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letter from the editor
Dear Ladies and Gentlemen

This issue of EAN provides lots of evidence that the topic of sustainability is becoming important in our market. Be it the use of renewable energy and recycled materials during production or the use of eco-friendly packaging; be it the reduction of waste or a reduction in the number of flights that a sales team takes – there are many things companies can do to operate in a more sustainable fashion, and they all contribute to the Herculean task the modern world is faced with: saving our planet. The road to becoming a fully sustainable market will be long, but there can be no doubt that change is essential, and the companies in the industry are ready and willing to step up. Which is not all that surprising when you consider how adaptable this market has proven throughout its history.

*That's it for this month!
Matthias Johnson*

JOYDIVISION moves into the future with a progressive corporate structure

Amor Gummiwaren has acquired JOYDIVISION

Hanover, Germany - After 29 years, JOYDIVISION founder, sole shareholder and board member Oliver Redschatz has decided to sell the company to pursue new paths.

The company for high-quality intimate care and



sexual wellness products, founded in 1994, will be integrated into a new company structure by the new owner on 01.04.2023, which will include brands such as AMOR, MY SIZE, VIBRATISSIMO, etc..

Oliver Redschatz, as the transferring shareholder of JOYDIVISION international AG, and Michael Dills (CEO of Amor Gummiwaren GmbH) expect the integration to result in a stronger market presence worldwide through synergy effects in the product portfolio and the bundling

of strengths. In the future, JOYDIVISION

international AG's customers will have access to the expertise of 120 employees. Mr. Redschatz will support the new board of directors with his know-how and advice during a transitional period. In future, the company's fortunes will be managed by Mr Michael Dills (strategic board member) and Mr Gerardo del Rio Romero (operational board member), who has already been partially introduced to the company by Mr Redschatz.

e

New at ST RUBBER: AMORÉANE

Wadgassen, Germany
- ST RUBBER expands its assortment with the brand: AMORÉANE. In

addition to sensual massage candles, a moisturizing massage foam with a tingling effect and a seductive scent has been also added to the range.



Both products are offered in different variants. If you have any further questions, ST RUBBER's customer

service will be happy to help under the telephone number: +49 6834 4006-0 or simply visit the online shop: www.strubbi.com

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Patrick Lyons became CEO of
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him about this new position*



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A conversation about the orgasm gap and ejaculation control with Patricia López, founder and head of MYHIXEL



Creative Conceptions sealed a worldwide distribution agreement with Play Wiv Me

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Hot Octopuss makes sustainability a top priority

Revamping the packaging

London, England - Hot Octopuss have always been on a mission to make sustainability a top priority so they recently made some major moves for Mother Earth.



Not only did they cut back the number of air freight shipments by choosing sea transportation for most of their goods but their sales team has also cut back on air travel to further offset their carbon emissions. This approach helps ensure the quality of each visit versus the quantity, allowing the team to make an even bigger impact than before this change. Chief Sales and Partnership Officer, April Lampert also helped Hot Octopuss switching

to packaging that's both premium and eco-friendly. April says: "We saw this as an opportunity to make our packaging even more eye-catching, sexy and gorgeous with the objective of having customers love us just as much as Mother Earth does now. Hot Octopuss' new packaging is proof that going green doesn't have to be aesthetically sacrificial." All parts of their packaging are now made from recyclable materials, and each can be recycled. **e**

Eye of Love now available at SCALA



Wijchen, The Netherlands - Eye of Love is a rapidly growing international brand that is spreading love around the globe, which is now available at SCALA. The Pheromone Collection is designed to help men and women attract one another in any given situation. Used daily, the pheromones will enhance a positive emotional reaction giving an added advantage to connect with others. Although pheromones are odourless. Eye

of Love has added special fragrances to enhance their effect and outcome. The perfume and pheromone work on two entirely different levels. The pheromone is odourless and stimulates a chemical reaction while the fragrance complements and enhances the particular mood. Eye of Love uses only the finest quality pheromones that are pure and bioidentical. All products are vegan and cruelty free. **e**

Kheper Games launches their Sex! Card Game in German and French

Une Année De Sexe! & Ein Jahr Voller Sex!

Seattle, USA - Kheper Games, Inc. is excited to announce two new skus: 'Une Année De Sexe!' and 'Ein Jahr Voller Sex!'.

The two games are French and German versions of Kheper Games' 'A Year of Sex!' Card Game. Both will be premiering at Tonga's show in the Netherlands April 16-20th, and eroSpain April 23-26th in Barcelona. Along with the English version, they will display with 'Sexo!', the successful Spanish version that has been part of Kheper's



line for over a decade. "We are very happy that our European distributors are excited about selling our top product in additional languages," explains CEO Brian Pellham. "The illustrations on each card give couples new positions to try, but the addition of the instructional text, explains how to optimize enjoyment in each position." **e**



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Nu Sensuelle announces appointment of Conde Aumann as Director of Sales

Aumann brings over 20 years of experience in sales & marketing in the industry

Boca Raton, USA - Nu Sensuelle is pleased to announce the addition of Conde Aumann as Director of Sales.



In her new role, Aumann will define and execute sales strategies, increase revenue, and enhance existing relationships with key partners of Nu Sensuelle. She will further promote the company's revered product line and the brand's commitment to innovation, intensity, and inclusivity. Aumann brings over 20 years of experience in sales and marketing in the sexual wellness industry. Prior to joining Nu Sensuelle, Conde worked as an Account Executive at Viben Toys and as a Senior Account Executive and Vice President

of Momentum Management. "I am thoroughly impressed with the Nu Sensuelle brand and thrilled to join the leadership team alongside Barry, Thao, and Patrick," said Ms. Aumann. "I am eager to develop business initiatives, generate new relationships with untapped markets, and broaden existing relationships. I've admired Patrick's business acuity and stellar reputation and have long thought we could make a dynamic force. I look forward to collaborating with Patrick and the Nu Sensuelle team."

e

DREAMLOVE is a 100% efficient company that cares for the environment



Seville, Spain - DREAMLOVE has invested more than €430,000 in solar panel and battery systems so that their energy source is solely solar. In fact, they use energy through an external company only in case of emergency or failure in their internal self-sufficiency system. The sun is DREAMLOVE's main source of energy and that is why they have improved their internal logi-

stics, production and automatic picking system processes. So if you buy from DREAMLOVE, you can be sure that the product is contributing to environmental protection, because their entire logistics process is solar-powered. If you would like to find out more about the internal processes at DREAMLOVE or visit the facilities on site, please write to info@dreamlove.es.

e

'SLIPPERY WHEN WET'

New at ST RUBBER

Wadgassen, Germany - From now on ST RUBBER has the new brand 'SLIPPERY WHEN WET' in the assortment. Premium lubricant produced and designed in Germany.

This vegan lube makes it extra wet with long-lasting lubrication. It is suitable for anal, vaginal and oral intercourse and can also be used for latex condoms and sex toys. The lube with long-term effect is pH-optimized, free of synthetic colors and fragrances as well as preservatives. It is also vegan and halal.



It provides maximum moisture without being sticky. Product features: Made in Germany, vegan, can be used for anal, vaginal and also oral intercourse, very efficient, long-lasting lubrication, no sticking, suitable for toys & condoms, pH optimized, free of synthetic dyes, fragrances and preservatives.

e

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Aspire

New from Playharda Wholesale

Chester, England - The new Aspire Range from Playharda Wholesale is designed to capture the customer's interest and provide them with something new and different.



Aspire's concept introduces the customer to luxurious and elegant products that stand out. PlayHarda Wholesale have chosen to go for middle ground in terms of where the product fits in the market. They have designed packaging with a high-end look but chosen to go for a mid-range price point, showing customers that high-end doesn't have to equal a high price point. They have placed the range on par with other similar products, but Aspire should be more appealing thanks to the visual imagery and bold black

Aspire strip down the right side of the box. Aspire will launch with the release of four inflatable pleasure plugs, each with their own unique twist. All of the inflatable plugs feature detachable inflation pumps, so once the plug reaches the required size, the user can remove the pump and hose, allowing the plug to be worn underneath clothing with ease, free from a dangling hose and bulb. Made from body-safe silicone, each plug is phthalate-free, compatible with all lubricants and features a quick release valve on each bulb. e

A new Harness collection from Latetobed



Alicante, Spain - International Lovecherry offers the Harness Collection, a new line of harnesses of their well known brand Latetobed. This collection of strap-on harnesses stands out thanks to their special shaped dildos, the innovative designs and the high quality materials. This line of harnesses will fit all

tastes. Below some of their characteristics: realistic dildos included, made of soft and flexible materials, easy removable dildos, adjustable, multi-speed dildos, bendable dildos, double dildos, inflatable dildos, elastic straps, customized designs with chains. Distributed by www.lovecherry.es. e

Bathmate's Hand Vibe Male Masturbator

New at SCALA

Wijchen, The Netherlands - The Hand Vibe Male Masturbator from Bathmate combines a soft and supple silicone sleeve with a powerful vibration motor to give an intense and enjoyable experience.

