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letter from the editor

Dear Ladies and Gentlemen

Some time has passed since the trade shows that kick off the year in our industry and now, we are on to a series of company-hosted events. These shows are a great example of how our market has changed; long gone are the in-house fairs of yore, that were largely characterised by discounts and special offers. Not that you can't make a good bargain at those shows any longer, but the focus has clearly shifted. Today, people go to such events for more than just reduced prices on top-sellers. They go there to learn about the latest products, to attend sales training sessions, to find out about new market trends and what the industry has been up to lately. In short, retailers attending these shows take home a lot of information that will help them be successful in their business. Obviously, forging a stronger bond between retailers and distributors is also a big part of those shows. So, at least in that regard, things haven't changed at all!

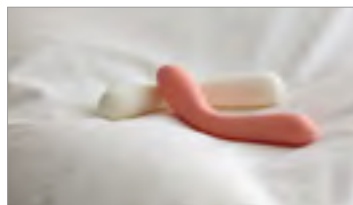
That's it for this month!
Matthias Johnson

iroha mai is changing the very concept of vibrating pleasure products

A deeper, more three-dimensional vibration experience

Tokyo, Japan - The iroha mai is the new pleasure product that is providing a completely new type of vibration with a deeper, more three-dimensional experience that is felt throughout your entire body.

Incorporating the same technology that is used in smartphones, game controllers and other



devices, haptic WAVE technology provides tactile feedback through vibration and movement which is changing the very concept of vibrations. Haptic WAVE technology converts low-frequency sound waves into vibrations which stimulates the senses of touch and motion, providing a realistic experience

for the user's body. Users can control the intensity and choose from 10 unique and enticing sound-based rhythmic pat-

terns to experience unprecedented pleasure of deep resonating vibrations throughout the body. Separate buttons furthermore give users freedom and control, so it is much easier to swap through the different sound wave patterns. The iroha mai is available in two varieties: TOKI (pink) and TSURU (white)



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Share Satisfaction is releasing New Zealand's first condom brand

Paving the way for Kiwi Safe Sex

Wellington, New Zealand - A groundbreaking moment for New Zealand's sexual health landscape as the country's first-ever local condom brand hits the market.



“We believe that everyone should be able to enjoy sexual pleasure without compromising on safety,” says Taslim Parsons, Share Satisfaction founder. “That’s why we collaborated with the world’s leading manufacturers to develop an amazing range of condoms that offer both pleasure and protection.” The Share Satisfaction range of condoms includes ultra-strong condoms which include graphene, textured condoms with ribbed and dotted designs, ultra thin for a barely there feel, and six fun flavoured condoms with sugar-free compositions that won’t affect your body’s natural PH balance.

The product line includes one offering made with graphene, an ultra-strong and ultra-thin material that in its purest state is only one atom wide. “Graphene is one of the world’s strongest materials – it’s 200 times stronger than steel. We’re delighted to be able to include it in our ultra-strong condoms, making them amongst the strongest yet thinnest condoms available in New Zealand,” explains Parsons. The winning combination of latex and graphene has been found to increase the strength of a polymer film by 60 per cent and allows condoms to be made 20 per cent thinner while retaining their strength. **e**

Nexus Forge vibrates



London, England - Swiftly following the recent success of the Forge range of adjustable cock rings, comes a new vibrating version. Each style in the range comes with a ‘slide to fit’ toggle which allows the user to customise their fit with ease. All are made from quality silicone which is strong yet flexible and won’t stick to

hair, giving the user optimum support and comfort. The new vibrating version brings a different dynamic with a strong 6 speed motor that can be comfortably worn, above or below the penis, or behind the testicles. The strong vibrations will deliver pleasure to the wearer, or their partner, dependent on how they wear it. **e**

TABOOM Dona is exclusively available from SCALA

Bondage

Wijchen, The Netherlands - TABOOM Dona is a state-of-the-art bondage label that celebrates the beauty and pleasure of bondage.

Inspired by the famous Donatella, the collection pushes the boundaries of style and design, blurring the lines between fashion and fetish. Each piece in the collection is designed to be both sensual and stylish, creating a look that is both alluring and provocative. The garments are made from luxurious gold-



plated metal and buttery soft vegan leather. The products are created to enhance the sensual experience and take lovers to the next level of pleasure.

From handcuffs and whips to restraints, TABOOM Dona has everything consumers need to explore their wildest desires. **e**



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DREAMLOVE introduces the new HEAVENLLY lingerie collection

For wedding nights or special occasions

Seville, Spain - If you are looking for unique lingerie for a special occasion, the HEAVENLLY lingerie collection is literally a heavenly design to consider... delicate sheer mesh with embroidered tiny flowers will steal your heart.



Triangle, soft cups, extended band under the bust (longline) and totally comfortable panties. And if you are looking for unique and special lingerie for your wedding night, you are in the right place. No matter the season or the purpose for wearing it – this captivating HEAVENLLY collection is so versatile that it will be a perfect choice for any occasion. And in addition, you

can also choose between its open, more delicate or spicy version: an erotic teddy with an open crotch or an erotic lingerie set (open bra and panties with an open crotch). Now select some accessories: gloves, stockings and a beautiful sleeveless robe tied at the waist. Discover this collection and all others at Dreamlove, an official distributor of Obsessive in Europe.

e

The Unicorn dildo



Prague, Czech Republic - The Unicorn dildo from Lola Games' Flow collection is made with liquid silicone that is soft and delicate to the touch and has a bright relief design that will provide mind-blowing sensations, similar to the horn of a real unicorn. This unique texture adds an exciting element to intimate moments for a one-of-a-kind experience. The Unicorn dildo features a suction cup base, allowing users to securely attach it to any flat surface for hands-free fun. The glitter on the sur-

face of the dildo provides an additional touch of magic, making your evening brilliant. . Lola Games stands for a social responsibility and preserving natural resources by refusing to use plastic and overspending paper. Every dildo from the Flow collection is free of phthalates and carefully stored in a biodegradable cloth bag inside a fully cardboard package. Detailed information about the storage and care of the toy can be accessed by scanning the QR code on the package.

e

Señuelo – Tempting nipple clamps and butt plugs

New from CHISA

Yueqing, China - Señuelo, a new toy range presented by Chisa, is now available. It is a collection of well-designed anal plugs and delicate nipple clamps.

Thanks to their exquisite styles, these products are perfect for role-playing with fluffy tails or pretty decorations to enhance the overall charm. From beginners to experienced explorers, there is something for everyone. Adjustable nipple clamps perfectly fit different nipple sizes, while the anal plugs are available



in different sizes. With tapered heads and curved bodies, the plugs provide smooth and wonderful anal experiences while the stable bases ensure safe use. The whole range includes 18 different and beautiful shapes with fabulous artworks.

e

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'Cuties' as an extra-soft special edition

New from ORION Wholesale

Flensburg, Germany - An extra-soft special edition of the 'Cuties' in pastel turquoise is now available from ORION Wholesale.



The cloud-like love toys are made of 'zero degrees silicone' and thus have a particularly soft surface that caresses every part of the body and intimate area as well as every hotspot – for versatile play variations alone or as a couple. The "Cuties" are the ideal beginner toys and perfect as a discreet lovetoy under the pillow. They are very handy and light as a feather, and available in different shapes and textures. They are also wonderfully flexible for particularly easy insertion, have an optimal fit and

offer an all-round comfortable feel. Their powerful motors provide varied, intense pampering. The modes can be controlled directly and comfortably on the toy at the touch of a button. Even in the bath or shower, because the 'Cuties' are waterproof. They can be recharged with a provided USB charging cable. All 'Cuties' are delivered in pastel-coloured cardboard packaging with a very delicate layout and multilingual item descriptions. For the sake of the environment, no plastic was used for the packaging. **e**

NEW AT SCALA: b-Vibe



Wijchen, The Netherlands - SCALA is thrilled to announce the arrival of premium anal play brand b-Vibe. b-Vibe is a premium collection of tech-forward anal play products founded by certified sex educator, Alicia Sinclair. The results of years of research, each b-Vibe product utilizes innovative design tactics to address specific, often unaddressed, sources of anal pleasure. Pioneering the category of

high-end anal accessories, b-Vibe has been able to set a high-quality, yet approachable tone for a rapidly emerging category. Most notably, b-Vibe's core mission is to empower exploration through education. By offering a constant array of accessible content, carefully written guides, and real-world information, the brand promotes inclusivity and informed play. B-Vibe is now available at SCALA. **e**

XR Brands expands LoveBotz line

New automatic milkers & compatible accessories

Huntington Beach, USA - XR Brands has expanded their innovative LoveBotz line with nine exciting new automated pleasure devices, including multi-function penis milkers and compatible accessories.

This latest LoveBotz expansion makes it easier than ever for shoppers to explore and experiment with milking. The new additions to LoveBotz includes: The 10X Cyber Stroke Vibrating Stroker, the Milker Slider 18X Stroking Masturbator, the Mini Handheld Milker, the Milker Supreme 15X Sucking Masturbator, the Milker Pro Edition,



the Milker Intense 13X Sucking Masturbator, and the Auto Milker Extreme. The new additions also include two new replacement sleeves for the automated milkers, making

it easy to swap them in and out as desired: The Milker TPE Masturbator, and the Milker TPE Masturbator w/ Ball Strap.



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SVAKOM touts success at Thaifest 2023

At the same time with the event the new wearable vibrator Erica came on the market

Antalya, Turkey – SVAKOM attended Thaifest from pril 26th – May 1st, showcasing new products and providing in-depth training on all products.



Attending Thaifest as one of the VIP partners, SVAKOM representative Dora Liu attended the event, taking the opportunity to share a deeper understanding of SVAKOM products to those in attendance. Speaking on her experience, Dora Liu commented: “It was my first time attending Thaifest. I’d heard so many times before how amazing it is, and it absolutely lived up to my expectations. The event was so well organized and combining trainings with entertainment created a beautiful atmosphere. Everything was set-up to enhance

the connection between brands and shops”. Attendees commented how much they loved SVAKOM’s product training seminar hosted by SVAKOM representative Ivan, stating that “the fun approach he took to educating people on SVAKOM products, mixed in with a variety of sexual/personal wellness tips really highlighted the personality of the brand. It was an excellent opportunity to learn, and to laugh”. During the event, SVAKOM launched its latest product Erica – a wearable vibrator featuring dual-motors – receiving positive feedback on the design and functions. **e**

We-Vibe launches Sync Lite



Berlin, Germany - We-Vibe has launched its new Sync Lite: a next-generation couples vibrator designed to elevate intimacy and pleasure. The new product features an app-enabled design that allows couples to control the vibrator from their smartphones, making it easier to customize their experience We-Vibe Sync Lite has been designed with enhanced ergonomics

for maximum pleasure and comfort, featuring a slim insertable arm, with a premium look that adds a touch of sophistication to any bedroom. It can be paired with the We-Vibe remote, but also functions without one. To add to the luxurious experience, Sync Lite is available in two new colors, aqua and pink, making it a stylish addition to any toy collection. **e**

New additions to the men's toy range from REBEL

ORION Wholesale

Flensburg, Germany - Sex toys from REBEL have a masculine, striking design and have been specifically developed for men.

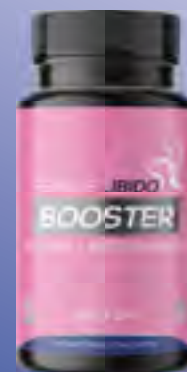


Three new additions now complete the extensive REBEL range:

the 'Cock Vibrator' and the 'Vibrating Glans Masturbator' for intense handjobs and the 'RC Prostate Massager' prostate vibrator for all-round anal pleasure. The 'Cock Vibrator' with its flexible, fluttering vibro-wings grips the penis while the pronounced stimulation grooves intensively massage and stimulate it. At the same time, 10 vibration modes provide plenty of variety during the handjob. The easy-to-use 'Vibrating Glans Masturbator' encloses the penis firmly with its flexible wings – even when not erect. Inside, it has exciting stimulation grooves for an intense massage. 10 vibration modes provide versatile pleasure and can be conveniently controlled up and down at the touch of a button. The perfectly curved prostate vibrator 'RC Prostate Massager' intensively massages the prostate, anus and perineum. Two motors provide 10 varied vibration modes and 5 nodding speeds for the head.

e

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Le Wand debuts new purple shade for Le Wand Massager & 2 new attachments

Original Wand now in new shade; Flick & Stroke attachments offer new ways to play

New York, USA - The Le Wand collection of premium vibrating massagers is growing with the debut of a lush purple shade, along with the new Flick and Stroke attachments.



The new Le Wand Rechargeable Vibrating Massager purple shade expands the range of available colors to six, which also includes Black, Grey, Pearl, Magenta, and Pacific Blue. Also new from Le Wand is a pair of new attachments that are designed to fit snugly over the head of a Le Wand Rechargeable Vibrating Massager to produce intense and targeted stimulation with their unique shapes and textures. Le Wand Attachments are made of body-safe, silky-smooth silicone,

and are nonporous, and easy to clean. Among the new flexible silicone attachments to debut is the Le Wand Flick, which features a vibrating, tongue-like tip that flickers quickly up and down to simulate oral pleasure. The Flick's flat shape can be used for a wider area of stimulation when placed over the clitoris, the head of the penis, nipples, or any other erogenous zone. Le Wand Stroke turns your vibrator into a sensational, penile masturbation sleeve.

e

Kheper, Inc. releases new Pride Flag Pasties



Seattle, USA - Kheper is announcing that they are expanding their line of pasties to include 'Pride Pasties' and 'Pride Pasty'. 'Pride Pasties' are a set of two and can be used as nipple coverings. The larger 'Pride Pasty' can be used as a body decoration for Pride events, or above or covering genitals. Edible pasties are intended primarily as nipple / genital / body coverings and are meant to be licked vs. eaten. The printing is on rice

paper and they peel off their backings and can then be placed directly on the skin. Kheper does recommend though that you moisten the back of the pasties before placing them to ensure they solidly stick. "We are so amazed at how well our pasties line continues to perform, that we had to expand the line further to include pasties for edible lovers!" Explains CEO Brian Pellham. "They're cute, fun, and flavorful."

e

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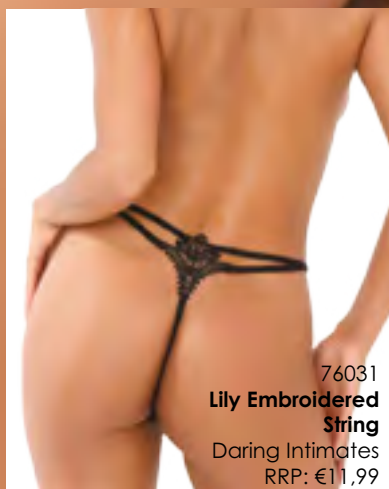
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SCALA

Yummie Butterscotch from Wicked

Now available from Tonga

Axel, The Netherlands - After the mouth-watering new lube flavours from Simply and the launch of 3 wonderful massage creams, Wicked now brings Butterscotch to the market.



This new tasty addition to the Wicked flavour collection can be used internally and it's great for long-lasting play of any kind. Wicked Butterscotch flavoured lube will melt in the mouth like candy. It's never sticky, has no after-taste and is sweetened only with stevia. The waterbased intimate lubricant is free of propylene glycol and parabens and it's 100% vegan. The new latex friendly Wicked lube is enhanced with olive leaf extract and great for oral or any type of play. It can be cleaned away easily with water. At Tonga BV

over a dozen distinct flavoured lubricants are available from Wicked for those who want to offer their customers a delicious way to enjoy oral pleasures. Wicked Sensual Care's flavoured lubes are water-based, completely lickable and come in many tantalizing flavours: Butterscotch, Candy Apple, Cinnamon Bun, Cherry, Sweet Peach, Mango, Birthday Cake, Blueberry Muffin, Pink Lemonade, Watermelon, Strawberry, Vanilla Bean, Salted Caramel, and simply Brown Sugar, Passion Fruit, and Pear. **e**

Gonex - New from International Lovecherry



Alicante, Spain - The Latetobed brand, does not leave male masturbation aside and has created Gonex, a male masturbator dedicated for men who want to enjoy their sexuality. When thinking of a male masturbator, the most basic masturbators on the market come to mind. However, International Lovecherry wants to be better and presents Gonex.

