to support any. However, the first one that came to mind when reading the question was gambling.

*What song do you sing in the shower?*

**Alma Ramírez Acosta:** 'No Scrubs' by TLC, it's been my go-to Karaoke song since I was a child.

*Who would you never ever like to see naked?*

**Alma Ramírez Acosta:** Boris Johnson.

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

**Alma Ramírez Acosta:** Robert de Niro, Goodfellas.

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

**Alma Ramírez Acosta:** Colombia, I've been wanting to go for many years but the pandemic and running Vibio delayed my travel plans.

*Which three things would you take with you to a deserted island?*

**Alma Ramírez Acosta:** A knife, a mosquito net (I'm very allergic to insect bites!) and a survival guidebook.


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

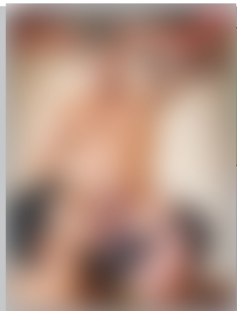
**Alma Ramírez Acosta:** If I could choose someone from the past, I'd go with Michelangelo. I'd like to see how the Renaissance period in Italy (my personal favourite) was in real life, from the perspective of a renowned artist.

*Is there anything you would never do again?*

**Alma Ramírez Acosta:** Yes, many things that I'm not comfortable sharing publicly, haha!

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

**Alma Ramírez Acosta:** Put your health and happiness first. Many people confuse this with being selfish or inconsiderate, but the reality is that, in general, we can only be good to others if we are well ourselves. 

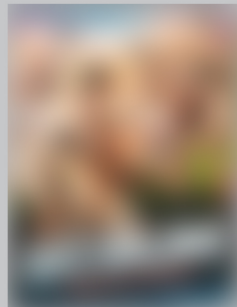


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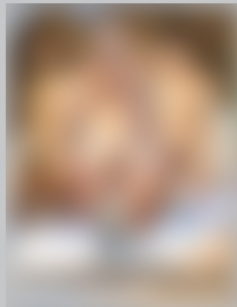


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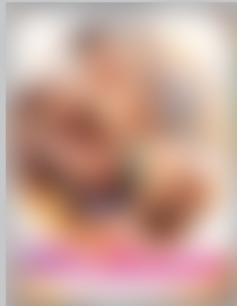


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