The wings of the sleeve sit snugly round the shaft, providing a comfortable and secure fit. The high-performance Bathmate Vibe Bullet then sends 10 different vibration patterns through the penis for an intense and enjoyable hand-job experience. The Hand Vibe Male Masturbator is waterproof. It is also rechargeable and



comes with a USB charging cable for easy use. The silicone material is soft to the touch and feels great against the skin. The 10 different vibration patterns offer a variety of sensations, ranging

from gentle and soothing to intense and powerful. The Hand Vibe Male Masturbator is now available from SCALA.



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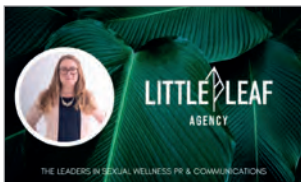
- Flexible frame inside
- Anatomical shape
- Tender silicone

games
Lola

Little Leaf Agency selected as finalist at the Sexual Freedom Awards

'Publicist Of The Year'

Munich, Germany - Little Leaf Agency is thrilled to be named as a finalist in the 'Publicist Of The Year' category at the Sexual Freedom Awards 2023. The renowned awards, which are now in their 27th year, celebrate pioneers across the field of sexuality and sexual wellness.



Kathryn Byberg, CEO and Founder of Little Leaf Agency, said: "We are honored that Little Leaf has been selected as a finalist for the Publicist of the Year award. The team and I love working with ethical and sustainable sexual wellness brands and have helped many well-established and also start-up brands get the recognition they deserve. We have the honor of working with leaders like industry pioneers FUN FACTORY and newcomer Bloomi who is dominating in mainstream channels

like Target and Saks, to start-ups like sustainable British sex toy brand Love Not War and vulvovaginal care brand Momnotaro Apotheca." Little Leaf Agency, which started in 2020, has since grown and developed to a place where it now houses an established roster of seven clients and counting, some of which have been at the agency since its inception. The 27th Annual Sexual Freedom Awards will be hosted at Bush Hall, Shepherds Bush, London, on Thursday 4th May.



Pro 2 Generation 3 by Satisfyer



Wadgassen, Germany - The Pro 2 Generation 3 from Satisfyer is now available at ST RUBBER. The Pro 2 Generation 3 is the revolutionary update to the popular Airpulse pleaser - now with vibration and innovative Liquid Air technology that creates the sensation of a pulsating jet of water. With its smooth, silky silicone surface and ergonomic design for ease of use, the Pro 2 Generation 3 delivers

the intense orgasms consumers know and love. But now you'll also be flooded with the sensation of pulsating touch as pressure waves directly stimulate the clitoris through a thin silicone membrane. The two motors for vibration and pressure waves can be controlled separately. The buttons on the front can be used to intuitively select from 11 pressure wave and 12 vibration programs.



New highlights from LateX

ORION Wholesale

Flensburg, Germany - Three new outfits from LateX are now available at ORION Wholesale.



For many years, LateX has been synonymous with high-quality latex products made

of natural rubber latex (thickness 0.35 mm), which create thrilling fetish fantasies thanks to their excellent quality and extravagant, skin-tight styles. The waisted maxi dress is the perfect evening dress for rubber fashionistas! It is made of black natural latex in a beautifully simple style with narrow straps and an identical cut-out at the front and back. The black body with practical zip is the ideal basic piece. The stylish square neckline is a true eye-catcher and the carefully incorporated 2-way zip runs from the neckline through the crotch to above the bottom. The hot pants are hot in the truest sense of the word, because they have a zip from the front, through the crotch to over the bottom. All LateX products come in high-quality cardboard packaging with detailed illustrations of each product and product descriptions in nine languages. The packaging can be placed on its side or hung up in the middle.

e

Health & Libido Boosters

Male Enhancement



Testo Boosters



Prostate Support



Stamina



'Glow in the Dark' vibrators for exciting and mysterious fun in the dark

New at ORION Wholesale

Flensburg, Germany - Three new 'Glow in the Dark' vibrators from You2Toys are now available from ORION Wholesale.



They have a mysterious, stylish glow because the fluorescent Soft Touch texture of the silicone vibrators glows in the dark for an extended period of time – even underwater, thanks to their waterproof design. The following models are available: The grooved 'Glow in the Dark G-Spot Vibrator' is optimally curved and perfect for G-spot stimulation. But its rounded tip is also suitable for stimulating all external pleasure spots and the anal area. A powerful motor provides reliable power. The 'Glow in the Dark Rabbit Vibrator' with stimulating nubs not only intensively delights

the vagina and G-spot – the clitoris is also stimulated with tingling vibrations. The flexible illuminated vibrator follows every move and adapts perfectly to the body. 2 powerful motors provide reliable power. The 'Glow in the Dark Wand' can be used from both sides: on one side with the movable massage head, on the other side with the curved, grooved shaft. This offers plenty of flexibility for stimulation and pleasure in and on the body. The powerful vibrations of the high-performance motor are especially noticeable in the massage head. **e**

Dreamlove launches 'The Naval Collection' by ANAIS FOR MEN



Seville, Spain - After the launch of ANAIS lingerie for women in 2016, a few years later, in 2021, ANAIS for men was invented to serve another market niche turning the brand more open to different audiences. The lingerie brand became edgier, sexier, wilder and thus became not only a brand for a generally younger age group, but

also a go-to brand for major parties while dressing men and women! One of the strengths of ANAIS for men is that the brand is created and made in Europe, using the best European textiles, but made differently. Everything is created and manufactured in Poland and the quality of each product is checked before shipment. **e**

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by TOYJOY



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SHOTS is offering a new POS package for Le Désir Belle Collection

Instore marketing materials

Beneden-Leeuwen, The Netherlands - Need help to find the perfect way to store and display the Le Désir Belle collection? Get the most out of the Belle collection in your store with these NEW instore marketing materials from SHOTS!



How it works? Simply email your Hour Brand Ambassador gwen@shots.nl, she will arrange for it to be included in your order and shipment. Terms & Conditions: Order must include 48 Belle items of your choice. For retailers SHOTS is offering high resolution banners, social posts and logos, please contact gwen@shots.nl to receive them! The Elite POS Package is a must-have for larger stores or shops that want to create an impressive display that attracts customers.

This package includes a attractive floor display, eye-catching roll-up banner, and a beautiful floor sticker. The floor display is designed to showcase the Belle collection in the best possible way, with ample space for a variety of products. This package is the perfect choice for your store if you want to create a high-end atmosphere and attract discerning customers. With its stylish and sophisticated design, this package is sure to make a lasting impression and help increase sales. **e**

OTOUCH releases Louis Vibrate



Shenzhen, China - OTOUCH has developed Lous Vibrate, a vibrator whose appearance is modeled after a bag or suitcase. According to OTOUCH, the idea for Louis Vibrate was also influenced by an advertising message from the world-famous bag and suitcase brand Louis Vuitton, which reads: 'life is a journey, and journey is not a trip, but a process of self-discovery'. This statement led OTOUCH to link their

latest sex toy with a similar idea. The toy consists of two parts that provide the suction and vibration functions, allowing clitoral and other sensitive areas to be stimulated simultaneously. The components can be stored in the outer shell – much like a bag or a suitcase. Lous Vibrate stimulates the clitoris and G-spot simultaneously. Seven different vibration modes and six different suction modes are available. **e**

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Wand vibrator from Couples Choice for varied partner massages

New at ORION Wholesale

Flensburg, Germany - The elegant sex toys from Couples Choice were specifically developed to meet the needs of couples who want to spice up their love life a little and those who like to experiment.



The new wand vibrator from this label is now available at ORION Wholesale. The 'Wand Vibrator with 3 Attachments' by Couples Choice with its flexible, powerful massage head is perfect for relaxing & intimate massages alone or with a partner. The ergonomic design with a long handle easily reaches all parts of the body and external pleasure points for vibrating and massaging pleasure. There are 3 different attachments for a variety of intimate massages: an open and a closed nubbed masturbator as well as a dildo with a stimulating texture. The silky soft attachments can be easily slipped on and are quickly swappable. 12 quiet vibration

modes in 6 intensities offer customised massage pleasure. And with the additional warming function, the massage wand is quickly brought to a body-warm temperature. The massage wand fits perfectly in the hand and is light and easy to use. It can be recharged with the included magnetic USB charging cable. The 'Wand Vibrator with 3 Attachments' from Couples Choice comes in a beautiful cardboard packaging with multi-lingual product descriptions. The packaging can be stood up or hung up with the hanger in the middle. Thanks to the packaging's compact design, more products can be displayed on a sales floor or put in storage. **e**



Play Together with CalExotics' Couples Enhancers

Wijchen, The Netherlands - CalExotics adds 5 new items to the popular Couples Enhancers collection: Taurus Enhancer, Elite 12X Enhancer, 5-Bead Maximus Ring, 10-Bead Maximus Ring and the Double Diver. Created with

lovers in mind, this collection offers something unique for everyone. All items from this collection are made of body-safe silicone and boasting powerful USB rechargeable motors. Available at SCALA. **e**

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XR Brands debuts 'Dicktator 2.0' Extreme Sex Machine

Customizable sex machine offers adjustable angles for unlimited positioning potential

Huntington Beach, USA - XR Brands has expanded its Master Series collection with the Dicktator 2.0 Extreme Sex Machine, a new-and-improved update on the original top-selling Dictator.