Gonex is an automatic male masturbator with rotation function and thrusting up and down movement. In addition to that, it offers an ideal moaning function. This vagina-shaped male masturbator has a futuristic design, with an easy-to-use control panel and led lights. It features soft, body-safe materials with a silky feel for an extra smooth insertion. **e**

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Dreamlove presents new vibrators from GALATEA

Now compatible with WATCHME technology

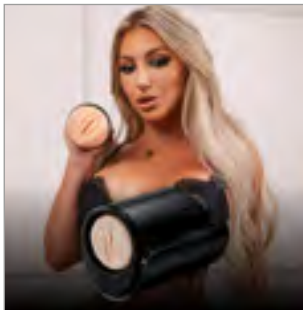
Seville, Spain - The sex toys of the GALATEA brand are specially designed for couples who want to add something extra to foreplay or sex itself.



The brand is for all those couples who want to make the most of the exciting adventures they share in the bedroom and who want to reach their climax while sharing pleasure simultaneously. The new GALATEA products combine deep and silent vibrations with modern designs which are sure to capture the attention and hearts of any user. The new GALATEA products are also compatible with the WATCHME technology, What is the idea behind this wireless tech-

nology? It is a 'sexual smart watch' (not included in the delivery) that will help users to control GALATEA sex toys. They can activate / deactivate the vibration, modify vibration modes and modify the intensities in each vibration mode with the WATCHME watch. Users can also synchronize their GALATEA toys with other sex toys that are compatible with the WATCHME technology to control the functions and vibrations of these sex toys. Now available at Dreamlove. **e**

Kiiroo welcomes Kayley Gunner to Feel Star lineup



Amsterdam, The Netherlands - Kiiroo welcomes Kayley Gunner, the buxom blonde bombshell, to the Feel Stars Collection. Fans can now experience what it's like to be with the star herself, with the launch of her personalized FeelKayley stroker sleeve and accompanied by the launch of Kiiroo's first Stamina Training Program compatible with Keon, led by Gunner herself. Designed to pair with Kiiroo's Keon, the world's smartest masturbator, FeelKay-

ley users will be able to feel Gunner's every move while watching her Stamina Training Program or her interactive adult content using FeelMe AI. The stroker sleeve itself is designed to mimic Gunner's anatomy with contrasting textures and tightness throughout providing intense pleasure with every inch. "We only work with elite stars for this line, and our newest star Kayley brings a sexy and fresh look to the line up," said Helen Zeal, Managing Director of Kiiroo. **e**



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Blush expands top-selling Dr. Skin Series with new signage & sizes

New release from popular brand

Garden City, USA - Blush has expanded their top-selling Dr. Skin series of lifelike dildos with new sizes and free signage designed to enhance merchandising and increase sales.



With new additions to both the Dr. Skin line of proprietary PVC shapes and Dr. Skin Silicone line of Puria silicone shapes, Blush helps keep adult retailers equipped with consistent shipping rates and realistic designs at very competitive prices. New to the Dr. Skin line of ultra-realistic PVC dildos are 14 brand-new shapes and some of the largest sizes the collection has ever featured – including the Dr. Skin 19-inch (approx. 50 cm) dildo, a beautifully designed lifelike shape with 18 insertable

inches (approx. 46 cm) . The additional 13 new shapes range in size from 6.5-14 inches (approx. 16 cm to 35 cm) with variable widths, each with balls included for a realistic look. Dr. Skin PVC dildos are all harness compatible with strong suction cup bases. “Dr. Skin continues to have consistent growth in the marketplace and is an essential line to help adult retailers keep their dildo sections stocked with high-quality options, at affordable prices,” Blush Sales Manager Nancy Cosimini said. **e**

Cottelli Party: Sexy looks for hot party nights



Flensburg, Germany - Four new, sophisticated eye-catchers for hot party nights are now available through ORION Wholesale. The transparent, long-sleeved body is the powernet provocation with an opaque party part and wide cuffs in a matte look. The body is soft and elastic all around for exceptional close-fitting comfort. The breathtaking halterneck bodysuit in a sophisticated black matte look and provocative cut with open front and

exposed back and bottom is a true seduction offensive. The full-bust corset made from fine matt satin sets the curves perfectly in scene! Incorporated, flexible boning ensures a perfectly comfortable fit and a beautiful silhouette. The tight and short long-sleeved dress captivates with its exciting style in a sophisticated black matte look with transparent powernet inserts at the front and back, as well as at the sides of the skirt. **e**

-Twilight-

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SVAKOM announces new Account Manager for Australia & New Zealand

Vanessa Rose joins the SVAKOM team

Newark, USA - “Vanessa has an extensive background within the adult toy and wellness industries,” a SVAKOM rep said.




“With more than 10 years of experience across various industries, including roles within media, Vanessa is someone we are incredibly excited to be working with”. “I’m excited to join SVAKOM’s team as the Account Manager for Australia and New Zealand, where I can promote our value that sexual wellness is a necessity and that everyone deserves access to luxury products with a focus on pleasure,” Vanessa commented on starting her new position with SVAKOM. “Together, we will enable

more people across Australia and New Zealand to pursue satisfaction with the luxurious, innovative, and technologically advanced products for which SVAKOM is renowned”. “We are confident that Vanessa will offer a unique perspective for the brand, using her knowledge as a sexuality coach as well as the skills she has developed across wellness and media industries. Her addition to the team will allow us to further develop our presence in Australia and New Zealand,” SVAKOM states. 

DUSED0 is releasing the brand new BRUTUS Sling Stand



Amsterdam, The Netherlands - The Sling Stand Kit from BRUTUS contains everything you need to get started right away: a frame, grippy rubber feet, a mat with pillow, straps, stirrups and a carrying bag. Setting up the BRUTUS Sling Stand takes only about ten minutes and is easy to do. This eliminates the need to drill holes in walls or ceilings to hang a swing. The entire frame of

the BRUTUS Sling Stand has been subjected to a dynamic load test of 150 kilos. The easily adjustable straps also eliminate the need for users to get out of the swing to adjust the height. The straps as well as the mat, which are made of sturdy nylon, can be easily detached and put in the washing machine. Dimensions when assembled: 200 cm high, 125 cm wide, 160 cm deep. 

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Spring collection from Cottelli Lingerie

New at ORION Wholesale

Flensburg, Germany The new collection from Cottelli Lingerie whets appetites for spring, because it combines pure sensuality with sophistication.



The lingerie has been designed exclusively at ORION's headquarters so that women can show off their seductive curves in a sexy, stylish and confident way. The new collection from Cottelli Lingerie has seven breathtaking pieces of lingerie in various designs with seductive lace, sexy powernet and sensual silky stretch material. The new Cottelli Lingerie collection is available from ORION Wholesale. The lingerie is delivered in

a high-quality cardboard box that can also be used as a gift box. This cardboard box is covered in an additional slipcase with a detailed image of the respective product and a description of the product in different languages on it as well. The packaging can be stood up or hung up with the hanger in the middle. More products will now fit in the sales space because they are more compact. They also take up less space when in storage. **e**

pjur INFINITY: a hit in the gay community too



Wasserbillig, Luxembourg - The new premium personal lubricant pjur INFINITY is recommended in the latest issues of blu, hinnerk, gab, rik and LEO. The blu media group magazines are sold in big cities throughout Germany and focus on relevant topics for the gay community around culture, wellness, design, fashion and travel – and now they are reporting pjur's new personal lubricant too. The editorial teams at the men's magazines were impressed by both the quality and the high-quality,

contemporary look that breaks the mould of the usual packaging in the adult industry. "pjur INFINITY expands the pjur portfolio with a luxury product: the usual pjur 'Made in Germany' quality, but with an exceptional design featuring a contemporary, elegant look that speaks to customers looking for something special. And a growing number of editorial teams at large lifestyle magazines are impressed by that – in the gay community too," says Alexander Giebel, CEO & founder of pjur. **e**



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Sportsheets promotes Kelly Sofferman to Head of Marketing and Product

She will oversee all marketing initiatives & product development strategies

Cerritos, USA – Sportsheets is excited to announce the promotion of Kelly Sofferman to Head of Marketing and Product.




In her new role, Sofferman will oversee all marketing initiatives and play a key role in driving product development strategies. “Kelly Sofferman has been an invaluable asset to Sportsheets, consistently demonstrating passion, expertise, and dedication to our company’s growth,” said Julie Stewart, CEO of Sportsheets. “Her well-deserved promotion to Head of Marketing and Product reflects her significant contributions. I have full confidence in Kelly’s capabilities to lead our marketing team and steer

our product development initiatives to new heights.” “I am thrilled to accept the role of Head of Marketing and Product at Sportsheets,” said Kelly Sofferman. “This is an exciting time for the company, and I am honored to lead our talented marketing team and contribute to our continued success in product development. I look forward to collaborating with our team and partners to drive innovative marketing campaigns and develop products that meet our customers’ evolving needs and desires.” 

Kiiroo welcomes Tanya Tate to Feel Star Lineup



Amsterdam, The Netherlands - Kiiroo welcomes industry icon Tanya Tate to the Feel Stars Collection. Fans can now experience what it’s like to be with the star herself, with the launch of her personalized Feel Tanya stroker sleeve. Designed to pair with Kiiroo’s Keon, FeelTanya users will be able to feel Tanya’s every move while watching interactive adult content available on a variety of premium adult sites. The stroker sleeve itself is designed to mimic

Tanya’s anatomy with contrasting textures and tightness throughout providing intense pleasure with every inch. “I am honored to present my fans with such a personal experience where they really can feel me,” said Tanya. “I cherish the opportunity to be able to bring my fans’ fantasies to life. Thank you to Kiiroo and my fans for granting me the privilege to go on our most intimate journey together.” The launch of FeelTanya Tate is the 4th product collaboration Kiiroo 

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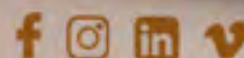
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SexToys.co.uk slips into something a little... sexier

British online retailer SexToys.co.uk reveals new look

London, England - SexToys.co.uk has been under new ownership since 2022, when it was picked up by industry veterans.



Since acquiring the business, the team has spent time understanding the unique demands of the British pleasure industry, the competitive environment, and the idiosyncratic British customer, at a time in which the very landscape of sexuality itself is changing. The result is a fresh new brand image and the re-emergence of SexToys.co.uk as a disruptor and provocateur in the sex toy space. A more youthful and energetic voice pitched towards a younger and more sex-savvy consumer. Infused with a

hard-edged punk aesthetic, SexToys.co.uk is able to leverage both its heritage and its market-beating prices but most importantly it offers the British consumer a unique collection of premium brand-name products, that up until now, have had limited access in the UK. Previously centred on price-matching and wholesale models, SexToys.co.uk now emphasises a customer-centric approach alongside its deep product catalogue and its ability to source products otherwise unavailable to other UK retailers. **e**

Prostate Vibrator from Black Velvets



Flensburg, Germany - ORION Wholesale is now expanding its extensive range of Black Velvets toys for anal pleasure. New in the range is the 'Prostate Vibrator' for exciting anal massages. It is perfectly shaped and has a slightly angled, flexible ball tip and ball shaped thickening, which specifically pamper the prostate and anus with vibrations during anal mas-

sages. 10 vibration modes provide exciting variety and can be easily controlled at the touch of a button directly on the toy. Covered all over with a velvety-silky Soft Touch texture, the prostate vibrator ensures easy insertion and maximum pampering comfort during anal stimulation. It can be recharged with the included USB charging cable. **e**

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Je Joue is opening its new European Logistics and Fulfilment Centre

Based near Rotterdam, The Netherlands

London, England - Je Joue is excited to announce the opening of its new European Logistics and Fulfilment Centre located just a few kilometres from Rotterdam in The Netherlands.



The new centre will allow the brand to provide faster and more efficient service to its customers across Europe. The new warehouse located inside the EU will enable the brand to ship orders more efficiently and without the issues of customs regulations experienced when shipped from the UK. The new warehouse is already fully stocked with Je Joue's entire product range and support materials and is up and running ready to ship orders! Je Joue Managing

Director, John Gorman says "We're absolutely thrilled to be announcing our new European Fulfilment Centre in Rotterdam. Europe has been an important region for Je Joue throughout our brand history and we want to continue to support our trade partners with a more efficient service. We're excited for the future as we continue to grow and expand the Je Joue brand and look forward to working with customers new and old in Europe".



New at SCALA: the Diamond Wrist Cuffs from TABOOM



Wijchen, The Netherlands - The TABOOM Diamond Wrist Cuffs are perfect accessory for those who want to stay in style and in control over their submissive. These exquisite cuffs are heavy, plated and encrusted with rhinestones, giving them a luxurious and elegant look that is sure to turn heads. The cuffs are fully adjustable, ensuring a comfortable and secure fit for wrists of all sizes. They are easy to use and

come with two keys, so you can keep your submissive locked up as long as you desire. Whether you are a seasoned dominant or just starting out, the Diamond Wrist Cuffs from TABOOM are the perfect addition to your BDSM collection. With their stunning design and high-quality construction, these cuffs will provide both you and your submissive with hours of pleasure and satisfaction.



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pjur INFINITY one of the best personal lubricants of 2023

GLAMOUR Germany recommends pjur INFINITY

Wasserbillig, Luxembourg - GLAMOUR Germany recommends pjur INFINITY in an article on its website, and names it the best personal lubricant currently on the market, breaking the mould for the typical look of adult products In recent years, female empowerment has led women to focus on their own sexuality and sexual needs more.



Personal lubricants are increasingly being discussed by women of all ages and featured more often in popular lifestyle magazines. Many aspects are addressed: what are the different types of personal lubricant out there? What is the right way to use personal lubricant? And which are the best personal lubricants? With so much

variety, it can be difficult to choose the right one, which is why GLAMOUR brought together the 12 best products currently on the market. Top of the list is pjur INFINITY water-based formula. The editorial team was impressed by both the quality and the contemporary look, which makes it the perfect accessory for any bedside table. **e**

B Swish names Ian Kulp Global Sales and Marketing Director

b s w i s h

Los Angeles, USA - Bonner Trading dba B Swish are excited to announce that Ian Kulp has joined their team as the new Global Sales and Marketing Director. In his new role, he'll oversee all sales and marketing operations for the company, working closely with their team to develop and execute strategies to promote growth and expand upon, foster and service their customer base worldwide. Ian brings a wealth of experience in sales, marketing and product development to

the position, having worked within the industry for nearly a decade and in a variety of industries and positions throughout his career. "We are thrilled to welcome Ian to our team," said Bonner Trading's CEO Jerome Bensimon. "His experience and expertise in sales, marketing and product development will be invaluable as we continue to grow and expand our business. We're confident that he'll be a great addition to our team and will help us achieve our goals and more." **e**

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Blush introduces JoAnn DeTurrís as new Chief Operating Officer

DeTurrís brings extensive consumer goods experience to growing company

Garden City, USA - Blush has proudly welcomed JoAnn DeTurrís as their new Chief Operating Officer. DeTurrís brings extensive health and wellness experience to Blush with an eye on growth, expansion, infrastructure development, and partnerships.




In this role, DeTurrís will take over all operations at the manufacturer, giving co-founders Verna Meng and Eric Lee the opportunity to focus on strategic development initiatives. "Since joining us, JoAnn has earned the respect from the entire Blush team for her extraordinary people skills and ability to tackle obstacles with creativity and innovation," Meng said. "She's shown

enormous wisdom by facing obstacles with inspiration and positivity. We are proud and honored to announce JoAnn as our new COO and confident that her leadership will help bring Blush to the next level." DeTurrís' background includes working with large consumer packaged goods companies and some of the world's most recognizable licensed properties. 

International Lovecherry distributes Rayden



Alicante, Spain - Rayden, the new vibrator in Lovecherry's Action brand, has two engines, both powerful and created for blunt pleasure. These two engines are independent and responsible for allowing to enjoy incredibly pleasurable features, like 10 pulsation modes, 5 modes of rotating balls and vibration, and 2 positions. This last feature is the most awesome one, the company says. Rayden has two positions: you only have to slightly rotate the central area (where the gold ribbon

is) to separate both parts. Once separated you can do two things: 1. Use the button area separately, since this part is independent. This allows greater comfort for certain games and to be able to carry it in the bag if necessary. Change the shape to Rayden, ideal to be able to use the area of rotating balls and vibration in a much more comfortable way for penetration or for a game for two. Both parts are independent and have independent motors, which offer pleasure without limitations. 

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EXTRA-SOFT SILICONE

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F1S™ V2

A legendary pleasure console that is the ultimate act of self-love with double the power, a more pliable sleeve, and a wider range of sonic intensities.