The Dicktator 2.0 delivers incredible machine-powered pleasure with 195 thrusts per minute and is compatible with most sex furniture – including some of Master Series' most popular shapes. Enjoyable solo or with a partner, the Dicktator 2.0 is equipped with a customizable durable steel frame that users can adjust for height and angle. With a multi-speed dial for ease; a heavy-duty suction cup base for stability; a light, compact, easily maneuvered body; and just 5 minutes of assembly time, the Dicktator 2.0 is designed to be as easy to use as it is powerful. The Dicktator 2.0 is designed

to be easily mounted to multiple pieces of Master Series furniture. Additionally, the mounting arm adjusts in length and height to accommodate other sex furniture, including cages, swings, household chairs, benches, and more, making it ideal for users looking to build the ultimate at-home BDSM and sex space. The Dicktator 2.0 can be used with its stand or detached for handheld use. Plug-in power means it's always ready to go and the easy-to-use remote puts the user – or their partner – in control. Each Dicktator 2.0 comes complete with a firm, thick, flexible veiny 5.5-inch TPE dildo. **e**

Sportsheets release the Brat Collection



Cerritos, USA - Sportsheets has launched its new collection, Brat from Sex & Mischief. The collection features a range stylish products designed for couples who want to explore the world of BDSM. In addition to the innovative products, the Brat collection also marks the debut of updated packaging for Sex & Mischief. The update features a

sleek and modern take on the existing packaging, keeping the elegant black and white photography while adding new elements aimed at educating customers during their consideration process. The Brat collection includes 10 products, such as handcuffs and paddles as well as their new sensory fingertips. **e**



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Orgie is launching Time Lag 2 Delay Spray and Glow

Starting the season with new products

Caldas da Rainha, Portugal - Just over a month after the launch of the new Lube Tube Cocktail water-based kissable intimate gel line, Orgie Company presents Time Lag 2 Delay Spray and Glow.



Time Lag 2 Delay Spray Next Generation is a step-forward delay product formulated with a combination of ingredients that desensitize the penile gland and Damiana Leaf Extract that stimulates the erection and the sexual drive due its characteristic warming effect and tonifying properties. Free of Benzocaine, Lidocaine and other anesthetic ingredients. Glow Shimmering Body Oil: Lightweight shimmering body oil formulated with the rich combination of Sunflower Seed Oil, Sweet Almond Oil, Olive Oil, and

Grape Seed Oil with delicate sensuous fragrance and shimmering powder to moisturize and enhance the beauty of your skin leaving it with a satin touch and a glamorous golden glow. Glow Shimmer Body Cream: Lightweight shimmer body cream with a delicate and sensual fragrance. Formulated with coconut oil, carrot extract and oil, and other rich ingredients to deliver deeper hydration and help prevent dryness while the beauty of your skin is enhanced by a sublime luminous effect given by the shimmering powder. **e**

International Lovecherry is releasing 5 naughty and wicked masks



Alicante, Spain - International Lovecherry's BDSM collection by Intoyou grows with 5 naughty and wicked masks: Moussy Mask (mouse ears), Roussy Masks (bunny ears), Kaissy Mask (cat ears), Foxssy Mask (fox ears) and Deissy Mask (cat ears). This line of masks is the perfect choice for sensual and naughty ga-

mes and a must-have in any BDSM collection, the company says. All of them are handmade with excellent quality fabrics. They are the lightest and easiest masks to wear. Totally comfortable and adjustable, they will stay in place as long as needed. Distributed by International Lovecherry (www.lovecherry.es) **e**



THE GARDEN OF LOVE

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HOT

London - Miami - Tokyo

Honey Play Box boosts European expansion

The strategy includes localized websites and warehouses

Chino, USA - Honey Play Box, a renowned US-based adult toy company, announced the launch of its localized websites for France, Germany, Spain, Italy, and the United Kingdom.



This strategic expansion into the European market demonstrates the company's commitment to providing its customers with an exceptional shopping experience that caters to their specific needs. The new European websites feature tailored content and a user-friendly design, ensuring that Honey Play Box's diverse range of adult toys and accessories are easily accessible to customers in their preferred language. In addition to the website expansion, Honey Play Box has set up two new warehouses in the UK and the Czech Republic, and plans to establish a third facility in Germany. These invest-

ments are expected to significantly reduce shipping times and provide customers with faster, more reliable delivery services. Shirley W, the founder of Honey Play Box, expressed the company's enthusiasm for the European expansion, saying, "Our mission at Honey Play Box is to empower individuals to explore their desires and enhance their intimate experiences. The launch of our new European websites and the establishment of these strategically placed warehouses show our unwavering commitment to serve the European market with the same dedication that has made us successful in other regions."



Hot Octopuss focus on sustainability with their new role announcement



London, England - Hot Octopuss are excited to announce April Lampert as the brand's new Chief Sales & Partnerships Officer. April will take on this new role and become an equity partner after 6 years at the brand,

successfully building their global sales team April will be responsible for brand partnerships for Hot Octopuss and expanding the business, as well as growing the sustainability side of the brand.





MY.SIZE PRO Mix 53, 10er
Item no.: 100000019058
MY.SIZE PRO Mix 53, 28er
Item no.: 100000019059



MY.SIZE PRO Mix 49, 10er
Item no.: 100000019054
MY.SIZE PRO Mix 49, 28er
Item no.: 100000019055



MY.SIZE PRO Mix 57, 10er
Item no.: 100000019062
MY.SIZE PRO Mix 57, 28er
Item no.: 100000019063

New at
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in the
assortment!



MY.SIZE PRO Mix 60, 10er
Item no.: 100000019066
MY.SIZE PRO Mix 60, 28er
Item no.: 100000019067



MY.SIZE PRO Mix 64, 10er
Item no.: 100000019070
MY.SIZE PRO Mix 64, 28er
Item no.: 100000019071



MY.SIZE PRO Mix 69, 10er
Item no.: 100000019074
MY.SIZE PRO Mix 69, 28er
Item no.: 100000019075

10-pack content: 10 condoms of natural rubber latex with reservoir, cylindrical, moist. 4 pieces: natural color, smooth; 2 each: natural color, ribbed - red strawberry flavored - blue.

28-pack-content: 28 condoms made of natural rubber latex with reservoir, cylindrical, moist. 7 each: natural color, smooth; natural color, ribbed; red with strawberry flavor; blue.

MYHIXEL launches world's first AI sex tech device & app for climax control

MYHIXEL Control

Seville. Spain - MYHIXEL has developed its most innovative solution for ejaculation control, MYHIXEL Control.



The product (which includes the device with app) is an updated version of its original MYHIXEL MED and MYHIXEL TR solutions, making it the most advanced solution on the market for improving ejaculation control. It adapts to the needs of the user, incorporating new technological functions, offering a unique experience to improve male intimate well-being. MYHIXEL Control combines the MYHIXEL Play app with the unique MYHIXEL II stimulation device. Thanks to the artificial intelligence of the MYHIXEL Play app, the program adapts the steps to