HUGO™

The ultimate remote-controlled prostate massager for unlimited pleasures with a smooth design perfect for achieving bigger, better, and even hands-free orgasms.



LOKI Wave™ 2

A vibrating prostate massager for daring solo or couple play. It surges inside in a finger-like massage motion, easily reaching the prostate using WaveMotion™ technology.



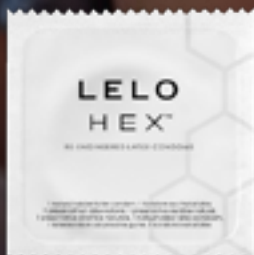
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Rumble in the sex toy jungle

Moving to more sustainable packaging for vibrators and dildos

Pro



Matthias Johnson,
editor in chief

More and more brands are switching to recycled and recyclable packaging. Conscious consumption and responsible production are a big trend, but there are also critical voices warning that packaging is more than just cardboard boxes. Does this new approach diminish the effect of packaging or not?

There is no doubt that we have to reduce the amount of waste we create, and a closed-loop economy where we recycle what we throw away seems like a good way to do that. Consequently, it is laudable and important that producers rethink their packaging concepts. Of course, some are more enthusiastic about this development than others. After all, packaging is more than just a means to keep the products clean as they are shipped, stored, and presented on a store shelf. It is also a tool for information, communication, and advertising, and it plays a very important role when it comes to branding and marketing. Many consumers base their purchasing decisions at least partly on what they see on the box. It is no secret that an appealing packaging concept can help with sales, after all, human beings respond strongly to visual impulses. Not to mention how much we love to unbox things. For proof, just consider that there is now an entire genre of

highly popular online videos dedicated to unboxing the latest products. For many consumers, this is very much part of the experience of buying a product, kind of like foreplay before actually using the item. And sophisticated, classy packaging can make that experience all the more satisfying. For this reason, many producers of luxury brands in the upper price segment – as well as the fans of these brands to whom the packaging is very important for all the aforementioned reasons – are left wondering if changes to their packaging concept would come at the expense of the brand image. Obviously, I am not trying to say that you can't save resources and still have appealing packaging. As a matter of fact, there are more and more examples of brands that blend appeal and responsibility with considerable success. But it is definitely a challenge to pay tribute to the requirements of sustainability and still deliver everything that great





Contra

Lest we forget, our industry is a major part of the worldwide waste problem. We manufacture plastic products by the hundred-thousands every day, most of which cannot be recycled and will eventually end up in a landfill. Until every sex toy and its packaging can be crafted of biodegradable materials - which I highly doubt will ever happen, and may be nearly impossible in our lifetime - we'll just have to do our best to mitigate our environmental impact however we can.

Doc Johnson recently released a collection called In A Bag, a line of the company's classic, most affordable toys packaged simply in basic, plastic bags. In A Bag is free of gendered imagery and, most importantly, any shred of packaging material that's not fully necessary to ship, display, and sell the products. Sure, some luxury product consumers expect a luxurious un-boxing experience, and we can still provide that in small doses with add-ons that are less likely to be thrown away. COTR Inc often packages their wand and butt plug kits with fun, little extras like enamel logo pins, sew-on patches with cheeky slogans, and sturdy

how-to booklets with sex-ed info and creative suggestions.

The problem lies in all the extra plastic, paper, and wastefully cheap, crappy freebies that manufacturers insist on including to create the illusion that the customer is getting more for their money. Do customers really need those 'finger condoms' that often come with anal toys? Are they really using those tiny, toxic lube packets? And does your vibrator necessitate enough packaging to fill an entire trash bin?

The included thong underwear with the quality of a postage stamp; the marketing pamphlets largely filled with trendy, sales-y imagery; the multiple layers of tinted plastic and dyed cardboard as a backdrop to emphasize the 'luxury' in 'affordable luxury' - all of it has to go in the name of setting a better example for consumers.



Colleen Godin,
EAN U.S. Correspondent

Mythbusting in the Sexual Wellness Industry

Myth 3: Game over! There are no game changers in sex toy ecommerce today!



There are many myths surrounding the Sexual Wellness Industry. This will soon come to an end. EAN has spared no expense or effort to dispel the myths and legends and have hired 'Mythbusters' – this time none other than Klaus Lennard Pedersen and Sören Christian Rix. In each article, they and the EAN editorial team will take on a particular myth and give it a hard-hitting fact check.

The Prelude

Unlimited growth

In most markets, the mountains are high and the valleys are deep - in other words, there are good times and bad times. However, if you look at the sales figures and growth curves of e-commerce, you will quickly conclude that there is only one direction in this market: up. Statista for example predicts in a study published in September 2022 that retail e-commerce sales will grow from 5.2 trillion US dollar in 2021 to 8.1 trillion US dollar by 2026 (source: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>).

What the success of e-commerce is based on was aptly summarized by Gary Ayckbourn, CEO of Concept to Consumer, in an interview with EAN in December 2022: 'As technology has evolved, more and more of us are shopping online. We all know from personal experience that it is easier and more cost effective to shop online. We know from looking at consumer behaviour, we like the accessibility and the ability to click a button to 'buy now', whilst also being able to compare pricing or



read reviews at a click of a button.’ This is of course also but especially true for sex toys. The possibility to buy vibrators, dildos, etc. discreetly online and to have them delivered discreetly to your home was a revolution. But we know how it is with the revolution... it likes to eat its children... but that’s another story that would no doubt provide enough material for another Mythbusters article. Back on topic, it wasn’t long before e-commerce had taken a dominant position in the sex toy market that, it seems, will be left untouched in the years to come, or as Raj Armani, COO of IMbesharam.com, put it to EAN in June 2021: ‘In my opinion, online commerce in all shapes and forms

is probably most suitable for adult product purchases. Now and in the future.’

A close look at the sex toy e-commerce market shows which business models have established themselves in recent years:

- 1) A company buys brands or companies and leaves them as they are
- 2) A company expands into local markets under central control
- 3) A company opens local branches with local employees on site
- 4) A company operates exclusively locally, regionally or nationally based on factors such as culture, language, etc.





In this context, the EU in particular offers a perfect environment to expand. 27 member states forming a customs union and a common domestic market, with a common currency, the same competition laws, and so on. So much for theory, because what happens in the real world, as we all know, is different.

The shark tank

Despite all the impressive sales figures and growth curves of e-commerce, it should not be overlooked what major challenges the players in this market must face. On the one hand, it is about generating relevant traffic. Google, SEO, conversion rates, unique content and visibility are just a few of the keywords here, as well as the 'all the same' brands/products available meaning there is very seldom anything truly unique to offer customers. On the other hand, it is about targeting and profiling - i.e. the exact addressing of target groups

as well as the categorization of the 'anonymous' website visitors - taking into account the data protection guidelines. And then there is the overpowering competition of marketplaces such as Amazon. As a result, market participants have to cope with a wide range of diverse operational challenges, which in themselves make it difficult to fully develop and present their brand or company to potential customers.

Two of these challenges are highlighted here using two examples. When it comes to the topic of search engine optimization, the term unique content always comes up. It is about creating unique content that is not published on any other website on the Internet. Regarding online stores that offer sex toys, this applies mostly to product descriptions. If these are not created individually but are possibly used or copied from prefabricated product descriptions by the manufacturer, supplier or distributor, which have also been published one-to-one on other websites or online stores, the search engines turn away in horror - to put it metaphorically. This means that you can't avoid doing it yourself. Everyone can imagine what that means given the size of an average assortment in an online store today. Of course, it is also possible to hire workers for this task or to outsource the product descriptions to special agencies or service providers, but no matter which approaches you choose, the effort and/or costs remain high. There is also the question of the quality of product descriptions, because even if they are 'unique', they do



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Water-based.

Packaging 100 ml & 250 ml

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materials

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not necessarily also any good. Anyone who doesn't run out of ideas after describing the three-hundredth silicone dildo must be equipped with a fair amount of creativity (or discipline), while for agencies and service providers, it is often primarily about volume and not about the quality of the product descriptions.

Earlier in the article, the four most common business models in the sex toy e-commerce market were outlined and the opportunities for expansion offered by the EU's single economic territory were highlighted. Remember? 27 member states! But there are also a full 24 official languages in the EU. This brings us to the second example: language. It's surprising, but even well-known companies in sex toy e-commerce fail to serve local markets with product descriptions in their

respective languages. What there is to read from time to time is sometimes funny, but sometimes it's just hard-to-understand mumbo-jumbo - but whatever it is, it is not useful for generating traffic and sales. The solutions to this challenge are obvious, but as in the first example, it's a matter of effort and/or cost.

The fight for scalability

As a result of the above-mentioned problems the market is becoming more and more concentrated with fewer smaller players and even bigger players fail to reach their full potential especially when it comes to scalability (and/or setting the foot into international/foreign markets).

How do the small grow bigger, and expand outside their present territory? How do the big expand and best control

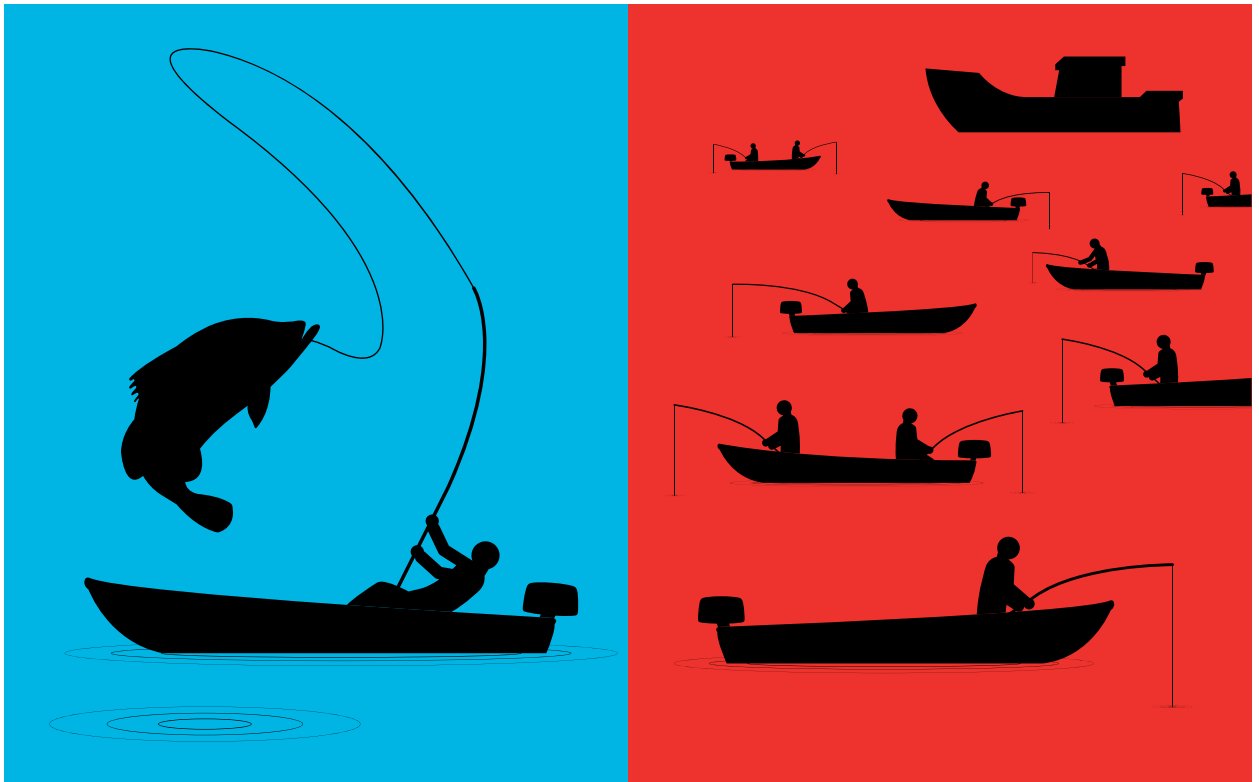




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markets and growth considering the issues at hand?

All sectors ranging from Manufacturers, BTB sellers, BTC sellers and associated suppliers to the adult sector globally are so to say overwhelmed and under-resourced by the number of geo-markets, need for tailored language challenges, massive brand/product ranges and volume, and importantly a need to meet this challenge for now using traditional resources of manpower hence slow and costly adaptability to the massive challenge.

As an e-commerce-based consumer brand the initial challenge is the supply chain – to say the least ‘EQUAL’ is the name of the game here. Suppliers/

Distributors/Manufacturing brands don’t offer ‘individuality’ to even a lesser range of potential e-commerce clients (possibly since they don’t have the resources). And another relevant factor here is the massive, oversized output of new supplies at a high frequency which terrorize our industry.

With an all-out market domination strategy as a case sample, a consumer e-commerce shop brand needs to control and adapt supply to 27 national markets, and potentially 24 different language versions of the digital offer. Due to this the category/product management department, and later digital marketing and sales department have a monumental task in operating and deciding which offers to channel to which markets and languages/cultures.



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97482 – 100 ml – RRP: €23,95
97483 – 250 ml – RRP: €41,95



S8 Water based Extreme Lube
97490 – 100 ml – RRP: €12,95
97481 – 250 ml – RRP: €24,95

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SCALA

Additionally the brand-department face an equal monumental challenge to introduce this massive volume under an 'e-commerce-shop-brand' uniqueness, tone-of-voice, i.e. all the relevant marketable issues that will tease, lure and convince a consumer to invest on.

The mentioned four present business models – below – actually ALL have some equal options available to them to expand – even model 4 which today is ideally 'local' and 'low resourced' players, and often dominated by small-turnover businesses finding it hard to handle costs and tech channels for expansion. A range of options are available, only a few mentioned here, are for example. easy-use and easy available financial e-commerce supplier models and fully digitized logistic models, digital-content-supply PIM (Product Information Management) and DAM (Digital Asset Management) tech, and very important new end-funnel-easy-adaptable NLG technology, allowing quick local branded and multi-language adaptability to markets.

- 1) Expand – Buy, keep as-is
- 2) Expand - Centralize control
- 3) Expand - Local market control
- 4) Don't Expand – Stay local

On the financial issue of expansion and fight for scalability we have earlier covered the issue of whether our industry is 'investable' (Myth number 1: The Sexual Wellness Industry is not relevant for

investors, EAN 11/2021) which we documented that it is. "Sexual Health and Wellness will not reach it's pivotal role as growing into a truly recognized investment worthy industry at the present rate of only a few external non-adult investors, low or medium-sized, having invested, as shown in the 'planetary system deals' (the list shows the most recent, relevant and well known investments). The need for major money to enter is evident. The need for major media profiling is evident. The need for nailing the fact that sex and Sensual Wellness is a personal health-factor up there with the most important and recognized health solutions is evident. And ethical, religious, and cultural considerations and obstacles must be named, targeted, and discussed in a balanced manner."

(Source: http://www.ean-online.com/ebooks/EAN_21-11_eBook.pdf)

For some time now investments have been made wide and deep into our sector. Couple this fact to the challenges and the opportunities above it is clear that a new horizon is coming – a red sea - with market and growth expansion available to all players who embrace new centralized, digitized and cost-effective opportunities

Meaning that ALL players today actually have the opportunity to grow and control growth related to staying on-brand and still handling bigger and potentially massive market ground.

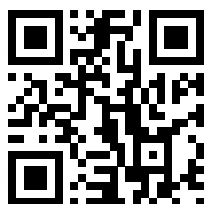
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The e-commerce formula:

Relevant traffic x wide selection of products x good user experience = success

Especially in sex toys there are limits on where you can get relevant traffic because of adult-filtering and Terms Of Service (TOS) of the advertising platforms. That makes it even more important to optimize the two remaining factors in the equation. Wide selection of products is already realized and optimized by most players in our industry. All though a 'wide selection' in itself is not only positive, it can also be a negative if not being taken serious as to detailed, tailored 'own-site' content is also applied. That leaves us with the last factor - Good user experience.

If we break that down into two disciplines - general conversion rate optimization (CRO) and the product-specific user experience. General CRO is all about site speed, ease of use, payment methods and look & feel of the site. This general CRO is already at a good level on most sites.

The second part of the two CRO disciplines is very hard - if not impossible - to do well with a traditional approach, because it requires real manual work for every product in the shop! At the same time though - it is also a huge opportunity if we can solve that challenge with new technology instead of manual labor. Done right, this will also affect the first factor of the e-Commerce formula because when we have good unique content in the right language - Google organic

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will give us more love and send traffic in our direction. When we approach the massive challenge it is to work with the content on a product level with new technology, we can achieve several advantages besides better SEO. Also an uplift in conversion rate, faster time-to-market and a consistent controllable tone-of-voice across all products is within reach.

And if we take the suggested technology to the edge of its capabilities we can even improve the conversion rate further - much further! The keyword here is 'real time personalized content'. Imagine if we can customize the product specific content to fit the user's persona and intent on the fly - so every user really can relate to the product descriptions on the site?

Besides the benefit of an optimal conversion rate and everything else mentioned above - the real time utilization of this technology can also give you a real competitive edge towards the big-fish-marketplaces. The reason is that deep domain knowledge and tight data and site integration is a prerequisite for this to become a success.

The Interlude

Trust the machine? Don't believe the hype - ChatGPT is great, but...

ChatGPT and AI systems are taking the world by storm at the moment. And it is no wonder why - because it is in many ways a game changer. What is 'Natural Language Generation' (NLG)? A platform for generating automated content using automated

natural language generation. The platform can generate text in real-time based on user data and predefined templates. When it comes to building NLG systems there are generally two main approaches - namely AI based or template-based. With an AI based approach - like ChatGPT - one of the main problems is that you don't have full editorial control of the output unless you manually review and edit every text. That might not be a problem if you are writing a limited number of eg. SEO blog posts or similar. BUT when you aim to produce texts in the thousands in multiple languages it is another story.

The following are the main advantages of a template-based NLG-system:

1. Speed: Template-based systems can generate text quickly since the structure and content of the output are predefined by the templates. This can be advantageous in situations where speed is a priority, such as generating news reports or financial statements.
2. Consistency: Since the structure and content of the output are predefined by the templates, template-based systems can ensure that the output is consistent across different documents or use cases.
3. Control: Template-based systems provide more control over the output since the rules and templates can be customized and fine-tuned by the user. This can be advantageous in situations where the out- ➤

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put needs to adhere to specific guidelines or requirements.

4. Ease of use: Template-based systems can be easier to use since the user does not need to have advanced technical skills or knowledge of AI algorithms. Users can create templates using a simple user-friendly editor.

Choice of weapons –

What is autowords

autowords is a NLG-platform for generating automated content using natural language generation. The platform can generate text in real-time based on user data and predefined templates. The templates are created in an advanced editor and consist of data variables, logical rules, variations and text snippets.

A good use case for autowords are e-commerce companies that generate

large volumes of content in multiple languages. Here NLG can be used to generate personalized content at scale, improve engagement and conversion rates, and reduce the time and cost associated with content creation.

Some of the advantages in the autowords platform include that:

- Unique text generation for SEO is baked right in.
- Easy translation of the NLG-templates makes new sales markets accessible.
- Intent-based real time text generation is possible because of the fast 1-digit-millisecond generation engine that can be deployed on-premise if necessary.

Call to Action

As you might have guessed by now - this is not something that is implemented overnight and lifts your business from tomorrow

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EAN Mythbuster - Sören Christian Rix

- 21 years of running a large vacation rental portal with 200.000+ units in 9 languages.
(Founder and exit in 2021)
- 25 years doing SEO – large scale, multilingual and technical e-commerce SEO
- 5 years working with text automation
- 2021 Co-founder of autowords.io

row. It is an enterprise SaaS solution that both requires integration, configuration and training depending on the level of ambition.

In broad terms autowords offer two levels of integration - bulk or real time. Bulk is the least complicated and does typically not require deep API integration or

deep API integration, custom development on the web shop and more work on template content to adapt for user intent and personas.

In terms of costs there are several factors that impact the onboarding price, but most shops will be able to get started on a bulk level integration for around 20-25.000€.



EAN Mythbuster - Klaus Lennard Pedersen

- 15 years in the Sexual Health and Wellness Industry
- 14 years with DanaLife (brands MaleEdge and Jes-Extender), Co-founder/Managing Partner, in Health & SH&W, global markets
- Multiple award-winner for SH&W 'retail-concepts', 'branding', 'product development' and 'sales systems', also 'Businessman of the year' at erofame 2019
- Recently launched sensual lifestyle brand 'Ezensual', and at 'Innovagency' working with consultancy, strategic & tactical business development
- Board Member, and Strategic Advisor for companies and organizations

complicated changes to the webshop. It does however require well formed product data and a real amount of work building the actual NLG-templates.

Real time integration is next level and requires everything in the bulk solution plus

After onboarding, the monthly subscription fee will be around 1.000€.

What is Google's view on this revolution?

If you think about the possibilities for generating huge amounts of content with

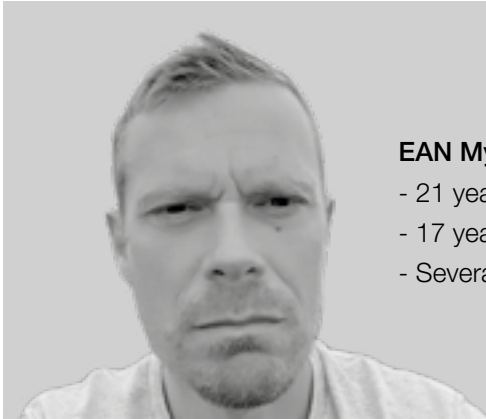


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EAN Mythbuster - Matthias Johnson

- 21 years in the Sexual Health and Wellness Industry
- 17 years with the EAN magazine / member of the EAN founding team
- Several years of experience in the media business (TV & Radio)

this platform you might also wonder if this is cheating, against Google's guidelines or even legal. Rest assured - you are not alone. The subject has been heavily debated the last year or two and Google has officially changed its stance on this. From a total 'no go' - towards 'we don't care how content is produced - as long as it is high quality that is good for users'. Obviously, this is fully legal as well and also very smart - which some old-schoolers might call cheating.

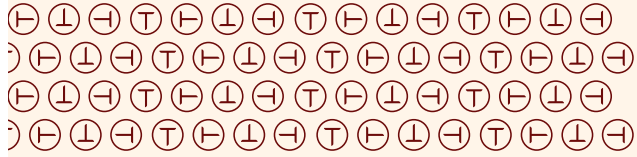
The Postlude

The sex toy e-commerce market is one of equal opportunity when it comes to scale-

ability. Big or small, with a template-based NLG for example like autowords, companies have an equal opportunity in the market we outlined as a 'Shark Tank' – even if they adopt NLG in the simplest form. But if they go all-in and get a real-time CRO focussed NLG solution implemented in their business, they can distance their competitors big time! So it does exist, the game changer in today's sex toy e-commerce market. But - and here comes the warning - as always, the motto is 'adapt or die'. If you don't open yourself up to new technical possibilities now, your competitors will be unable to catch up. At the moment, there is something like an equality of arms, but how long will this last?



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Competitive Advantage: How your Uniqueness affects the consumer and their purchasing behaviour

A column by Dominnique Karetos



In part two of her three-part series - The Age of Iteration - Dominnique discussed how brands in the sexual health and wellness space need to understand the importance of messaging and find their uniqueness in order to stand a chance of surviving in an increasingly busy industry. In the final instalment, she delves into how this goes on to affect the consumer and their purchasing behaviour...

In today's world, consumers are inundated with countless options for products and services. With so many choices available, it doesn't matter how incredible your product is, it is still a challenge to capture the attention of potential customers and stand out from the competition. As covered in my last column, one of the key ways that brands can differentiate themselves is through their messaging and finding that unique voice. The way a brand truly understands and communicates with its audience not only sets it apart from the rest of the pack, it also drives significant impact on the consumer behaviour and their purchasing decisions.

A brand's messaging is more than just the words it uses; it's the tone, style, and personality it conveys. When a brand's messaging is consistent and compelling (and actually in line with the wants and needs of the consumer), it can create a strong emotional connection with its audience. Consumers are more likely to purchase from a brand that they feel a connection with - and in the world of Sexual Health and Technology particularly - a brand that they can trust.



Yes, the product has to deliver on what it says it can do, but a brand's messaging is the way to facilitate a connection beyond the transaction, and ultimately start building long-term brand advocacy; especially important in an industry that carries so much cultural shame and stigma.

A unique voice can be a powerful tool in capturing the attention of potential customers and building a loyal following in the first instance, but when a brand's messaging is crafted to align with its unique identity, it can create a sense of authenticity and understanding that resonates with consumers. From there, you can invite your customers to respond with the same tone, openness and personality that you have approached them with and carry it forward.

The impact of messaging on consumer behaviour is particularly evident in today's digital age. With social media and online reviews, consumers have more access than ever before to information about brands and their products - and they want

to hear it all. For better or worse. A brand's messaging can help cut through the noise and provide clarity around the benefits of its products or solutions, but it can also make advocates and ambassadors of its customer base who can also play its messaging, education and benefits back to potential future customers.

Knowing that consumer knowledge is scarce across our Industry, opens up the opportunity for honest brands to fill the gap. The power that a brand can wield through education, community and in turn, advocacy is vast, but this can only be achieved by doing the groundwork: truly understanding your consumer and taking the time to set yourself apart. By crafting unique messaging that aligns and resonates with your target audience, brands can create an emotional connection with consumers; meaning not only are you front of mind at time of purchase, but you can build a long-standing brand loyalty that enables current customers to bring others onto the journey and into your 'brand world' too.

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Sweating The Details: Why Good PR Requires Good Business Fundamentals

A column by Kathryn Byberg



Kathryn Byberg, Managing Director and Founder of Little Leaf PR Agency (littleleaf.agency)

The sexual wellness industry has come a long way. In fact so much so that as recently as fifteen years ago, there was no such thing as a sexual wellness industry. There was a sex industry, and a sex toy industry, but sexual health and wellness is new. In the past number of years, our category has emerged to dominate an entire industry and this fact is largely, in one way or another, thanks to PR.

Well done everybody. We made it. We can all put our feet up now. Our work is done. Only, it isn't. Our work is only just beginning. An industry-wide expansion of that magnitude can expose unexpected problems. Some fundamental decisions and foundational work can sometimes be passed by in the race to establish the name of your brand, and to get your audience to notice you in an increasingly noisy marketplace. Basics can be overlooked in periods of growth. Important structural processes occasionally get little more than cursory consideration, and those oversights might not be noticed until it proves difficult to scale the business because of them.

By now, you don't need to be told the importance of a solid PR strategy. Good PR, in our industry, is probably more valuable than good marketing in the long run: sure, your marketing campaigns might underperform every now and then, but one piece of bad PR can sink a sex brand entirely. You can recover from a bad Google Ad strategy, but it can be a lot harder to recover from accidentally hiring a problematic celebrity to front your brand. The opposite is equally true: good marketing is what you pay for, but good PR is what you pray for. A huge billboard campaign with some cool marketing copy might lift sales temporarily, but the right article in the right publication can change your business overnight. The reason for that has become the core of what we do at Little Leaf: our industry IS different from all other mainstream consumer goods industries. Ours is personal, intimate and private and our customers have a relationship with our brands quite unlike the relationship a consumer has with, say, their vacuum cleaner manufacturer. That changes things. It means that it's not possible to have a vague and indistinct brand. You need something clearly defined, something easy to

communicate, and something with, for lack of a better word, soul. Without these things, those journalists, who have the power to make or break your business, aren't going to give you a second look, no matter how good your intentions. In fact, a PR agency like Little Leaf might not even be willing to take you on until these fundamentals are in place.

So what are they specifically? Here are the 5 fundamentals we would expect to see for us to be comfortable and confident representing your brand to the world.

5. A Quality Product

Whether you're producing a high-tech piece of physical sextech, some new AI algorithm to improve quality control processes, a person with expertise in a specific niche, or you're offering a particularly valuable and underrepresented service, your "product" needs to be good. It needs to be real, it needs to match up to its claims, and it needs to be trustworthy. If we're honest with each other, we should acknowledge that many people, investors and customers alike, have a sense that the adult industry has been the Wild West for a long time. That's a hard image to shake, especially with so many products straight-up ignoring intellectual

property rights coming out of Shenzhen. Whatever you're offering, it will form the basis of everything a PR agency like ours does. It needs to be good. And it needs to be unique.

4. Some Trust In Your PR Budget

If you don't already have absolute confidence in the value of PR, you're not ready to hire a PR agency. If PR is an experiment for you, it's going to be hard to work for you. PR takes commitment. Part of the fundamentals of any business, not just a sexual wellness business, is knowledge of what your budgets are used for, and where the best return is. For example, it's important that you're clear on the expectations for your PR budget. If you expect it to perform like, say, Google ads, and you expect to drive 5,000 sales in the first month, then you might want to consider delaying your investment in PR until you see PR as an investment, not an experiment.

3. Existing, Active Social Media

Social media is a particularly difficult animal to harness for brands in our space. But it's also a place our consumers, investors, and journalists, turn to for reassurance that the brand is... real. The amount of financial return offered by social media is subject to debate. What's





definitely true is that the journalists with whom we have built connections all rely on your business' social media for insight and background. The better and more active it is, the more chance you have of getting that favourable coverage that really does drive revenue.

2. Solid Understanding Of Your Own Brand

Before you even reach out to PR agencies for support, you need to know yourself. Know who you are, know how to talk about your offer, and know exactly where your core competencies are. It's a very simple equation. For PR to effectively build your brand up, you need your brand a complete proposition. That means market research, a modern logo, a distinct design aesthetic, a definitive tone of voice, and some kind of manifesto. This should all exist in a single, digestible document that can be handed over to people like us to figure out how to tell your story in a way your market wants to engage with it. Without that, you're just shouting into a void.

1. A Good Website

Of all the fundamentals you'd think are obvious, a good website is the one thing we most often see overlooked. If you haven't got your own house in order, no journalist is going to be comfortable directing their hard-earned traffic to you. It's especially important now that affiliate marketing is becoming an increasingly crucial part of PR. If a journalist partners with your brand, and the results of the links they include in their coverage don't convert, they'll drop you like a bad habit in favour of a site that does convert for them. It's not just paid coverage though. It's organic coverage too. If a big publication stumbles across your product or service, a website that looks like it was designed in 1996 will make them reluctant to include you prominently. Your website has to be modern, and it has to work effectively. If it doesn't, hire a branding and digital marketing agency before you contact a PR agency.

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Spring Panty Diaries

A column by Peline Kurtarcan, Sales Manager Allure Lingerie



Peline Kurtarcan,
Sales Manager
Allure Lingerie

You may think you don't need another panty, but you do! Let's face it, every woman's panty drawer is a jumbled mix, folded a la 'Marie Kondo' style only when it's a new relationship or the end of an old one. If your panty is the first thing you put on and the last thing you take off (not counting mascara;) then why would you want to be up close and personal with boring cotton whities?

Of course, less is more... all it takes is whispers of lace & mesh here and there, and you have set your internal mood for the day. Who ever said, 'it all began with a panty' was right! (or maybe no one said it, but it did cross my mind several times) What you see is not what you get because what you see changes every time according to your mood and frame of mind. A tiny little panty has the power to make him feel like he's unwrapping a gift, and even if it's just for you, well you are the gift! Your panty is your most scandalous secret, you can be wearing faded blue jeans and a t-shirt but inside you are nothing less than a goddess. It is the only piece of lingerie that remains completely hidden, you can



always show a hint of your bra, teddy or bralette. But your panty? Never. Every woman loves wearing fancy panties, it's like a big little secret that you carry around all day. That little piece of lace can change your mood from the blah mundane to the place of happy with extra heart beats, faster than a glass of champagne. Your panty begins with sexy and ends with fantasy. Sometimes you want something wild, cute or just suga sweet, that delicious feeling of lace coupled with the mischievousness of wearing a panty that is peekaboo, backless or ultra strappy. Don't let your panty desire be unlived, dress your shameless best because panties create life stories of their own.