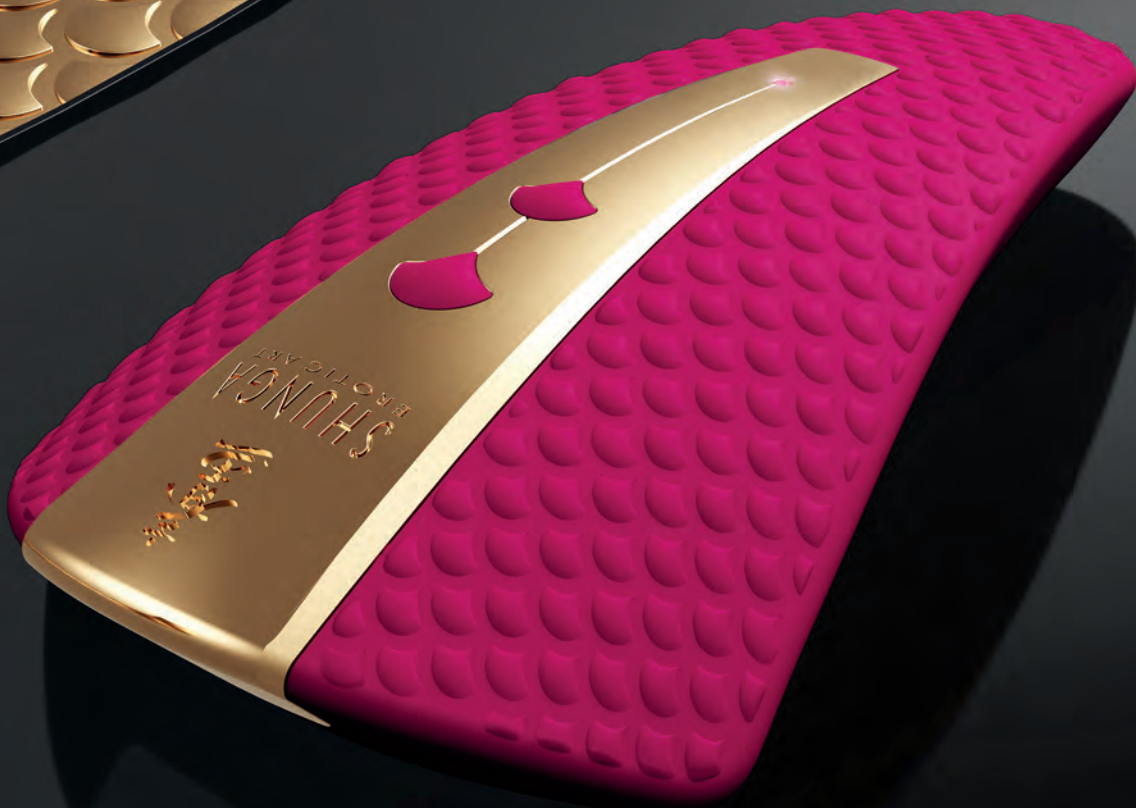
give the user a personalized experience. This application guides the user while performing the different activities designed to improve ejaculatory control, which are put into practice with the innovative device. Through its gamified program, the user evolves and learns the mechanisms of his body involved in ejaculation, in order to achieve maximum control of ejaculation. The MYHIXEL II device is the most innovative device on the market for this purpose thanks to its features, such as Bluetooth connection with the app, which sends the user's evolution in real-time and personalizes its program. **e**

Whipsmart Heartbreakers - New at Tonga



Axel, The Netherlands – Tonga is introducing the new Heartbreaker line from Whipsmart, a collection of intimate products that are sure to add a touch of romance and excitement. The Heartbreaker line features a range of products that are designed to hit all the right spots, from a smooth 7" dildo with a heart-shaped base, to a set of three graduated plugs for exploring new sensations. Heartbreaker offers plugs

for beginners and also for experienced users. For those looking to explore BDSM, the new Heartbreaker collection includes a variety of products such as the Collar & Leash Set, a soft bondage restraint set and other products. And for those who want a kit with lots of options, the Heartbreaker Set is perfect. It includes everything your customers need, including heart pasties, a heart crop, and a shiny red mask. **e**



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OBI™ is the perfect massager for the woman looking for intense clitoral orgasms. Its thoughtful design simultaneously covering the clitoris, the labia and the perineum, will give you a wide range of sensations. Its powerful vibrations will open the doors of heaven to you... Your happiness awaits.

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XR Brands introduces 'Slinger' Sex Sling from Master Series

Users can safely & easily soar to new heights with this essential sex room addition

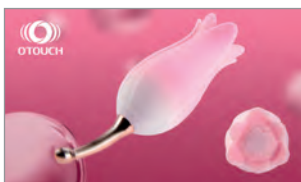
Huntington Beach, USA - XR Brands is thrilled to announce the newest addition to their top-selling Master Series collection of advanced fetish and BDSM gear, the Slinger Nylon Sex Sling.



This sexy and versatile sex sling creates countless opportunities for pleasure and play, making it an essential addition to home sex rooms and play spaces. The Slinger is lightweight yet made from heavy duty durable ballistic nylon with a weight capacity of 661 pounds, and it can be mounted to the ceiling or used with a sex swing stand. Users can feel secure knowing this sling can safely hold them through whatever they dish out! With removable stirrups and six included carabiners, the Slinger can support a wide variety of positions and configurations. "The Slinger

is an essential sex room addition!" XR Brands President Rebecca Weinberg said. "Not only is it lightweight and comfortable, but it's also super secure so users can play easy knowing that it's safe. So many shoppers are outfitting home dungeons these days and we are thrilled to expand the award-winning Master Series line with accessible, high-quality equipment that meets their needs. We expect the Slinger to be very popular in-home play spaces." Made of durable, heavy duty ballistic nylon, the Slinger is easy to disassemble and conveniently machine washable. **e**

OTOUCH is releasing Bloom



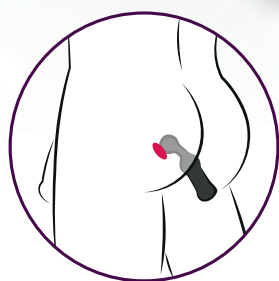
Shenzen, China - The Netherlands is famous for tulips and windmills so when OTOUCH founder Chalm visited the country for the first time, he was attracted profoundly by such a view. After returning to Hong Kong, a sudden inspiration came up and he decided to contrive a sex toy, namely Bloom. The shape of Bloom was apparently derived

from tulips, with petal-like handle and stem-like vibrator. The toy is equipped with two type of accessories, the peak and the clamp, focusing on different sensitive points. With the peak accessory, the Bloom can be used to please the clitoris and with the clamp accessory, the stimulation will comfort nipples with low-amplitude vibration. **e**

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Sportsheets and Lion's Den partner for Las Vegas billboards

Promoting intimacy and sexual wellness

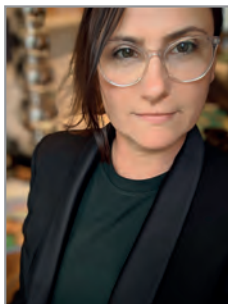
Cerritos, USA - Sportsheets and Lion's Den are partnering to promote intimacy and sexual wellness through a series of digital billboards throughout Las Vegas.



With a shared goal of embracing intimacy, pleasure and connection amongst partners and supporting sexual exploration of individuals everywhere, Sportsheets is excited at the opportunity to partner with Lion's Den for their first step into billboard advertisements. "Providing education and products that enhance intimate moments for people throughout their sexual journeys has been the primary goal for Sportsheets for the last 30 years," says Sportsheets' Marketing Coordinator, Nathan Hammerle. "We are beyond excited to partner with

Lion's Den in a way that will create a more direct connection with our customers." The digital billboard will feature a lifestyle from the Sportsheets Saffron Collection along with the Sportsheets mission of 'Keeping Couples Connected' and Lion's Den's signature 'Pleasure. Passion. Romance.'. "Our missions are aligned, and we believe in the service and education provided in Lion's Den stores, giving us full confidence on the success of this new marketing format," continues Hammerle. The new billboard advertisement will run from mid-April through mid-May. **e**

Mira Waidelich joins Tonga BV as Sales Manager



Axel, The Netherlands - Tonga BV is proud to announce the appointment of Mira Waidelich as its new sales manager. In her new role, Mira will be responsible for connecting with B2B partners locally and internationally, leveraging her experience and expertise to drive growth for

the company's hand-picked selection of globally recognized pleasure brands. Mira joins Tonga BV from similar roles at major players in the industry, bringing with her a wealth of experience and a passion for promoting healthy and fulfilling sexual lifestyles. **e**

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The Natural Temptation

Lola Games introduce the latest addition to the Natural Strap-On Collection

Prague, Czech Republic - Lola Games is thrilled to announce the launch of the newest addition to the Natural Strap-On Collection – The Natural Temptation.

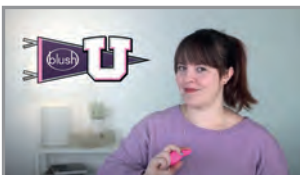


With its unique flexible frame, this elegant strap-on offers a comfortable and personalized fit that will take pleasure to the next level. Measuring at 12 cm in length with a diameter of 3.5 cm, the Natural Temptation's penetrating part features a slightly curved tip designed for G-spot or prostate stimulation. The holding part is anatomically correct and allows secure usage without the need for hands. The strong frame inside allows both partners to experience maximum pleasure by fixing the holding and penetrating parts in their desired position. Furthermore,

it includes a clitoral relief part for added convenience during use. The hypoallergenic silicone layer covering the frame provides a soft texture for a smooth penetration experience. The Natural Temptation is made with medical-grade silicone, free from phthalates and other harmful substances. Its velvety texture ensures a comfortable and pleasurable experience. With its unique selling point of a flexible frame that can be molded for a comfortable and personalized fit, the Natural Temptation is the perfect addition to any pleasure collection.

e

Blush debuts 'Blush U' product training video series



Garden City, USA - Blush is thrilled to announce the latest addition to their Blush University Retail Education Initiative: a monthly subscription series of Blush U product training videos. Along with the company's newly launched Brand Ambassador Program and quarterly Lunch & Learn events, this exciting series makes it

easy for retailers around the world to access consistent product training content from the convenience of a screen. The Blush U Product Training Video Series is an opportunity for retailers to educate their employees about Blush's products and learn helpful sales tools and tips to use in their stores.

e

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200 ml 0627135



50 ml 0627143
200 ml 0627151



50 ml 0627160
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Creative Conceptions is distributing Play Wiv Me worldwide exclusively

Expanding the games and novelties portfolio

Newark on Trent, England - Creative Conceptions is excited to announce the signing of an exclusive worldwide distribution deal with adult party game and gift specialist Play Wiv Me.