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What are you proud of?

pjur marks the start of Pride month with a big campaign

In June and July pjur dedicates itself to the LGBTQIA+ community and celebrates all the colours of the rainbow. The campaign focuses on issues like diversity, inclusion, tolerance, empowerment and self-realisation – everything that is 'colourful' and diverse in society. pjur wants to connect with everyone, both inside and outside the community, and celebrate #allaspectsoflove with them, which is why the company has launched a major collaboration with German influencers.



pjur's motto #loveislove attracts praise from German influencers

pjur puts all aspects of love at the fore with its slogan #loveislove. Because everyone deserves love and should have the sex life they want. pjur wants to use this campaign to encourage people to celebrate life and love in all its diversity, whatever your age, gender, sexual orientation or identity, preferences and appearance. Several German influencers from the LGTBQIA+ community are supporting the campaign on their social media channels and the campaign page. pjur asked them 'What are you proud of?' and their answers are inspiring. The company's own answer is confident: pjur supports everyone as they get to know themselves and enjoy a sex life that is free from taboos. Because a satisfying

pjur
celebrates
all aspects
of love

sex life boosts self-esteem and is the basis for great quality of life. And pjur is proud of that. Now pjur is asking community influencers the same question – the best answers will be rewarded with something special.

pjur launches the Pride Box

pjur has created a special Pride Box for Pride month. This bundle box, containing both the existing products BACK DOOR Relaxing and pjur Aqua, is not available from retailers. Instead, it is part of a competition running on the landing page. pjur will put the best responses submitted to the question 'What are you proud of?' into a draw to win 40 boxes. So, now it's the community's turn. The best stories will be posted anonymously on the website for you to read. Find out more at: www.loveislove.lu



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SHOTS Goes Wild

A dildo safari for the sexual wellness industry

When wholesalers and distributors host their own events, they usually do so in their headquarters and showrooms. SHOTS decided to change things up a bit with their 'SHOTS Goes Wild' event, which took place on May 23 to 25. True to the theme, they invited their visitors to the Safari Park Beekse Bergen, which also happens to include an event centre. In this unique setting - when did you ever look out your hotel room window and see rhinos and giraffes? - SHOTS showcased the products of their suppliers as well as their own SHOTS brands, making for two days chock full of perfectly organized and timed meetings between suppliers/brand representatives and the clients of the Dutch distribution company. The event attracted an impressive number of visitors, and there was never a dull moment at the various 'stations' as one conversation led right into the next, resulting in a lively and valuable exchange between all participants. The suppliers and brands clearly relished this opportunity to talk shop and establish contacts with retailers from so many different countries. In the evenings, SHOTS and their suppliers treated the visitors to a great entertainment programme, culminating in a costume party that was perfectly on theme.

Ralf Albers highlighted the qualities of SHOTS' own REAL ROCK brand



Michael Sonner (HOT)



The Mister Size team



Chad Braverman presented Doc Johnson's brand new 'In A Bag' line to the European retailers



SHOTS' Marketing Manager Roos-Anne Bijen with Justin Vickers (ABS Holdings)



All suppliers and brand representatives – such as the Gvibe team, seen here – were mightily impressed with the organization of the event and the large number of visitors



A peek inside the lingerie area



SHOTS' goal for the event was to foster direct contact and exchange between the retailers and the producers



The ,EAN Giraffe' and ,medicine man' Vincent Renou (Lets Out)



Rebecca Weinberg (XR Brands)



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Tim Brown (Bathmate)



The final highlight of the SHOTS Goes Wild event: the 'Wild Life' theme party



Briana Watkins (M.D. Science Lab)



Annika Traumann (Satisfyer)



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"Do we really want Sony to start making vibrators?"

17 theses with Brian Sloan



Brian Sloan, creator and head of the Autoblow brand

Breaking away from the traditional interview format of questions and answers, EAN confronts Brian Sloan, creator and head of the Autoblow brand, with 17 assumptions about our market and the latest developments within the industry, and Brian gives us his take on these thought-provoking, sometimes contentious statements.

We go from crisis to crisis... but the sex toy market remains strong!

Brian Sloan: Strong compared to other markets, yes, but not invincible!

There are no other sales channels for sex toys that can compete with e-commerce.

Brian: Certainly, more and more volume over the next 5-10 years will move to e-commerce and away from stores. Stores will have to figure out innovative ways to encourage people to buy in person if they wish to grow. Physical stores will always be around for people who need face to face interaction but stores that provide nothing other than products without expertise will go the way of travel agencies.

Vibrations, oscillation, suction, pressure waves, thrusting, stroking – there are only so many avenues for sexual stimulation technologies to explore.

Brian: Only time will tell if we have reached the pinnacle of stimulation or

if there are new ways to stimulate ourselves! It's true that the recent innovations are much smaller in scope than previous ones, but innovation doesn't happen all at once, it happens in small iterations that most people barely notice. Then suddenly after 10 years of small iterations the newer products are very different than in most cases better than the old ones.

The post-Covid phase is defined by stagnation or even an innovation backlog in terms of product development.

Brian: Again, there isn't a stalemate, but people don't understand that small iterations build up to big innovations. The iterations are happening if you know what to look for especially on the male side. On the female side, it's true I haven't seen anything interesting in years. Additionally, no one could travel to China for 2+ years including to trade shows and as a result, innovations that would have happened from in-person meetings never occurred. So that is one key reason for a potential slow down.

The golden age predicted for our market during the pandemic has been postponed for the time being.

Brian: All business occurs in cycles and it's not realistic to think our entire industry will continue to grow without any plateaus or even shrinkage. There is a consumer pullback happening due to wider economic conditions. The buyers will return when they feel comfortable in the future.

The market is dominated by affordable run-of-the-mill products right now because consumers have less budget at their disposal (due to inflation, rising cost of living, etc.).

Brian: I think even in these conditions, buyers still know the difference between high-quality adult products and low-quality ones. That said, there are more and more less expensive high-quality products, especially for women these days, as factories are getting more aggressive in reaching consumers directly.

Sex toys are still miles away from being mainstream - even in 2023.

Brian: True, but I think this is a good thing. If sex toys were truly mainstream, we would be competing against the largest global companies. Do we really want Sony to start making vibrators?





The high demand for sex toys and the huge sales many companies achieved during the Covid years were not spur on product development.

Brian: I think the smart players used the money they made from COVID to develop new and better devices that we will see hit the market in the next 1-2 years.

Direct-to-consumer brands are the future of the sex toy market.

Brian: I believed this since I started the Autoblow brand as a D2C business in 2008 and continue to behave as though D2C is the future. We still enjoy our business and relationships with distributors and retailers because of the large market segments they address, but we are careful to continue putting resources into our D2C experience and funnels.

In times of crisis, such as we are currently experiencing, no one invests a lot of money in product development.

Brian: I think smart players are using this time to double down on product development to be ready to capture a bigger share of the market rebound.

The invention of suction toys was the last big invention in the sex toy market in recent years.

Brian: For the female side this is true. But for the male side, much more impressive development is happening with online features.

The traditional supply chain (manufacturer - wholesaler - retailer) still works in the sex toy market today despite all obstacles.

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Brian: Yes, it still works for most companies especially those who develop dozens or hundreds of products per year. But for companies who specialize in only a few high-quality devices, the D2C model is more common now.

There are simply far too many similar products on the market.

Brian: That's what branding is for.

The sex toy market has the right answers to the megatrends of sustainability and inclusion.

Brian: The fact that sex toys are now built to last instead of built to break after a few uses makes our industry much more environmentally friendly. As for inclusion, the free market ensures products are sold to fit every possible niche need.

In the sex toy market, only one thing is certain: constant change - and those who don't adapt to it will get left behind.

Brian: To some extent this is true, but there's still a huge market for plain old dildos and \$10 vibrators. More than a few people are still getting rich that way.

Modern technologies are no longer a unique selling point in the sex toy space.

Brian: The technology offered in female toys has stagnated but the tech in toys for men is growing at a very fast rate, and we will see a lot of new selling points related to cutting edge technology in the next 1-2 years.

Sexual wellness' is this year's buzzword.

Brian: I guess it might be, but I don't like it. I still call it masturbation.



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"I think there is a need for someone like us to throw a firecracker into the UK space."

Tera Masters outlines the new strategy of SexToys.co.uk

In the never-ending battle for the consumers' attention and wallets, it is imperative to set yourself apart from the competition, especially in the e-commerce market where you compete with the entire world. In our EAN interview with Tera Masters, Managing Director at SexToys.co.uk, we talk about the strategy her company has chosen to become a unique force in the sex toy e-commerce market.



SexToys.co.uk can look back on a long history. Could you tell us more about the beginnings of the company?

Tera Masters: SexToys.co.uk has been a force in the UK market for almost 20 years, rising up in the Wild West days of online adult industry trading. Back then, there were a lot of players in the

space, all of them of a similar size with a similar business model. Competition was fierce, and everyone was fighting for every sale. Around 2010, the market began to settle and mature. SexToys.co.uk eventually became an industry leader thanks to a broad offering that included dropshipping and wholesale services too, as well as direct retail.

Last year, SexToys.co.uk was taken over by you and your team. What made you decide to take the step into the e-commerce space for sex toys? And why did you choose SexToys.co.uk?

Tera Masters: All of us behind the scenes at SexToys.co.uk have been in the industry for years, though mostly in the US. We know the industry well, and we know the market intimately. The time was right for us to diversify into the UK market. As the industry has grown in mainstream acceptability, and the customers have become more sophisticated and more open, it made perfect sense for us to extend our business into the UK. Sex toy sales have exploded in the pandemic and that hasn't really declined, there are thousands of new customers in the sex toy ecosystem who weren't there before. The UK market is now big enough, and stable enough, to support more than one major sex toy retailer.

After acquiring SexToys.co.uk, you started exploring 'the unique demands of the British pleasure industry, the competitive environment, and the idiosyncratic British consumer', to quote your press release from early May. What results did that research yield?

Tera Masters: We pulled a huge amount of data to review, and it revealed pretty contradictory things about British sex lives. One of the documents we looked at was the National Survey of Sexual Attitudes and Lifestyles (NATSAL), which is a huge report charting the changes in sexual outlooks over time. It throws up a lot of unusual and idiosyncratic findings. For example, and not to be too explicit, but it shows a slight overall decline in the amount British people are having sex in general, but an increase in more... adventurous sex acts, like anal sex, and kink. Then there's the broader, more subjective attitudes to sex in Britain. A love of sex, but a discomfort in talking about it. You can see it in action: sex on TV before the 9pm watershed causes people to go quiet and shift uncomfortably in their chairs. There's a uniquely British kind of unspoken etiquette to sex that any retailer in the space needs to be sensitive to.

The result of your research is a complete revamp of SexToys.co.uk in terms of brand image, brand philosophy, design, customer approach, alignment with customer needs, etc. Was the old SexToys.co.uk outdated? Have the requirements for surviving in the shark





tank of e-commerce changed so drastically in recent years?

Tera Masters: It's not so much e-commerce that's changed. Marketing has changed and the sexual landscape itself has changed too. I don't think SexToys.co.uk was necessarily out of date. If it was, then all UK sex toy retailers are out of date, because all of them are doing the same thing. They all look the same, and they're all going after the same customer. Like camels following each other across the desert. We don't think it has to be that way. The customer, especially the younger Gen Z consumer, is more aware of identity than ever before, and that's exactly what UK pleasure brands have been lacking until now: a sense of identity. Something to gravitate towards. Something that appeals to them. The UK pleasure industry is incredibly safe and conventional. Boring, in other words. We're here to remind people that sex can still be sexy.

Please, tell us more about the steps that you implemented. Some changes are pretty obvious while others are not apparent at first glance. What are the strengths and unique qualities of the new SexToys.co.uk?

Tera Masters: The changes we're making are two-fold: front-of-house, and back-of-house. Out front, we've undergone a complete change of aesthetic, from the clinical and inoffensive whites and pastels of our old look and the look of our competitors to a kind of scratchy, kinky, punk look and feel. It's both very familiar, and very new, at the same time. In the back, we've been working to make sure our catalogue is not just deep, but budget-friendly too. When we say we offer the best range at the best prices, we really mean it, because we can introduce exclusive products and brands to the UK market via our pre-existing US networks. So, it's not just cheap, high-volume products at SexToys.co.uk, there are also a lot of products that you can't find online in the UK, online or in boutique brick-and-mortar stores. Only we have the infrastructure to do that. We're going to be continually updating the site over the coming months, adding more products, improving the user experience at all touch points and helping our customers find the perfect toy for them.

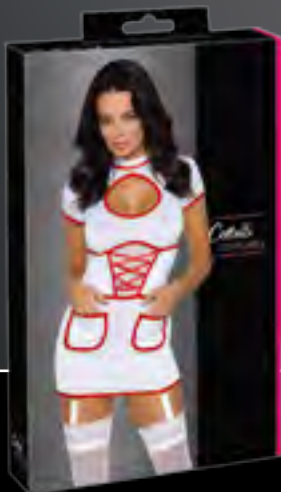
Is an extensive assortment still a unique selling point today? Some people find the vast product range offered by online shops to be confusing, especially since

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there is still little brand awareness in the sex toys market ...

Tera Masters: An extensive assortment is always an attractive proposition in the UK, even if it's not unique. That's how Tesco, Aldi, Sainsburys, ASDA, Lidl, Marks & Spencer and so on all compete with each other. Sure, there are price differences among them all, but those differences are relatively small in the grand scheme of things. The thing that makes a customer shop at one and not the other comes down to loyalty, and convenience. We're building a brand identity that people want to associate with and offer them the convenience of a breadth of choice. Brand awareness might be small, but it's all relative, and any awareness at all is positive.

In your recent press release, you talk about the re-emergence of SexToys.co.uk 'as a disruptor and provocateur in

the sex toy space'. Is there a need for a revolution in this segment? Or is standing out from the crowd the only chance to prevail against the powerful competition?

Tera Masters: I think there is a need for someone like us to throw a firecracker into the UK space. As I mentioned, what we think UK retailers are missing is identity. By disrupting the space, by being a little louder, we offer the customer a choice of retailers. That competition drives up quality across the board, and in the end, that's good for everybody.

You call your new design a 'hard-edged punk aesthetic'. Why this style? Most online stores for sex toys seem to go in the direction of sexual wellness...

Tera Masters: All sex toy retailers look the same, sound the same, and say the same things. No one stands out.

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Maybe that's because the most dominant brand in the space is a monolith: all smaller competitors look to Lovehoney and assume that, because Lovehoney is successful, what they're doing is the only way it can be done. We know from experience in the US market that that's just not the case. There are plenty of customers to go round, and the customer deserves to choose a brand that really vibes with them. Our aesthetic won't appeal to everyone, sure. But our experience tells us this: if you try to appeal to everyone, you appeal to no one. Your language becomes vague, your sense of personality is diluted. We're taking the opposite approach, by trying to be attractive to a more narrow, more hedonistic customer. Sexual wellness and hedonistic pleasure are not mutually exclusive. You can operate a business responsibly, but still cater to people's fundamental desire for pleasure. That's what we're striving for.

People buying sex toys want pleasure – in the official press release announcing your new look and strategy, you say that this is the ‘fundamental truth’ to which you want to remain committed. What does that mean for your business model?

Tera Masters: We've seen industry insiders sink huge sums of money into market research companies that send impersonal surveys out to focus groups asking questions like, 'What's most important to you when it comes to choosing a sex toy: eco-friendly materials, sustainable production processes, diversity in product photography, the intensity of your orgasm...' et cetera.

Faced with a survey like that, who is going to answer honestly that their own pleasure is their first concern? No one, because we all want to look like exemplary members of society. But, the fundamental truth is that people buy sex toys for pleasure.

The statistics produced by these expensive research agencies are skewed, because the people responding to them still have a sense of embarrassment, or even shame, about their intimacy. What then happens is that adult brands follow the research blindly and the result is a brand that's too safe, too bland, too vanilla. We're attacking exactly that mentality with our aggressive new look, feel, and tone. Reminding people that it's ok to be a little selfish, to indulge yourself sometimes. At SexToys.co.uk, we put a lot of value in that kind of market research, but we also put a lot of value in our own experience, in what we know to be true, and in our own common sense.



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To implement your strategic changes, you employed the services of PR and communications firm Little Leaf Agency. How did this cooperation come about and what were the results?

Tera Masters: For a couple of years, Little Leaf has been building a reputation as the go-to PR agency for sexual wellness brands. We reached out to their managing director, Kat Byberg, after a piece she wrote about the growing overlap of affiliate programs and PR, which meshed well with what we had experienced too. Little Leaf's reputation for responsible, inclusive communications in the sexual wellness space was a great asset to us. We knew that our punk sensibilities need to be tempered by their commitment to social responsibility, and it's working.

What are your plans for the future of SexToys.co.uk?

Tera Masters: For the next five years, we're focused on growing our market share, attracting new customers, and having fun every day we come to work.

Speaking of the future, will e-commerce remain the dominant sales channel for sex toys in the next few years (or decades)?