The UK company which has been creating must-have adult party essentials since 2016, specialises in the creation of totally unique, innovative games and novelties that are bound to cause great hilarity and fun wherever they are played. Whether customers are looking for stag and hen party necessities or cheeky games to ensure their events stand out from the crowd, the Play Wiv Me range gives customers the opportunity to add an element of fun to their adult parties. Featuring

bestsellers such as the dual pump action game Cum Face, the upstanding and outstanding Beer Boobs, Huge Penis Ice Luges, and the latest product in its range – the Bigger or Smaller Boobs Card Game – Play Wiv Me brings a whole new meaning to adult events. “The Play Wiv Me brand encapsulates the light-hearted nature of the industry and stays true to its mission to think outside the box when it comes to entertainment,” said Chris Bowles, General Manager at Creative Conceptions. **e**

Swiss Navy releases Q2 2023 Lookbook



Pompano Beach, USA - M.D. Science Lab has released their second quarter 2023 Brand Image Assets Lookbook specifically created for their retail partners. This Q2 Lookbook is focused on upcoming holidays and events and contains a variety of images designed to build consumer awareness, increase sales, create customer loyalty, and give retailers a competitive edge in the marketplace.

“This is our fourth lookbook we’ve created for our retail partners and the feedback we’ve received has been overwhelmingly positive,” said Briana Watkins, ACS, M.D. Science Lab’s Vice President of Sales and Marketing. Swiss Navy’s Q2 2023 Brand Image Assets Lookbook has images that are available for download and can be created in a variety of sizes depending on retailer needs. **e**

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T O R TM 3

vibrating couples' ring

TORTM 3 is an app-connected vibrating couples' ring with more pleasure settings and intensities than the previous generation.

Made of premium body-safe silicone, it perfectly fits all shapes and sizes, transmitting vibrations to both partners for enhanced sensations. It's compatible with the **LELO app** via Bluetooth, offering unique experience customization and greater control over your device.



APP CONTROLLED

Connect and control your device via Bluetooth for enhanced sensations.



EIGHT POWERFUL PLEASURE SETTINGS

TORTM 3 offers eight different vibration patterns, varying in intensity from a teasing murmur to a satisfying pulse.



ULTRA-SMOOTH PREMIUM SILICONE

Ultra-smooth premium silicone that feels warm to the touch, allowing for profoundly fulfilling and hygienic pleasure.

Retailers interested in stocking LELO products are invited to contact sales@lelo.com

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LELO



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Small fry and big fish

Are small retailers being brushed aside in the b2b market?

Yes



Colleen Godin,
EAN U.S. Correspondent

Treat all clients and customers equally. If there was list of business commandments, this one would definitely be up there. But does the industry actually abide by this maxim, for instance at trade shows? Do exhibitors pay the same kind of attention to all visitors at their stand or are small retailers being treated differently than big potential clients?

Every new retailer has to start somewhere, but by the way some small businesses are treated by manufacturers and distributors, they're not wanted until they're no longer placing orders on the 'small' scale. It's a story so common and yet so hush-hushed by insiders that pleasure retail owner Casey Murphy of The Pleasure Parlor wrote an entire column on the topic in XBIZ Premier magazine. Murphy refers to this exclusionary tactic as 'the badge glance,' a quick peek given to a retailer's trade show badge that will determine whether or not a wholesaler will give them the time of day (or even so much as a genuine smile). In her article, Murphy explained that "traditionally, it has often seemed like vendors only give potential buyers the time of day if and when they decide a buyer is worthwhile." Sadly enough, I can personally confirm Murphy's observations. While working for a large

manufacturer many years ago, I was taught not to bother 'wasting my time' by touring small biz retailers around the company's trade show booth. When I did (because that's just the kind of courteous and optimistic businessperson I chose to be), my co-workers slyly giggled at me for making such a naive, rookie mistake. Even some well-known small businesses, like a certain party planning company run by a respected industry veteran, were deemed too bothersome, not beneficial enough, and even too annoying to warrant a manufacturer rep's time on the trade show floor. If our industry is truly going to thrive and become the inclusive, welcoming space we claim we've created, we'd all benefit from following Murphy's beliefs: "People matter. Their stories matter. Especially given the intimate nature of our business."

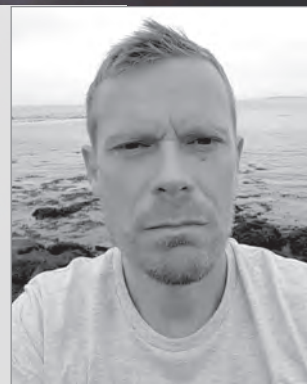


No

It is not uncommon for organisers of b2b trade shows to ask the exhibitors for feedback after the doors have closed on the final day of the event. And one of the things that exhibitors tend to praise in those surveys when they have been happy with a trade show is the quality of the visitors. What this means is basically that the visitors come to the show looking to do business. For a producer or distributor, that is obviously preferable to visitors who say they are toying with the idea of maybe launching an online shop at some point down the road. So, looking at it from that viewpoint, there is indeed a differentiation between more valuable and less valuable trade show interactions. And just to be clear, there is nothing wrong with that. So, it would be unfair to twist this fact around and conclude that exhibitors only give retailers and purchasing agents the time of day if they can place big orders. Ultimately, trade shows are about establishing contact with new customers and maintaining relations with existing

clients. It all comes down to doing business and selling products. There are a lot of factors determining how these interactions between exhibitors and visitors go. For instance, many exhibitors have had their fair share of run-ins with fortune hunters, pie in the sky chasers, grandstanders, black sheep, etc. and they know how to spot them. So, if they prioritise some interactions over others, that has nothing to do with 'small fry' or 'big fish' – especially since they know that small clients can quickly turn into big clients. No, to quote another tenet of the market, this is simply a case of 'time is money.'

e



Matthias Johnson,
editor in chief

Using ChatGPT For Your Business, Is It Helpful or Harmful?

A column by Kathryn Byberg

Whether your business is big or small, there is no doubt that you will be constantly searching for ways to improve communications, save time and become more efficient all whilst increasing revenue, or awareness, depending on your personal goals. A huge chunk of most businesses' time will be taken up by B2C or B2B communications, brainstorming, and copywriting/content marketing, however, with the use of artificial intelligence, these lengthy tasks can be simplified.

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



ChatGPT, an artificial intelligence software is a welcome new addition – especially for small businesses with small budgets and stretched resources – to the copywriting world. The software can provide businesses with instant copy, assistance with ideas, and more. Simply guide the AI software with some keywords and conversation starters and ChatGPT will do the rest. ChatGPT promises to scale your business, enhance customer experience and create content that will

encourage repeat customers. However, how great for your business can ChatGPT really be, and will customers know the difference between AI and human interaction?

Anyone who has used a chatbot instead of an actual customer service advisor will know the difference, the answers are robotic, and they usually can't get to the root of the query. I, oftentimes, find myself repeatedly asking to speak to a human. However,

ChatGPT is slightly more refined, and the more prompts you give the software, the more juicy the return.

How are businesses already utilising AI?

ChatGPT, although great for blogs and general copywriting, can help out at a much deeper scale. The software can improve product recommendations by analysing the patterns in your customers' buying behaviour and identifying which products are frequently bought together. Using this information, you can create landing pages or product bundles to increase revenue, customer experience and brand loyalty. The software can also help with website copywriting, customer responses, and email marketing. This is great for businesses that don't specialise in copywriting, small businesses that can't afford a copywriter, or those who simply don't have time!

After outlining the general idea of ChatGPT and how businesses and individuals are using the software, let's look at the pros and cons of the platform and how it could potentially improve, or harm your business.

Pros

Increased Efficiency

As long as you can outline what content you would like to receive, ChatGPT can help

you create a lot more content in a much shorter time. For many, these blog writing and content tasks can become a drag if you're not passionate about it. This is where ChatGPT completely shaves time and gives the user copy at its disposal, leaving you to focus on tasks you deem more critical.

Customer Engagement

Simply by allowing ChatGPT to take up timely tasks, you can focus on customer service, responding with thoughtful information and personalised messages, which will in turn lead to higher engagement and customer satisfaction. (Make sure to give them a Trustpilot link if you have one, too!)