Tera Masters: Barring the introduction of an entirely new business model, or a solar flare wiping out the ionosphere forcing our society to return to the barter and trade system, yes, e-comm will be our focus for the foreseeable future.

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"What we want to do is encourage New Zealanders to practise safe sex."

Share Satisfaction bring us New Zealand's first condom brand

Taslim Parsons,
founder of Share
Satisfaction



In the summer of 2021, Share Satisfaction launched the first full range of sex toys made in New Zealand, garnering attention far beyond the borders of the island country. Now, many eyes in the market turn to New Zealand once again as Share Satisfaction bring us the country's first condom brand. In our interview, company founder Taslim Parsons tells us more about the brand - among other things, we learn that the Melinda and Bill Gates Foundation played a big role in introducing a new material to condom production.

Following New Zealand's first sex toy line, you are now launching New Zealand's first condom brand. Will you go down in history as a pioneer in the sexual wellness market in your country?

Taslim Parsons: I don't think we will be thought of as pioneers, since we're not doing anything new. However, what we are doing is giving New Zealanders and the world another contraception alternative.

What was your motivation for developing a new condom brand? There are lots of products and brands in the condom sector, so which new ideas did you want to bring to the table?

Taslim: Although there are already a lot of condom brands available, our aim is to deliver a complete range of sexual wellness and pleasure products to the market, and you can't do that without offering condoms. Additionally, we knew we wanted to have a condom that contained Graphene and fun flavours that would appeal to everyone. Often, condom packaging is so gendered or masculine, I wanted to have

something in the market that is aesthetically pleasing and non-gendered, something anyone would feel comfortable putting in their shopping basket.

Is the topic of safer sex present among the people of New Zealand? Do you hope to create new momentum with your brand to make people aware of condoms as a reliable protection against unwanted pregnancies and STDs?

Taslim: Absolutely, there is an increase in biased attitudes around safe sex and often, penis owners will say 'they can't feel anything' or 'it's not as good' when using a condom. Clearly that's not the case with the development of ultra-thin condoms. What we want to do is encourage New Zealanders to practise safe sex. The rise in recent years, globally, of STIs is alarming. Having sex with a condom is a commitment to protecting your health, as well as the health of your sexual partner and the broader community. And there's nothing controversial about that.

How long did it take you to get from the idea to the finished product? What hurdles did you have to overcome during this process?

Taslim: It took around 2 years to develop our condom range. There are only a few condom manufacturers globally and we wanted to work with the best, so there was a lot of testing product offerings from different manufacturers. We had to ensure our compliance was robust and that we ended up with an exceptional quality product that the market would love.

How big is your condom line and what kind of products does it include?

Taslim: We have 10 variations available in singles, 3 packs, 12 packs and a bulk 100 unit box.

- Ultra-strong - Containing graphene
- Textured - Ribbed and dotted for added sensation
- Ultrathin - Feel every sensation with our thinnest condom
- Flavoured condoms (Cola, Strawberry, Orange, Banana, Bubblegum, Mint and a Mixed 12 Pack - Containing 2 of each flavour)

You use graphene, a material that is 200 times stronger than steel and a million times thinner than a human hair. Why did you decide to go with this material? And why do many



manufacturers continue to use more traditional materials?

Taslim: Graphene was first identified by Nobel Prize winning scientists at the University of Manchester, UK, in 2004. To date, graphene has been used in a few ranges. When we heard about it, we instantly knew that we wanted graphene in our condoms. It's such an amazing material and so few brands are using it, it made great sense to include it in our range. I understand manufacturers use different materials due to cost and so they can offer different alternatives to the market. However, I believe that using the latest technology is the right thing to do.

Is it true that the Melinda and Bill Gates Foundation played a leading role in the development of a condom made of graphene?

Taslim: Bill Gates and condoms, it's an unlikely pairing, isn't it? But it's true. In 2013, the National Graphene Institute at the University of Manchester was awarded a US\$100,000 grant by the Bill and Melinda Gates Foundation to develop a more desirable and superior condom. Graphene is a flexible and thin material, measuring one million times less than the width of a human hair, and prevents all but the smallest molecules from passing through, making it perfect for condoms. The winning combi-



nation of latex and graphene has been found to increase the strength of a polymer film by 60 per cent and allows condoms to be made 20 per cent thinner while retaining their strength.

What other selling points do your condoms offer? For example, what about quality and safety, two attributes which are particularly important for condoms?

Taslim: The whole range is of exceptional quality. Obviously having the graphene option makes us stand out. But also, the aesthetics of the brand and the flavours are different to others in the market. My favourite is the bubblegum flavour. It smells amazing. Our flavoured condoms don't contain any sugar so they won't mess with anyone's PH balance which is another big bonus.

Through which sales channels do you market your condoms? Are there plans to offer them beyond New Zealand?

Taslim: Our condom range has been picked up by all adult retailers in New Zealand and a few in Australia. Additionally, the range is in around 120 New Zealand pharmacies and growing. I would love to see Share Satisfaction Condoms ranged globally. We'd absolutely work with anyone that wants to carry this gorgeous range of condoms.





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"Today's consumers need to feel the social values of the brand."

Rubén Anguera outlines the brand identity of NUEI



Rubén Anguera, founder and General Manager of NUEI Cosmetics

This interview with Rubén Anguera, founder and General Manager of NUEI Cosmetics, demonstrates how important branding is if you do not want your company to get lost in the shuffle. Using the brand identity of NUEI as an example, Rubén delineates the steps necessary to be perceived as a brand in the minds of the consumers - a strategy which has helped his company remain successful for nearly ten years at this point.

You are now in your tenth year in this business! How will you celebrate your anniversary?

Rubén Anguera: Thank you! Technically, it will be in 2024 and we are planning several activities than cannot be shared yet, but things will be focused mainly on thanking our clients for the unconditional support and trust they have given us throughout these years.

Let's go back to the beginnings of NUEI. What made you decide to launch a sensual cosmetics line back then?

Rubén: After having worked in the retail side of the business for a few years, there were certain areas of product development and customer care that we felt that could be improved. In other words, we were not fully satisfied with the options available at that moment, so we thought there was an opportunity for us in this market given of the high number of potential customers.

How would you describe your brand philosophy? What does NUEI stand for?

Rubén: I would describe NUEI as a coherent brand committed to innovation in product development and B2B customer care. We envision a world where all people can live and enjoy their sexuality to the fullest, in complete freedom and without limitations due to gender, sexual orientation or age. Therefore, every decision - be it in terms of product development, marketing or customer care - is evaluated against this vision before being fully implemented. By the way, NUEI means 'Night' in an almost lost language from a small region of Spain.

How important is it to be perceived as a brand by the consumers in today's market, which is known to be flooded with a glut of products?

Rubén: Being perceived as a coherent and innovative brand is possibly the only alternative for small companies to be able to compete in a market where not everybody respects intellectual properties or i+d. A brand is not only defined by its products but also by everything else: How you treat your customers, how you listen and provide support to them, how you interact with and support certain causes ... That involves commitment from everyone in the chain of value: employees at the company, allies and brand ambassadors who fully commit to the brand values and principles, distributors, stores. A few times, I have found myself unwilling to do business with certain big players that do not embody these values. These decisions may have had an impact on short-term sales, but they have been really beneficial in the long term.

Could you give us a brief overview of your product portfolio?

Rubén: Our portfolio is constantly growing, covering the areas of lubricants, massage products, orgasm enhancers, and pheromone-related products. We began with generic classics to which we added our own twist, such as flavored water-based lubricants, but we have evolved to more





specialized products that clearly stick out from others in their niche, such as Pause, one of the most efficient desensitizer gels in the market that does not contain lidocaine or benzocaine, or the new Naturfluid, a 100% water-based lubricant that has similar properties to those of silicone-based lubes. The Oh! Holy Mary line is another one of our best-known brands that has been imitated by all the big players in the industry.

What are the unique selling points that make your products stand out from the crowd?

Rubén: One rule that we need to meet before we launch a new product is that everyone in our sales team needs to be able to easily explain why this product is different from similar items in the market. There are not specific unique selling points that are common to all our products, but there are specific stand-out qualities to every single

product. For example, our kissable warming massage gels have been praised for the quality of their flavors and the fact that they do not have a bitter aftertaste, something which is quite common in this category. To us, it is not only important to set our products apart from the competition, but also the brand itself and the services we offer to retailers.

Who are the typical consumers of NUEI? On which target groups do you focus?

Rubén: At the very beginning, our typical consumer was female, aged 30-50, and looking for 'something' to spice up their intimate life. Since then, we have been strategically working to increase our appeal to younger audiences which require a very specific and differentiated way of communication. Youngsters between 20-30 have great potential to become fans of the brand, but to capture their interest, we have had to change a few things. They are a generation that no longer adheres to certain labels, a generation that demands quality but also social values. At this moment in time, many brands do not understand that yet (or don't know how to respond to it) and that is also something that sets us apart quite a bit.

As already mentioned, NUEI will be celebrating its tenth anniversary soon. How have the expectations of the consumers in the sensual cosmetics sector changed over this period?



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In 2024, Rubén and his team will celebrate the ten-year anniversary of the NUEI brand together with clients and consumers



Rubén: They have changed significantly! As I mentioned in my previous answer, it is no longer just about the products. Certain attributes such as quality, environmental awareness, and price are still a must, but they are not enough anymore. Today's consumers need to feel the social values of the brand. They demand that brands are able to speak their language, that they are committed to what is important to them, and that they are socially responsible and can adapt quickly to an evolving world that changes faster than ever. If I had to summarize all this in one sentence, I would say 'Consumers DEMAND to be listened to.'

Conscious consumption in terms of sustainability, natural ingredients, etc. is becoming increasingly important, also in the market for sensual cosmetics. How has NUEI reacted to this change?

Rubén: It was in the DNA of the brand since the very beginning. We are continuously reviewing our products to adapt to new requirements or sustainability options, always trying to equilibrate the triad of sustainability – safety & regulatory – strategic marketing positioning, which sometimes requires a little bit of juggling.

Which sales channels do you use to market your products?

Rubén: As a brand, NUEI only sells to B2B professionals. That is something that has differentiated us since day one. We do not sell directly the end consumers. This strategy is appreciated by retailers and other professional trade members who are fed up with brands shortening the margin of the stores or competing with them by applying huge discounts and selling directly to consumers. Currently, NUEI can be found mainly in erotic stores and sex-shops, but we are growing steadily, making our way into general lifestyle and gift stores, pharmacies, and specialized cannabis stores that love the Oh! Holy Mary line.

What is your distribution strategy? Do you work with wholesalers and

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distributors or do you have direct business relationships with retailers?

Rubén: Both. Working directly with retailers helps us to be closer to the end consumer and to be aware of the needs of both, consumers as well as stores, which are facing huge competition from the internet. On the other side, working with distributors is also a win-win strategy. Of course, distributors work with thousands of changing SKUs every year, so they can only provide limited promotion for each of the items they carry, but that's where we come in, creating demand for NUEI, either directly or through the distributor. All the marketing tools and promotion programmes that we implement are also available to wholesalers and distributors as well. In the end, we want as many retailers as possible to carry our products because they love them, and we want them to get all the commercial support that's available, regardless of where they might have ordered the products.

How do you support your retail partners? Do they have access to product training, POS materials, etc. to sell your products as successfully as possible?

Rubén: That would be the second part of the answer to the second question of this interview. Yes, all B2B customers can participate in our customer-support programmes

that can be customized specifically to their needs, regardless of whether they purchase directly from the brand or through a wholesaler or distributor. Trainings (in person or online) are offered with every new launch, 'single-doses' and testers are provided periodically at no cost, and specific in-store campaigns or co-sponsoring media campaigns are available to our best customers. Sometimes, clients that work with distributors are not aware of these possibilities. When that happens, it tells us that the communication channels are not as efficient as they could be, but generally speaking, these options for cooperation are accessible to all B2B professionals that work with the NUEI brand, regardless of their size.

What are your plans for the future of NUEI? What ideas and goals do you have for the upcoming months and years?

Rubén: We are expanding internationally at a good rhythm, and not only in Europe; we have also started opening markets worldwide. There's still a lot to do in the segment of cosmetics. In terms of product development, we are focusing on expanding our range to better adapt to the growing demand for high-quality niche products and products that are not only used for sexual intercourse or masturbation but on a daily basis, as part of people's everyday lifestyle.



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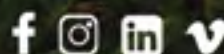
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"Lovgun = internal orgasm unlike any other product currently on the market."

Elizabeth Thomas presents a dual-function massage gun

So-called massage guns have been available on the market for quite some time. If you've ever seen a product that looks like a power drill with a massage ball attached to it, that's what a massage gun is, and they are a favourite fitness aficionados, helping them counter muscle tensions during frequent and intense workouts. The lovgun can also be used for that same purpose, but given its dual functionality and attachments, it can quickly be turned into a sex toy. Elizabeth Thomas, head of lovgun, tells us why her product can hold its own against both, the best massage guns and the best wand massagers on the market.

What exactly is lovgun? How does the product work? When did you come up with the idea for your massage gun?

Elizabeth Thomas: lovgun is system of adapters and dildos that connects to any massage gun, turning it into the ultimate sex toy. We also have a complete package including a massage gun.

What needs - physical, emotional or both - does lovgun satisfy for women and/or men? What makes this product and your brand stand out?

Elizabeth Thomas: lovgun literally fills the void :-) It provides an integral orgasm unlike any other product currently on the market.

You describe lovgun as the 'world's best therapy massager.' What can lovgun do that a classic wand massager can't?

Elizabeth Thomas: Wand = clitoral stimulation. lovgun = internal orgasm unlike any other product currently on the market.

How does lovgun outclass traditional massage products that are 'misappropriated' for sexual pleasure?

Elizabeth Thomas: The massager line we created are dual purpose; they provide the same if not better performance of any massage gun currently on the market with the addition of erotic speeds that were created to work in conjunction with our line of dildos that are purpose-built with materials that enhance the experience. Specifically, the length, width, materials, flexibility, and density are frequency-matched to the massager. To get a better idea, watch the video below and see the performance of the product: <https://www.youtube.com/watch?v=1XcWoGzqbH4&t=150s>

There are lots of products with vibration function, thrust functions, not to forget sex machines and the aforementioned wand massagers. Where do you position yourselves in this market?

Elizabeth Thomas: We were just granted a utility patent for our product

line and know based on feedback from both our thousands of customers - in addition to both Dani & Cherie who became owners in the brand after using the product - that we have the best product on the market.

How much power or thrust is there in lovgun? Please, tell us more about the technical details.

Elizabeth Thomas: The power range is over 4 speeds, from 500-2500 percussions. The thrust is measured in MM and the device itself produces 4-6 MM of thrust: 1- for muscle massages at the highest speed gives you the penetration to drive into the muscle. 2- is specifically for erotic massages, and when you combine it with our Stud Dildo, that adds an additional 70-80mm of thrust which is more than 3 inches, providing the best experience on penetration.

At present, there are two versions of the lovgun massager and numerous attachments. What are the differences between the two versions and what products are included in the range of attachments?

*Elizabeth Thomas,
CEO of lovgun*





At present, lovgun offers two versions of their „massage gun“

Elizabeth Thomas: The Pocket Therapy Massager is massage first and erotic second. There is a full range (4) of massage attachments typical to the market. Compact size, one-handed use. The Belt Massager is erotic first, massager second. The attachments include a ball along with a belt/strap that allows for self-massage. The easy grip handle provides a better base for erotic use. This product alignment is based on feedback about our customer preferences.

In your opinion, which elements are vital for the success of a product in today's marketplace?

Elizabeth Thomas: The product is currently ready for distribution with Eldorado here in the US as well as Adam & Eve (DFW), the feedback is positive, and we have sold out once already. The pricing affords

high margins at high price points. Quality components make our products superior. We took the market trend of massage guns, which are winning because of their therapeutic benefits, and added the erotic portion by improving the attachments.

Who are the typical lovgun users? Who is your target audience? More experienced sex toy users?

Elizabeth Thomas: Anyone who moves and or has a sex drive.

What requirements do your products have to meet in order to satisfy this target group?

Elizabeth Thomas: Basically, it satisfies anyone with the ability to receive or give a massage. No requirements or prior knowledge needed.

How do you market your products? Which sales channels do you use?

Elizabeth Thomas: Online, distributors, retail, influencers & affiliates. Traditional & organic marketing.

Are there plans to expand your distribution network?