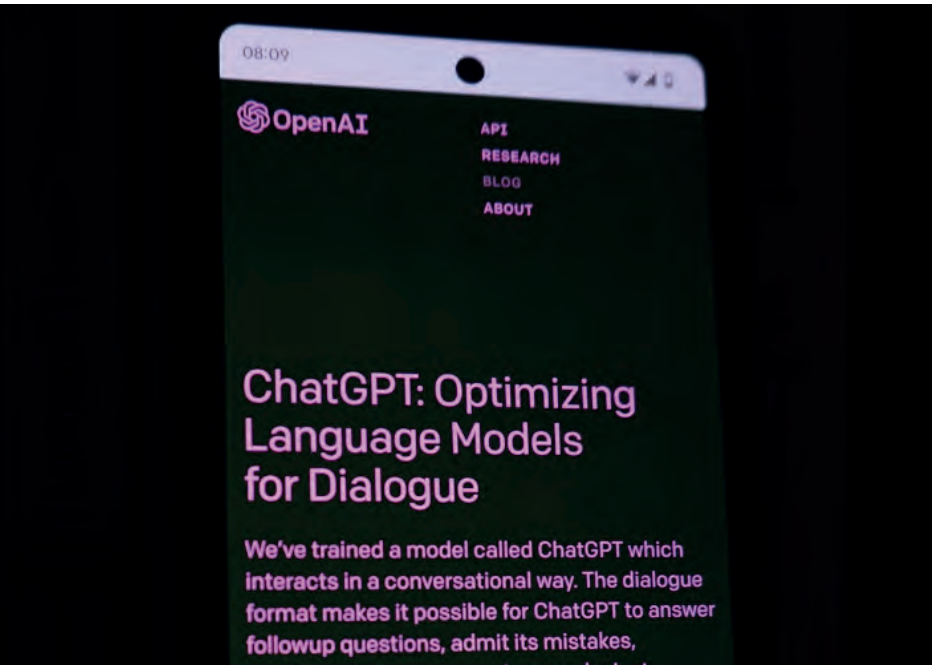
Content Generation

Not everyone is a natural content creator - some may struggle to think of content ideas for blogs and social copy, using ChatGPT can, on the surface, give content ideas but it may also inspire ideas and help with the initial thinking. Using customer intelligence it can also help you realise what consumers are interested in and you can prioritise this when creating content.

Con's

Like any software, ChatGPT has pitfalls that mean you can't solely rely on the software, and will have to partake in some manual





tweaking, so that the pro's can actually be beneficial.

Mistakes and Repetition

ChatGPT can create inaccuracies from time to time, just like a human can. Any content created by AI will have to be proofread, or scanned by Grammarly etc, in order to iron out any mistakes.

Plagiarism Potential

ChatGPT is trained to scan data that already exists, so there may be a potential that the content is someone else's, or it might give the same answer for two people. This is unlikely with the amount of copy that is already out there, but it shouldn't be ruled out. ChatGPT should be used as a base for content, and should never be uploaded as is.

Lack of Personality and Empathy

Ensure to pump some personality in there and make the content your own. Although the platform can mimic human interactions well, it's never as human-like as actual written content. It's very robotic and matter-of-fact, which in turn becomes less relatable to the reader. Similar to how brands write captions for influencers, it's very obviously not written by the brand or person. So again, use the content as a base and make it your own.

How your business can use it

When using ChatGPT, the quality of the answer will depend very much on the information given, and the more detail given the better. So if you have a clear understanding of what you need from the platform, then it is a great tool to have, however the more vague your prompts, the more broad the information will be, leaving you with a lot of work still. You can however ask the platform to change the tone if needed. Although this is a great tool, you will always need a human to 'fluff' the content, if you want a specific tone of voice and want to be empathetic to the user.

To summarise, ChatGPT should be used as a very good writing assistant with a large bank of knowledge. However no matter how advanced AI becomes, the human element is what retains customers, and a lack of human-ness and empathy could lose you a customer. **e**

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The space between what you see & what you imagine

A column by Peline Kurtdarcan



This summer the cleavage trend has bloomed from breast, to butt, to back... and even toes! But let's stick to lingerie. Maybe it's a sign of the times that we are so absolutely open about everything, (talking, showing & sharing every aspect of our lives) that little sneaks and peaks of cleavage in the lingerie we wear just makes everything a little more interesting. Think of it as little injections of excitement into your lingerie wardrobe.

You can be provocative & daring, or conservatively offering a quick peak, with styles that range from strappy cleavage enhancing options, to just highlights through cut out fabrics. The viral trend of wearing lingerie under day wear, just makes getting dressed more fun. (Note to self: gone are the days of the sports bra and sweatshirt look)

Evoking many images for men... cleavage makes them perk up and focus, even in situations where a double espresso shot has failed. Should you look? Quick look? Or lingering look? (this is actually highly variable on the man & the woman)



I mean depending on either party it can be a complement or creepy (nothing in between). Cleavage revealing bralettes and teddies are essential for summer dressing. Take advantage of the heat & AC to pair them with a blazer or linen shirt. And if a woman is wearing lingerie to highlight any sort of cleavage, then know that it is to look & feel absolutely fabulous.

Panties and boy shorts with extra s trapping or cutouts to reveal butt-decolletage is also trending. With hip cleavage showing up in street wear with super low jeans to give

more than just a peak. What used to be a faux pas in low waist jeans is now the complete opposite. Show more...but not everything...

Wearing lingerie that flaunts cleavage is an ode to the return of eroticism dressing, but in a more accessible way that is somewhat lighter...sexy but with a curiosity, almost like an unspoken dance of flirtation.

A little cleavage of choice, and some heels... hmm... weapons of sassy distraction in the space between what you see and what you imagine. **e**

pjur introduces a new display concept

Stylish staging for pjur personal lubricants with the Product Glorifier

Since the brand refresh last September, pjur is not only showing off new colours and a new logo – it is also taking a new approach to displaying its products in stores. This new strategy was showcased for the first time at the launch of the new premium personal lubricant pjur INFINITY. pjur INFINITY is a product range created exclusively for the premium segment, aimed at discerning customers who value high-quality products. This exclusivity is demonstrated by both the marketing strategy and the modern way the product is displayed.



An innovative and high-quality display concept was developed for selected customers to showcase the new premium personal lubricant. The separate stand-up display gives the new premium personal lubricant the space it needs to show off its high-quality and exceptional look. The products can also be skillfully exhibited on an elegant, eye-catching lit display. This idea was developed by the pjur SMarketing team. The result is the Product Glorifier, which helps retailers display pjur products in the best possible and most visually attractive way.

pjur is sending a clear message with the Product Glorifier

The Product Glorifier is based on displays seen in perfumery, where high-quality luxury products are displayed separately on a podium with back panel. The display focuses on one product, lifting it above the other items on sale. The Product Glorifier takes the same approach, with a product placed on a podium together with its associated tester. The back panel supports this highly visible product display with a suitable visual that can be easily changed and updated depending on the product displayed. This makes the Product Glorifier a long-term display strategy for retailers. Its practical size means it fits on both counters and shelves, and presents pjur products in the right light. Initially the pjur Product Glorifier is only available for the Lights On image worlds – for all pjur products in white bottles. The Lights On image world depicts authentic and natural sexuality through real-life photos of positive, natural-looking people in normal situations and lighting. The new display concept was only offered to select customers whose product portfolio matched this exclusive product display and could therefore successfully test the new approach.



NEW DESIGN

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SPARKLING



DINKY
HIGH QUALITY

Magic Stick by OTOUCH

A revolutionary invention in the realm of female sex toys

What's the best type of stimulation for women? Depending on who you ask, there are many different answers to that question. Some women hold that stimulating the clitoris produces the best feeling while others emphasize that the utmost excitement is derived from touching the G spot. Some believe the best way to stimulate the clitoris is licking, while others prefer vibration, kneading or other options. Some women feel vaginal penetration should be as deep as possible, and another group believes that there is a golden mean in terms of penetration depth that is more worthy of attention.



OTOUCH, the sex toy brand from Hong Kong, provides a new solution to reconcile these diverging preferences: the Magic Stick. Named after the magic wand in the hands of magicians for good reason, the Magic Stick is a revolutionary product due to its detached structure, attachments with diverse functions, adjustable length, and other fortes.

Revealing a unique aesthetic about sex

The Magic Stick is bound to enchant vast numbers of women around the world, the same way a great magic trick captures an audience.

The surface texture of the main vibrator emulates water ripples,

taking inspiration from the wisdom of IChing, a renowned oriental philosophical book. In IChing, ancient sages taught us that love and joy can come only if humans interact with a smoothness akin to water. As a result, the smooth design of the Magic Stick demonstrates a splendid aesthetic while increasing friction, and it is pronounced without feeling garish. Besides, the Magic Stick is available in two colours, purple and pink, so consumers can choose their favourite.

The OTOUCH aesthetic is also reflected in the packaging. Aiming to differentiate themselves from other brands and products, OTOUCH spent several months designing this sophisticated packaging. The pattern

that depicts a sea world proved particularly appealing, drawing praise from many critics. In this pattern, a submarine emulating the shape of the Magic Stick is exploring a mysterious sea world in search of treasure. Meanwhile, there are also certain marine elements like actiniae, spongia, and corals on each attachment of the product.

Three cruxes of potent stimulation

Being a revolutionary sex toy for women, the Magic Stick boasts three major strong points: its detached structure, its attachments of diverse functions, and its adjustable length.