Elizabeth Thomas: Yes!



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lovgun brand ambassador & owner Dani Daniels with the Pocket Therapy Massager and the Stud attachment

What about the European market - would you be interested in working with distributors/wholesalers to make your products available in this region as well?

Elizabeth Thomas: Yes, contact us at support@lovgun.com- We have product ready to ship.

With Dani Daniels and Cherie DeVille, you have brought two famous personalities of the adult industry on board. Why did you take this step and what responsibilities will they have within the lovgun brand?

Elizabeth Thomas: They became owners & brand ambassadors after using the

products. They will leverage their social media to drive awareness and digital organic traffic to our partners and distributors.

What is the future of Lovgun? Are you planning to expand your range and add more products?

Elizabeth Thomas: We are going to stay in our lane and continue to build the lovgun brand. We currently have a base station for cam models that we will launch at XBIZ Miami.

What are your views on the current state and future direction of the sex toy industry?

Elizabeth Thomas: We are a new brand in the industry, and we already have experienced censorship and social throttling of the brand.

Where is the industry headed as far as products, marketing, and audiences are concerned?

Elizabeth Thomas: The industry is evolving and products like ours are becoming mainstream. Using the right controls and tools, I believe we can grow like traditional businesses and companies that use traditional marketing methods.

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"We want to continue to destigmatise the concepts of sensual care and sexual wellbeing everywhere."

IntimateLine Sensual Cosmetics has been creating moments of pleasure for 25 years

When IntimateLine Sensual Cosmetics launched their first product in 1998, the market was wholly, entirely different from its current form. Any kind of mainstream appeal seemed light-years away, and the industry was surrounded by taboos and stigmas. IntimateLine wanted to change that by introducing innovative products for a safe and thrilling sex life. This mission has guided the company ever since, and in our EAN interview, the Director of IntimateLine, Gianluca Pomponi, tells us about the milestones of the past 25 years, Italian quality, and the benefits of having your own production facilities.

IntimateLine has been active in the market for 25 years. How did it all start? What was your motivation to set foot in the intimate care and wellbeing market back then? What did you want to bring to the market?

Gianluca Pomponi: When we started off, the market in Italy was only starting to emerge. There were not many shops, and those few that existed had long been 'hidden' behind closed doors. People felt ashamed to come in or even talk about it. It was a real taboo. At the time, we collaborated with some Italian universities in the field of pharmaceutical and cosmetic research, and thanks to these collaborations, we were able to formulate our first products - products of the highest quality with carefully selected ingredients. Of all the products, the most revolutionary was our delay spray, a one-of-a-kind product. Commercially available delay sprays usually function as 'anaesthetics.' Ours, however, works without any anaesthetic effects. It was a revolutionary product, and we contacted the big sex shops about marketing it. We provided them with the first samples, which

they invited their regular customers to try. The product worked perfectly, and people wanted to buy it again, so we decided it was time to go into production. At that time, although we formulated our products independently, we did not have our own factory. For this reason, we had to turn to other manufacturing facilities, which in those days was not easy. For instance, many factories refused to manufacture our products outright because they did not find them 'ethical'. All of this gave us a strong motivation to become protagonists in this market, which was not yet fully formed at that time. There was no definition of intimate cosmetics, sensual cosmetics or intimate wellbeing. Nor was there a wide range of these products - a range of products that we decided to develop and offer.

How would you describe your corporate philosophy?

Gianluca: We want to continue to destigmatise the concept of sensual care and sexual wellbeing everywhere. We want to do this by producing innovative products in line with current times, also offering them in



other market segments. We want people to be curious about exploring new pleasures with the utmost peace of mind, even exploring sexuality as a form of play, always experiencing new things. We do this by putting our customers first, the sellers and distributors, and by conveying these values to them so they in turn can convey them to the end consumers.

25 years is a long time and, as we all know, markets change. How have you managed to remain successful with your products for all these years?

Gianluca: Yes, 25 years is a very long time. The market has changed a lot, not only in our sector. Now, the consumers are very aware and informed about their choices. The market has expanded, and supply has increased more than demand has. Today, a quality product, in terms of

Gianluca Pomponi, head of IntimateLine Sensual Cosmetics





formula or design, is the minimum standard, but it is no longer enough. It is necessary to offer value to the end consumer through the creation of valuable content. The best advertising you can have is word of mouth from the end customers when they express positive opinions to their go-to shop after trying our products. They try the product, they are extremely satisfied with it, and so they buy it again. Obviously, we offer new products and new brands every year, characterised, for example, by a specific element that differentiates them from the others, focusing a lot on the ingredients and raw materials.

Who is your target audience? Among which groups are your products particularly popular?

Gianluca: As far as age and gender are concerned, our target group is absolutely universal, we appeal to everyone. Regarding the motivations to use our products, we have noticed several reasons for purchase over the years: On the one hand, there are those who want to play, experiment, and experience sexuality by accessing new pleasures or new sensations using stimulating gels, massage oils or flavoured gels. On the other hand, there are those who seek sexual wellbeing in the literal sense. For example, take our delay spray, which is purchased for the most part by those who suffer from premature ejaculation and who found our product to be a solution for satisfying sex. Of course, one does not exclude the other.

How have the consumers' expectations changed in recent years? For example, right now conscious consumption is becoming popular and the demand for natural ingredients, sustainable products, etc. is growing and growing. Do you feel this trend?

Gianluca: Yes, we have noticed that the expectations have grown over the years. I think this is mainly due to the fact that the sector is being increasingly destigmatised. Regarding the ingredients of the products, however, there are some ingredients that are often 'demonised' on purpose, based on some marketing logic originally dictated by the cosmetics industry. I believe that today, the goal has to be to become as



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sustainable as possible as a company. A 'sustainable' product must be produced by a sustainable company... otherwise, in my opinion, it is just marketing.

Your portfolio is divided into three product categories: lubricants, aphrodisiacs, and enhancers. What products can be found in these three product categories?

Gianluca: As far as lubricants are concerned, we can make another distinction based on their formulation: water-based lubricants (neutral, flavoured or stimulating) and silicone-based, oil-based, hybrid-based (water + silicone or water + oil).

As for aphrodisiacs, we offer flavoured hot massage gels, massage oils, nuru massage gels, and perfumes.

And finally, with regard to enhancers, we offer a range of enticing options: intimate stimulating gels (vibrating effect, warming effect, cooling effect), astringent gels, breast-firming gels, and buttock-firming gels. As far as products for men are concerned, we offer delay sprays, enhancers, and specific lubricants.

In its entirety, your range comprises more than 100 products. Where do you get the ideas for new additions? How hard is it to be innovative in the intimate care and wellbeing market?

Gianluca: We like to explore and always try new formulations. For example, as far as lubricants are concerned, we have different formulations depending on the ingredients. For instance, we offer the water-based lubricant as a very thick gel and as a very liquid gel (which looks like water); we offer it in a totally organic form. And with all these formulations, we can create stimulating or flavoured versions and so on. As for stimulating gels or enhancers, nature offers us an infinite variety of 'ingredients' with the potential to revolutionise the way we experience sexuality. For this reason, I like to visit the biggest fairs for raw materials that are held all over the world to discover the latest new developments and find out in the 'field' how we can use them in our sector.



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What are the unique selling points that make your products stand out from the crowd?

Gianluca: The fact is that we produce them ourselves and have been specialising in this for over 20 years. We like what we do and we do it with passion, always asking for feedback from our customers to evaluate any possible improvements that may be needed.

IntimateLine prides itself on the quality seal 'Made in Italy'. How is your commitment to quality reflected in your products?

Gianluca: It means that we respect certain quality standards, that we take care, but - above all - it means that there is passion in every step of the production process, which we oversee personally. From the conception of the formula to the development of the product design.

Since the early years of your company, you have had a production site in Italy. How important is that in terms of your corporate philosophy and your quality standards?

Gianluca: With regard to standards, I would say that it is fundamental, as we can oversee every aspect of production ourselves. Our plant is located in an industrial and pharmaceutical area, and thanks to this, we can compare ourselves to other companies and objectively analyse any aspects where there may be room for improvement.

Which distribution channels do you use to market your products?

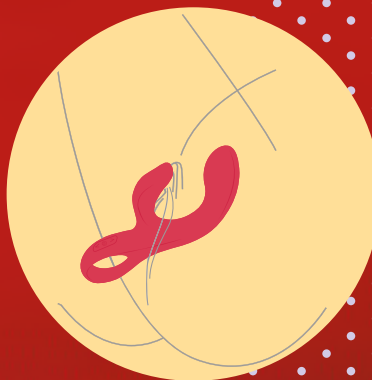
Gianluca: Our products are sold through the main distribution channels, such as sex shops, online stores, and market-places. In terms of the distribution of our

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products, we have partners in several countries who deal with the distribution of our brands in these channels.

Are you interested in further expanding your international distribution network? What strategy do you follow here? Do you just work with distributors and wholesalers or also directly with retailers?

Gianluca: Yes, we are always interested in expanding our international distribution network. We do both, working with distributors and wholesalers but also directly with some

retailers, always in full compliance with the agreements made and in full compliance with the price and competition policies agreed upon.

How do you support your wholesale and retail customers?

Gianluca: We offer product and service level support. We try to support wholesalers and retailers by offering them a high level of service. We are always at your disposal for any questions or doubts you may have. In addition, we like to offer training regarding the products and their qualities, explaining to the clients all the benefits and the differences that set our products apart from other items.

What are your plans for the rest of the year? And where is IntimateLine heading in the future?

Gianluca: Certainly to expand our distribution network internationally, consolidate the existing relationships we have with our partners and create new ones. To enhance our company by creating valuable content to be offered through the different sales channels. To continue with our investment plan on production and optimise its flow, especially considering that our private label service has been growing a lot. 

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"I would love to see toys marketed beyond the mainstream representation of 'couples'."

Good Vibrations Education Director, Andy Duran, covers couples toys from all angles



Andy Duran is something of an all-knowing oracle in the sex toy world. As a sex-ed and pleasure product expert since 2005, Duran has done it all while working for Good Vibrations adult boutique in the San Francisco area. There isn't a sexual preference, relationship style, or niche need he hasn't been challenged to serve and solve in his current job position as Education Director. But what makes Duran uniquely poised for sex-ed leadership goes beyond Good Vibes' operating hours. Duran self-identifies as a trans man and queer person, an ethical partner in an open relationship, and a brown-skinned, fat guy who knows exactly what it's like to find a sea of sex

toys designed and marketed towards the skinny, straight, and white. Needless to say, Duran's knowledge isn't just professionally developed; it's well-lived and extremely personal. Duran takes pride in advising consumers outside of the mainstream, like folks with bigger bodies, LGBTQIA+ identities, skin tones of color, or love styles that don't fit traditional narratives. In his quest to see more folks like himself and his peers in the future of sex toy design and marketing, Duran spoke with EAN to talk couples toys for folks who play outside the lines.

In your opinion, how has the couples toy niche evolved over the years? Can you pin point when this niche emerged? How far has couples product design come since then?

Andy Duran: Back when I started in the industry, almost 2 decades ago, the only toys designed to be used for couple's play were vibrating cock rings. It makes sense though. That was the same time rabbit vibes peaked, and we on the sales floor often described vibrating rings as a fun way

to turn your favorite dildo or partner into a 'rabbit vibe' by adding the external stimulation. The introduction of the We-Vibe was a game changer. Strap-On harnesses have also been around, for thousands of years actually, and obviously are designed for couple's play, but the 'couple's toy' market was often centered around cis-gender, heterosexual, vanilla toys - vanilla meaning non-BDSM products.

Are there any couples products or brands that your customers at Good Vibrations have really loved, or even asked for by name or design? Tell us why they've been so excellent for your customers.

Andy: blueMotion Nex 3 Couples Ring – This one focuses more on the stimulation of the penis vs being designed for clitoral stimulation. Remote toys are a great way to explore and play in the bedroom and beyond! We-Vibe Sync – the new bendable spine now allows for a better fit for a variety of body shapes. Can be operated by remote or via Bluetooth app. The Cowgirl – Because who doesn't wanna watch their partner RIDE!! And with the Bluetooth app feature, you can control their vibration settings from anywhere you have a signal! Perfect for the partners

looking to provide a pleasure filled peep show with their product.

Similarly, can you name some products or brands that you personally stand by or recommend for superior couples play?

Andy: Sportsheets Under the Bed Restraint System – classic, easy to use. Comes fully assembled and can adapt to any size bed. Moxie by We-Vibe – This has been a great design for panty vibes. It no longer needs to fit in a pocket of pre-packaged underwear, it comes with a magnetic clip that allows it to fit securely on any undergarment you'd like. b-Vibe Novice – Because couples like anal play too! Folks often forget about butt toys for partner play but the b-Vibe Novice is the perfect addition to any pairing. Pulse Duo by Hot Octopus – Folks looove the Pulse! This design has been great for penis stimulation while taking away the need to be erect to enjoy it, but the Duo allows for shared stimulation when grinding it against your partner's bits.

Where and how can the couples play category improve? Could product design be better in your opinion? Is the industry overlooking LGBTQIA+ couples?






Andy: One of the things I often tell folks is that if it's designed to fit more than one body part at a time, it's a 'one size fits some' type of toy. We-Vibe did a great job of fixing this with their flexible spine and smoother silicone for added comfort. Lots of products, like double-sided dildos, don't take into account that if the wearer has a larger belly, they'd lose a lot of the toy length. Having products tested by multiple communities helps to ensure more inclusivity for customers. So many couple's toys are often created for cisgender, heterosexual folks, leaving so much of the population excluded from use. So, when Queer and Trans customers walk over to a couple's toy section and only see products for one type of pairing, it can feel really invalidating to our relationships and sexuality.

Is the couples product niche and the marketing behind such products improving the climate for sex education and sex positivity? How are couples products

and sex-positive couples play changing attitudes on sexuality for the better?

Andy: So, one of the ways it's helped sex education is by providing a clear example of some of the ways folks receive stimulation. For example, I can explain that approximately 70% of cis women report not receiving orgasms from penetration alone, and require some type of clitoral stimulation to reach orgasm, but when I show a line of toys designed specifically to help add that clit stim to their regular sex play, I've now normalized not only the experience, but how lots of people are actively putting pleasure into their own hands (or partner's hands!).

In conclusion, is there anything else you'd like to say on this topic that hasn't been mentioned enough in our industry as a whole?

Andy: I would love to see toys marketed beyond the mainstream representation of 'couples.' Buying a product for a hook up and having 'couples' slapped all over it has big 'buying a 'marital aid' for my fling' energy. You don't need to assume the relationship dynamic to sell toys for 2 or more. 



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



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"We are and will always be condom experts."

MISTER SIZE use various channels to reach their target audience



In Europe, venereal diseases seem to be on the rise again, and France has responded to this development by providing young people with free condoms. Evan and Jan Vinzenz Krause, the heads of Vinergy GmbH and owners of the MISTER SIZE brand, provide some context for that news headline in our EAN interview. We also talk about sexual education, the role of social media, an app that lets you measure your penis size, and two new MISTER SIZE products that take the brand beyond its traditional hunting grounds in the condom market.

Condoms have come to the forefront of public discussion as France has decided to hand out free condoms and some politicians in other European countries would also like to adopt that strategy. Being the owners of a condom brand, do you follow these developments with interest?