Beginning with the detached structure, the Magic Stick is comprised of two parts: the main vibrator and the attachments. The main vibrator is very soft due to its liquid silicone exterior. But for OTOUCH, softness alone is not enough. Therefore, the Magic Stick's heating function allows the main vibrator to warm up to 40 ± 5 . The main vibrator has 7 vibration modes, which can be easily altered via one button.

Secondly, there are three attachments – one for vibration, kneading and licking, respectively - that can be attached to a metal conductor rail on the main vibrator. This metal conductor rail is another great invention by OTOUCH, designed specifically to couple attachments to the main

vibrator. The attachments don't need their own batteries, users just need to recharge the main vibrator.

Moreover, the metal conductor rail allows for length adjustments, which marks another significant feature. The attachments can be adjusted back and forth on the rail to get the ideal insertion depth. Toys with a fixed penetration depth may not be suitable for everyone, while the Magic Stick with its adjustable length will bring joyful experiences to every user. Because of its design and structure, the Magic Stick is also water-resistant. It can be charged via electromagnetic contact.

A medium to convey the OTOUCH way

OTOUCH have great expectation for their latest product, the Magic Stick. For that reason, OTOUCH applied its own advanced patent. Since day one, OTOUCH has strictly adhered to their own philosophy – the OTOUCH way, which is marked by the belief that a sex toy brand can only grow through persistent research and constant development. OTOUCH also know how important it is to be able to influence, amuse, and touch consumers around the world. 'Let the world be full of love and fun' is not merely a slogan, but also the philosophy, shared by all members of the OTOUCH team.



Tonga Wholesale announces new female board

Driving innovation and growth in the industry



Melanie and
Stephanie de Jonge

Tonga Wholesale is pleased to announce its new female board of directors, who are committed to bringing new perspectives and ideas to drive innovation and growth in the industry. Melanie de Jonge (CEO), and her sister Stephanie de Jonge (CFO), are determined to lead the company and the industry as a whole to new heights.

The company recognizes the value and contribution of a female touch in business, and the new branding strategy reflects this perspective. According to Melanie, “female entrepreneurs may be more likely to consider how their brand can connect with and support their target audience, rather than simply focusing on the product or service being offered.”

Tonga’s approach to rebranding focuses on creating a more personal and relatable brand image,

seeking input and feedback from a diverse group of stakeholders, including employees, customers, and community members. The company also prioritizes sustainability and social responsibility, highlighting its efforts towards environmental sustainability, ethical business practices, and social impact initiatives. Tonga is now the only female-run distributor in Europe, providing a unique view of the industry that is necessary to thrive as more and more women enter the target

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market. The renewed strategy includes a rebranding of the corporate identity, that reflects the values and personality of the Tonga brand. Appealing to a wider target group including women, the new logo looks stylish and timeless, with warm and soft color tones and matching typography. The website will get a facelift, a new fair stand was created and all communication channels will follow a more all-round approach when it comes to working with their customers and informing them about the latest trends and novelties.

The company aims to be at the forefront of the evolving world of erotic products in a diversified world. Bringing the industry into the next phase of improved functionality, education, beautifully crafted design and adding a lot more

fun to all of its target customers. Tonga strives to have true collaborations with its partners, where creating value for all parties is the highest priority. With more than 20 years of experience in the industry, the de Jonge sisters are determined to create an even brighter future for their business and the industry at large. They are committed to treating others with respect, taking pride in their new roles, and focusing on the complete supply chain, from creating great products meeting their customers' demand to listening to the end consumer and supplying that group with all relevant info. Tonga welcomes potential partners and customers to reach out to learn more about the company and its renewed strategy.

e



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Successful debut in Barcelona

Natalia Bobyleva (Lola Games) presents the „Cupcake“



On April 23-25, a new b2b trade show had its debut, and a very successful one at that: the EroSpain Mediterranean B2B Expo. At the show, 75 exhibitors presented their products to an audience of retailers, wholesalers, and other members of the sex toy market, and the response from the exhibitors during and after the show was very positive. Most of the visitors hailed from Southern Europe but retailers from the northern, western, and eastern parts of the continent also made the journey to Barcelona to learn about the latest products and new trends.

EroSpain drew large crowds on all three days of the event. Here, you see the stand of Saint Sual



The team of ViaHealth



Marie Comacle, founder of sex toy brand Puissante



TENGA's PR & Marketing Director, Ikenna Lewis-Miller



Tonga showed off their brand-new stand design - Marco Hamelink was very happy with the positive feedback from the visitors



Christoph Hofmann (Mystim GmbH)
talks shop with retailers



Juan Ziena and Miguel Capilla (Fleshlight)



Frank Kok (Kiiroo)



75 exhibitors presented their products at the first EroSpain event



Justin Vickers (ABS Holdings)



Fruitful conversations at the Shunga stand



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A smiling man with a beard and glasses is shown from the chest up, wearing a red sweater. To his left is the OTOUCH AIRTURN3 Masturbator product, which is a black, ergonomic device. The product is shown next to its black packaging box, which features the OTOUCH logo and the text 'AIRTURN3 Masturbator'. A QR code is located at the bottom center of the image, below the product and box.

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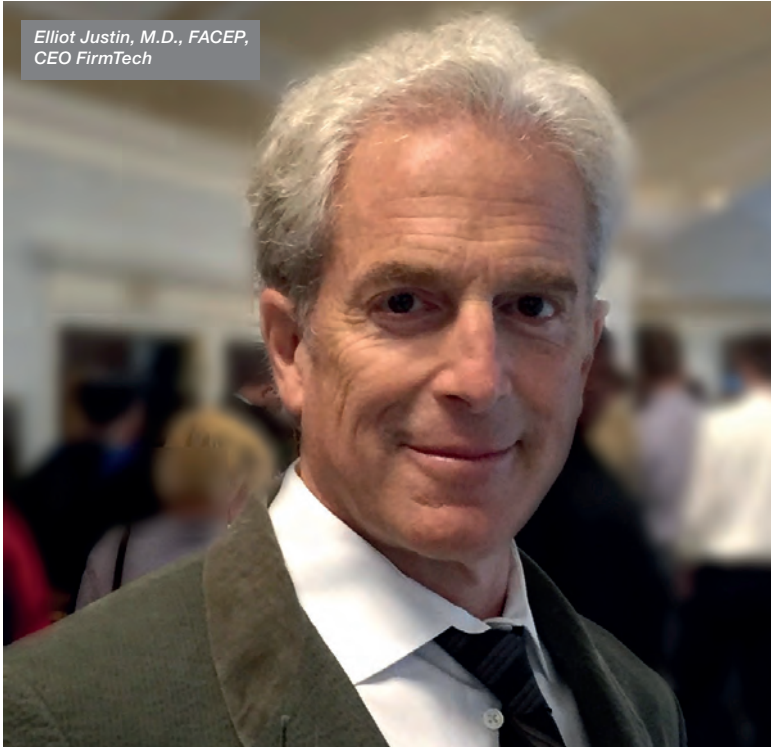
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"What do men care more about, how many steps they take, or how well their penis works?"

Elliot Justin, founder of FirmTech, talks erectile fitness and vascular health

Elliot Justin, M.D., FACEP,
CEO FirmTech



A few years ago, the concept of a cock ring that collects data about the number, duration, and strength of a person's erections would have sounded like science fiction. Now, it has become a reality, thanks to US company FirmTech. Their Tech Ring fits in nicely with the fitness trackers that we use to measure our steps, our heart frequency, etc. The drive to lead a better, healthier life, is ubiquitous, but so far, some aspects of life and health have not been getting enough attention – such as sexual wellness. The Tech Ring is a tool for men to improve their performance and their sex life while learning more about their erectile health. EAN spoke with Elliot Justin, who, apart from being a M.D. and FACEP (Fellow of the American College of Emergency Physicians), is also the founder and CEO of FirmTech.

How did you get the idea to develop a cock ring equipped with sensors to track the duration and firmness of erections?

Elliot Justin: Dr. James Hotaling, a professor of Urology at the University of Utah, challenged me to help him develop a cock ring that could be worn overnight to count the number of nocturnal erections. You might be asking though, why is this so important? Everyone knows about 'morning wood', but healthy men have three to five erections while they are asleep. This number is a leading indicator of a man's vascular health. Before heart attacks, strokes, and diabetes occur, this number will go down. So monitoring these erections will be quite important, especially for men in their 40's and older. When worn during sex, we measure the duration and firmness of erections. Now men, while wearing a cock ring for better sex, can also assess the impact of medications, diseases like diabetes, hypertension, recreational drugs, alcohol, supplements, and exercises on their erectile health.

Have you had any previous experience with sex toys or the sexual wellness market?