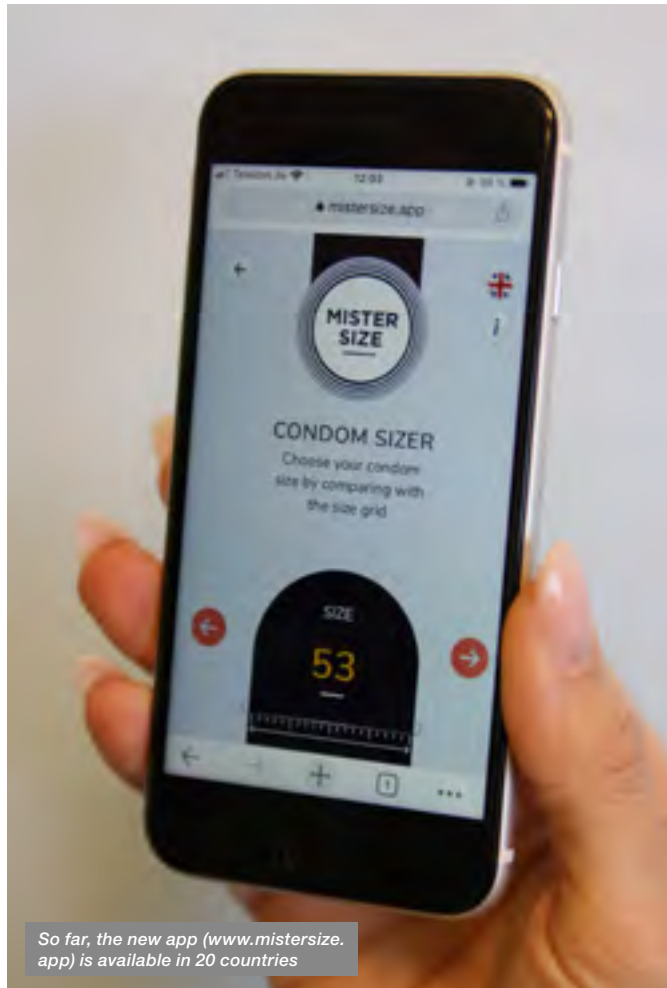
Eva and Jan Vinzenz Krause: We are very much interested in this story, and we have talked about it a lot with our business partners in France. As far as we know, the French government will hand out condoms of one brand and in one standard size for free, and only to young people under the age of 25. Much like our French business partners, we feel that there is still a lot of room for other brands to do their part, seeing that this measure is aimed at fighting sexually transmitted diseases, which have been on the rise in France. When a condom brand can offer seven different sizes, such as MISTER SIZE, then that's obviously an effective solution because not only do these condoms ensure safer sex, they also guarantee the right fit and a great experience, making it more likely for men to use them. In short, the experience is just as great as it would be without a condom, and you still have all the advantages of safer sex.

As you mentioned, this decision was made in response to a rising number of STD infections in France. Do you have any information on what the situation is like in other European countries?

Eva and Jan Vinzenz Krause: In France, cases of sexually transmitted diseases were up 30% in 2020 and 2021, and they are also on the rise in other countries. For the whole of Europe, the number of infections went up by 9-75% between 2015 and 2019. On the whole, more than half a million people contract an STD in Europe, including the UK, on an annual basis. The WHO has been calling it a 'silent epidemic' because many STDs can be asymptomatic, meaning they spread through unprotected sex without people even knowing it, but these venereal diseases can still cause infertility, liver cirrhosis, cancer, and complications during pregnancies. Using a condom is an effective protection against STDs but unfortunately only one third of singles use condoms consistently when they have sex.

How can sexually transmitted diseases still be such a big problem in our day and age?





Eva and Jan Vinzenz Krause: When sex and condom sizes are still considered taboo, then how can we be open about STDs? Who talks about sexually transmitted diseases with their friends or family? Also, many infections are asymptomatic, i.e. people never know they actually contracted an STD, which is another big factor. And on top of everything else, there isn't enough educational work being done to spread knowledge and awareness.

MISTER SIZE has always been big on information and education. Now, you have joined forces with an organisation that provides students with free condoms and tries to create more awareness of STDs. What does this collaboration entail and how did it come about?

Eva and Jan Vinzenz Krause: The organisation actually approached us about a collaboration, and since we firmly believe that education, information, and the right condom fit are a great defence against STDs, we really liked what they were trying to do. The fact that the media are actually paying attention to STDs and condoms at the moment is an added bonus. As part of this collaboration, MISTER SIZE condoms will be handed out to students at several universities for a limited amount of time.

What are your goals for this collaboration? Do you think it will strengthen awareness of the MISTER SIZE brand among your target audience?

Eva and Jan Vinzenz Krause: Sure, social marketing is authentic branding to us. Young people who go to university or are just starting out in their careers represent an important audience with a lot of buying power. Giving the customers the opportunity to try the products is a big part of the MISTER SIZE marketing strategy. We are confident that if a

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student discovers our brand this way, they will go on to buy MISTER SIZE later on. So, if this campaign proves successful, we have every intention of expanding it to more universities.

You also use a lot of social media to reach your target audience, and TikTok seems to be one of your favourites. What can you tell us about marketing on this platform? How do you use TikTok to spread your message?

Eva und Jan Vinzenz Krause: TikTok is basically the search engine for generation Z, and we use it to spread information about sexuality, safe protection, and the

right condom fit. Posting about such topics on TikTok is like walking on eggshells because you always run the risk of having posts taken down or even having your account blocked. But by encoding tricky terminology, we usually get our posts out there. However, we have seen TikTok taking down posts retroactively when they gain too much traction. And even if you get to put them up again at a later point, they will never blow up in the same way again. However, all gripes aside, our TikTok channel has become bigger than that of any other condom brands in the German-speaking region within just one year. So, on the whole, we are obviously very happy with how MISTER SIZE has been doing on TikTok.

Your MISTER SIZE TEST SET has turned into another very successful tool for communicating with the consumers. Why is the test set so effective, and how can retailers benefit from this tool?

Eva and Jan Vinzenz Krause: Giving people the opportunity to try out the MISTER SIZE condoms is part of our marketing strategy. People need to test the condoms to truly understand how much of a difference the right fit can make. With our TEST SETs, we make it very clear what the product is about, so you don't have to ask the retailer for additional information. Consumers just pick up the product, take it home and try it, and then they know which MISTER SIZE size to buy ►

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to claim your prize. Get your pencils out because only the first 5 will win a prize.
Goodluck!





the next time. So, the TEST SET is kind of a take-away product that retailers can use to generate additional turnover as it will bring back consumers who keep buying their MISTER SIZE condoms.

You expanded beyond the condom segment by launching an organic lubricant and a supplement. Why did you decide to take that step? Which synergies does this brand expansion create?

Eva and Jan Vinzenz Krause: We are and will always be condom experts. First and foremost, these additional products are designed to reach a wider audience and get more people interested in MISTER SIZE condoms. Our food supplement, 'MISTER SIZE Supplement – for active men', is geared towards men who are also interested in fitness and health and who would also benefit from using MISTER SIZE condoms. The lubricant felt like an obvious addition to the condom range, and more complementary products will follow.

What unique qualities do these two new products offer?

Eva and Jan Vinzenz Krause: As for MISTER SIZE Supplement - for active men: We only use ingredients of the highest quality, and the product is made entirely in Germany. It includes L-arginine, L-citrulline, maca, zinc, and taurine. The modern packaging design clearly sets the product apart from other food supplements in this segment, appealing to a wider audience. And our organic lubricant sticks out due to its organic ingredients and its extraordinary lubricating properties. Plus, it is very easy to apply.

MISTER SIZE has also launched an app so people can find the right condom size via smartphone. Did you feel this was a necessary step as the digitisation of the world progresses?



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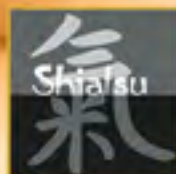
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Eva and Jan Vinzenz Krause: Experience has shown that a whole lot of condom users do not know their condom size. Apart from offering the tried-and-true MISTER SIZE measuring tools, the app offers a big advantage: You can use it any place, any time, no matter if you discover it through influencer campaigns, TikTok ads or at the store. With our app, you immediately know your size, allowing you to buy the right condoms. Since it is our goal to make MISTER SIZE a known quantity outside of our German home market as well, we have made the app available across 20 countries, and we are in talks to launch it in even more markets.

How exactly does the app work?

Eva and Jan Vinzenz Krause: The web app offers two measuring or estimation methods. Firstly, it shows the users how to measure their size, and then it guides them step by step to find the right condom size. There is a size template the user can use for size comparison with his erect penis. Experience has shown that this template also helps people make accurate estimations from memory. In short, you pick your size, and if you are so inclined, you can go right ahead and order the right condoms from one of our partners. So, why not just give it a try - at www.mistersize.app! 



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"Pleasure is connected to so many things"

Carly S. keeps retailers running and consumers clamoring with her sex-pertise business



In today's market, consumers want someone who looks, speaks, and acts like they do. Carly S, who runs a consulting and sex education business at DildoOrDildont.com, brings pleasure marketing down to Earth with her unabashed, undeniably New York-style approach to preaching pleasure. Carly writes, vlogs, and connects with customers for various sex toy brands, like consumer favorite Spectrum Boutique and B2B veteran Nalpac Distributors. Wherever she graces the internet with her presence, Carly shows toy buyers that they're welcome to come exactly as they are – and that's exactly why toy brands keep hiring her. EAN asked Carly to, as she calls it, edu-tain the European B2B space with her expertise on reaching consumers in a way that feels – and acts – genuine to buyers of all ages, genders, and backgrounds.

You're a multi-faceted figure in the sexual wellness space. Can you give our readers an overview of what you do and how you participate in the sexual health industry?

Carly S.: Currently, I own my own freelance business, so anyone can book my services. I love to write, create social media content, curate products, and more. I currently run my social media @Makeupandsin on all platforms, where I make sex-positive edutainment content and my own review and advice blog DildoOrDildont.com. I'm currently the product manager for Spectrum Boutique, so I curate and write the copy for the new products. I'm also the customer service manager so I'll answer customer emails, help folks pick products, and do a weekly video Q&A for the Spectrum Boutique Instagram. I also create and run social media for Nasstoyz and BeMine Intimates. I've recently helped launch the Affiliate and Influencer program for Romantic Depot, as well as get their educational blog started. I also write for a few different publications. You might have seen my writing in XBiz, Spectrum Journal, Autostraddle, Lustery, etc.

What initially caught your interest in sexual health and sex toys?

Carly: I was lucky enough to grow up without shame being put onto sex and pleasure, so I've always been comfortable talking about it, and the friend to go to with questions. Plus, I've just always been interested in sex toys. When I was in college I was the president of the Queer Student Union and ran pleasure-based workshops, so when a position opened up at the Pleasure Chest I immediately applied and found out I was really good at selling sex toys and teaching workshops, so I grew my career from there. I went from being a supervisor in that store to helping set up the largest sex toy store in NYC, the Romantic Depot Bronx location, which I managed for a few years, to going back to the Pleasure Chest to manage their original West Village location, to pivoting to my own business when the pandemic hit and it's been really rewarding getting to put my work forward in a way I didn't get to when I was managing someone else's store.

What have been some stand-out sex toy brands from your most recent toy testing sessions? Which companies are really getting it right with their products these days?

Carly: Je Joue is always one of my favorites because their motor is unbeatable when you're looking for rumbly, and I'm always excited to see the new toys that Evolved is putting out. I love seeing creative designs that you might need to write a little extra copy to explain how to incorporate into the bedroom. And I'm always excited to see what the indie brands are doing, especially Uberrime, Pris Toys, and Velvet Alley. I love fun and unique sex toys, and those brands make some really fun designs.

Where could sex toy design use improvement? Are there any niches or design ideas that deserve more attention or further improvement?

Carly: In general, I think sex toys need more handles. I think the folks designing them tend to forget that people using them might have a variety of reasons to need a handle. Anything from arthritis, to being pregnant or plus size, or even mobility issues, but also it just makes it easier to hold especially if you're hands are full of lube! I'm also excited to see where the humping toys are going. I'm glad makers are realizing that there are many ways to play outside of penetration and offering more options outside of standard vibration. ➤



What's your schedule like for 2023? How are you planning to further your career and continue your participation in our industry this year?

Carly: My schedule is already filling up for 2023. I have quite a few workshops booked for the beginning of the year including Passional Boutique in Philadelphia in March and CUNY in February. I'm hoping for more workshops, more chances to write, and to possibly design my own toy. I have some ideas I'd love to collaborate with brands on, so if anyone wants to work with me please reach out!

If you could give advice to the industry, especially manufacturers, what would it be?

Carly: Don't limit your product with its packaging. Think of all the ways a toy can be used and try and make that clear on the box. Folks are looking for ideas for use and versatility and it's just more confusing when there might be a product that's perfect for

someone that's labeled 'For Men' and now they don't feel comfortable purchasing it.

As an expert consumer and consultant, how can retailers do better by their consumers? What should retailers be looking for when they seek out products for their shelves/websites?

Carly: Listen to your customer base and be flexible. I try to judge a product as objectively as possible and I don't think that's always the case. Ask yourself, will this be useful or pleasurable to someone? Is it good quality? I think sometimes people can assume what other want or think they know best and at the end of the day all you can do is stock good options and show people what's out there.

What do you predict for the future of the sex toy industry? How else do you believe we'll all evolve to meet modern consumer values?

Carly: I think as toys become more mainstream and accessible there are going to be a lot more opportunities to branch out in ways we wouldn't have previously thought. I recently taught a class at a cannabis expo and being flexible to go to events outside of the sexuality space is going to be the way we keep the momentum going. Pleasure is connected to so many things, it's just a matter of finding where your business best connects with other industries.

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Peline Kurtdarcan was basically born into the fashion industry, so her being Sales Manager at lingerie brand Allure is not really that surprising. Having a job that many people dream of is the jumping-off point for our latest edition of Monthly Mayhem, during the course of which we encounter Kiss (exactly, the band with the silly make-up), Gwyneth Paltrow, John Travolta, and lots and lots of coffee.

Working in the lingerie market - isn't that what every woman dreams of?

Peline Kurtdarcan: Yes!! It is super exciting and no two days ever look the same.

What was your childhood ambition?

Peline Kurtdarcan: I grew up in the fashion industry as my family had a chain of high-end clothing stores, so back then I thought I would do something fashion related.

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

Peline Kurtdarcan: I would still be working as a translator in the Egyptian Embassy.

What was the biggest step in your career?

Peline Kurtdarcan: Hmm, hard question, not sure.

Where do you see yourself in 10 years' time?

Peline Kurtdarcan: Older but still in this industry - it is exciting and always keeps you on your toes.

What is your idea of a perfect working day?

Peline Kurtdarcan: To have the perfect day I need to start off right so in this order: meditation, a good workout, and 2 coffees will make my day absolutely perfect no matter what happens!

How do you relax after work?

Peline Kurtdarcan: I walk my dog & experiment with new healthy recipes.

Who would you consider your role model and why?

Peline Kurtdarcan: Gwyneth Paltrow... I think she is amazing in all

Peline Kurtdarcan

Questions & Answers

that she does. She is resilient and innovative in all areas of her life.

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

Peline Kurtdarcan: My mom!

Which personal success are you proud of?

Peline Kurtdarcan: Raising my kids. I think if you have well-rounded, happy, and successful children then there is no greater personal achievement.

What do you particularly like about yourself?

Peline Kurtdarcan: I am overall quite positive, even in crappy situations.

Which vice could you never forgive?

Peline Kurtdarcan: Laziness.

What song do you sing in the shower?

Peline Kurtdarcan: Currently, Miley Cyrus' Flowers.

Who would you never ever like to see naked?

Peline Kurtdarcan: Anyone from the band Kiss.

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

Peline Kurtdarcan: John Travolta ...Grease.

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

Peline Kurtdarcan: Cinque Terre, Italy.

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

Peline Kurtdarcan: Coffee, champagne & sunscreen.





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

Peline Kurtdarcan: Of course Gwyneth Paltrow.

Is there anything you would never do again?

Peline Kurtdarcan: Ski.

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

Peline Kurtdarcan: Delay your reactions when stressed. If you wait and breathe and take a minute to think about it, there is always a shift in perspective. e

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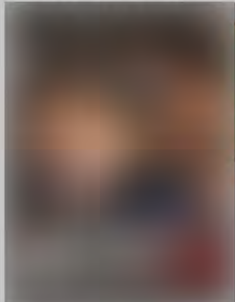
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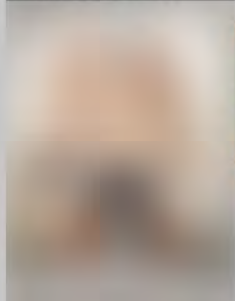
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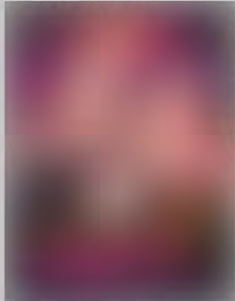
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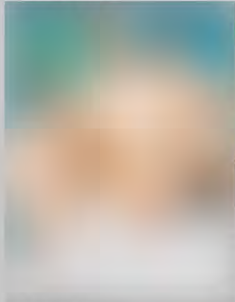
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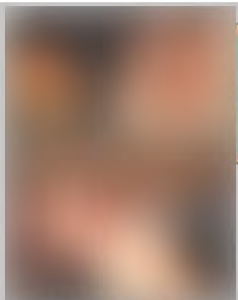
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