Elliot Justin: I have been a sex toy enthusiast for decades. Like most men, I have never found a cock ring that didn't pinch or could be worn for a long session of lovemaking and there was always that cringe moment when you take it off after an orgasm. A man with a hard-on will put up with discomfort, but why should they? Cock rings have been made the same way for over 100 years. It's time to fix the cock ring problem by coming up with a fresh form for putting it on and having it made with a more comfortable material. As for the sexual wellness market, I am an Emergency Medicine specialist and medical technology consultant. Short of a heart attack or stroke, there aren't many emergencies as alarming to men as a limp cock when a hard one is wanted. Over the decades, I have seen inadequate resources dedicated to evaluating and treating men's sexual health issues. Before there's erectile dysfunction, there's erectile fitness. How can we help men sustain it, and if they have a problem, prevent it from getting worse? Pills may put a little more blood in the penis, but the challenge is to keep it there! FirmTech is the answer, at last.

We are used to tracking our steps, our heartbeat, etc. for better fitness and a healthier life. You are now adding a new dimension to this: erectile fitness and vascular health. What is that exactly?

Elliot Justin: What do men care more about, how many steps they take, or how well their penis works? That is a rhetorical question. We measure the vital signs of erectile fitness. Healthy men have three to five nocturnal erections on average per night. In addition to firm erections, they have erections that last long enough to satisfy themselves and their partners. These parameters reflect a man's vascular health. Urologists and cardiologists call the penis 'the canary in the coal mine of vascular health'. Why? The number of nocturnal erections a man has during REM sleep is predictive of vascular health. That being said, without FirmTech, how would men know how many erections they have while sleeping, how hard they get, or the strength of their orgasms? FirmTech's products not only enhance a man's sexual experience but gives him a deeper understanding of his erectile health.

How exactly do your products improve men's erectile fitness and vascular health?



FirmTech's Tech Ring improves the sexual experience of the users while also providing them with a better understanding of their erectile health



Elliot Justin: Fifty percent of men over the age of fifty have ED, and that percentage increases by 10 percent every decade thereafter.

The number is alarming. Using the data from our Tech Ring, men can assess the status of their sexual health and figure out how to sustain it. If they have a problem they can do more research to see how their penis is it being impacted by medications, drugs, supplements, and even the 'chemistry' of their relationships. Do you need a PDE5 medication? Is an anti-depressant or anti-hypertensive medication killing your erection? What dosage is best for you?

We all know how cock rings are used, but with your Firmtech Tech Ring, it's a bit different. How complicated is the use of the product if you want to take advantage of all its features and enjoy all its benefits?

Elliot Justin: Our rings are easy on and easy off. Instead of a solid ring, they open and close with a patented hook and loop closure. Unlike almost all conventional rings made from harder silicone, FirmTech's are made from a softer elastomer. They can be worn for hours, not 20 minutes or so. They can be put on discretely hours before sex, without interrupting sex play. You don't need an erection as the ring can be put on when flaccid. Our rings don't block arterial flow into the penis and the rings only constrain venous return. We wanted to ensure the rings will keep users comfortably hard for a while after an orgasm. Finally, the ring deliberately puts light pressure on the urethra to draw out the ejaculation time and lengthen the orgasm.

Is the data obtained by your Tech Ring understandable for everyone? Put differently, what does this data tell me and how do I use it?

Elliot Justin: The number of a man's nocturnal erections and the duration and firmness of all of his erections are leading indicators of cardiovascular health or other medical problems. A persistent decrease in rigidity can be a sign of diabetes, high blood pressure, and clogged blood vessels. Medications for depression, anxiety, sleep, blood pressure, and more can be 'cock killers'. Stress, performance anxiety, and obesity can also lead to dysfunction. If a man has more than three nocturnal erections and has trouble with a partner,



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the problem is likely to be in the relationship. If a man has two or fewer nocturnals, pills are not the answer. He needs a medical evaluation.

The phone app that we designed has easy-to-interpret graphs. Additional interpretive explanations are provided with an insert and on the website myfirmtech.com. We also answer questions at customerservice@myfirmtech.com.

How long did you spend developing the FirmTech Tech Ring and what were the biggest difficulties for you on the way to a market-ready product?

Elliot Justin: It took two years to create the Tech Ring with the deeply appreci-

ated assistance of urologists, sexologists, and bioengineers. The biggest technical problem was getting the back end of the user interface to work and the uptake of data from the sensors to the cloud. On the marketing side, persuading men to buy something they've never heard of like the Tech Ring, or convincing them to pay more for the Performance Ring versus a less expensive cock ring because ours is more effective, comfortable, and safe.

Who is the target audience for your Performance Ring and your Tech Ring?

Elliot Justin: Our main target audience? All men who want to enjoy a lifetime of love-making, and those who love them.

What does this target group want from product such as yours?

Elliot Justin: We continue to hear that our users want Data that will answer important questions about their sexual health and provide them with superior cock ring pleasure.

Erectile fitness and vascular health is probably not something many men have thought about. How do you want to raise awareness for these topics?

Elliot Justin: Urologists and sexologists in the USA and Europe are studying the use

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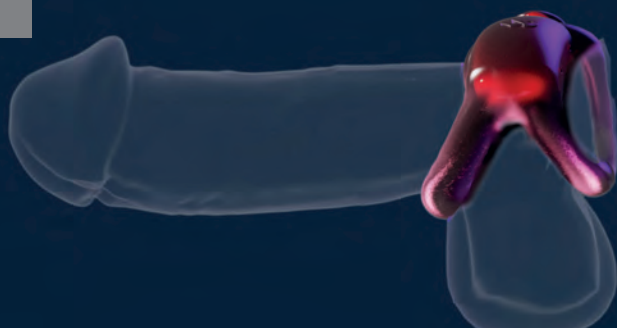
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Thanks to their patented hook and loop closure, both the Performance Ring and the Tech Ring are super easy to put on and take off



of the Tech Ring for men with ED, prostate disease guiding testosterone therapy, evaluating psychogenic sexual problems, the benefit of shock wave therapy, the value of supplements, and more. We want to make sure to market the results from these ED-focused studies. If a man went to a doctor today with chest pain, or even for an annual physical, and the doctor just listened with a stethoscope and didn't perform an electrocardiogram and other tests, he'd think, "What is this, 1883?" In the near future, getting data for erectile fitness will become a standard of care in medical practice. Of course, we will also pursue conventional, non-medical channels for marketing.

What can you tell us about your distribution channels? Where can the consumers buy your products?

Elliot Justin: Customers can purchase the product through our website –

MyFirmTech.com or soon through distribution partners including Doc Johnson and EQOM.

Which are the key markets for your products? Is the sexual wellness market your biggest priority?

Elliot Justin: All men, not just those with ED, will benefit from our products to enhance their sexual pleasure and performance and to evaluate their erectile health.

What can you tell us about the pricing of your products?

Elliot Justin: The FirmTech Performance Ring costs \$60.00 while the FirmTech Tech Ring costs \$275.

How can we get your products over here in Europe? Have you already found distribution partners or are you looking for someone to bring your products to the European market?

Elliot Justin: EQOM will be distributing our products in much of the EU. We have partners in Spain and Turkey and are looking for partners in the UK, Italy, and Greece. For direct-to-consumer, we can be found online at myfirmtech.com. We are looking to market to Men's Health clinics as well.

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What can you tell us about the future plans of FirmTech?

Elliot Justin: We will soon be adding pulse oximetry to the Tech Ring. This will increase the sensitivity and specificity of the data and make it a better diagnostic aid for evaluating sexual wellness and disease. In addition, it will allow the Tech Ring to become an extremely effective tool for evaluating the quality of sleep. For example, every episode of Rapid Eye Movement sleep is accompanied by an erection. This is incredible! It will likely make the Tech Ring a better tool for evaluating our user's sleep quality than smart watches and rings. The penis is a better marker for good sleep than hand movements. We will shortly be delivering a tighter

version of the Performance Ring for the men who've asked for it. The CEO of a major brand of penis pumps tested it and commented, 'Best ring ever for jerking off! And I've tried them all.' This fall, we'll launch our FemmeTech brand. The first product will be a fresh take on the clitoral vibrator cock ring combination. It can be used with our men's cock rings for partner play and also will be enjoyed solo by women or men. Cum together, or cum alone! This is the next product that we will introduce. It will truly be a world's first for supporting women's sexual health. We want to take the sex industry beyond the typecasting of 'toys' and 'novelties'. The future is in wellness and specific products for users with diabetes, arthritis, disabilities, etc. We intend to be a leader in this progressive change.

Let's take a look into the crystal ball. How will the sexual wellness market develop within the next few years, especially with regard to smart sex tech?

Elliot Justin: Sextech will move beyond VR, multiple modes, and long-distance remote pleasuring into sustaining sexual health and addressing the needs of those who have developed problems that range from the psychological to the cardiovascular. These improvements will be backed by objective research and observations. People will experience more pleasure, intimacy, and passion, live healthier and enjoy long lives of lovemaking.



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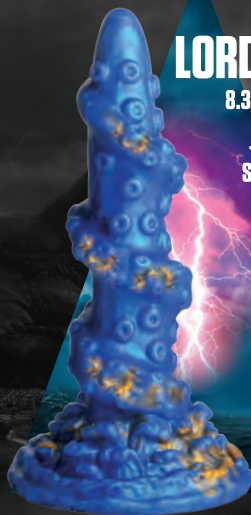
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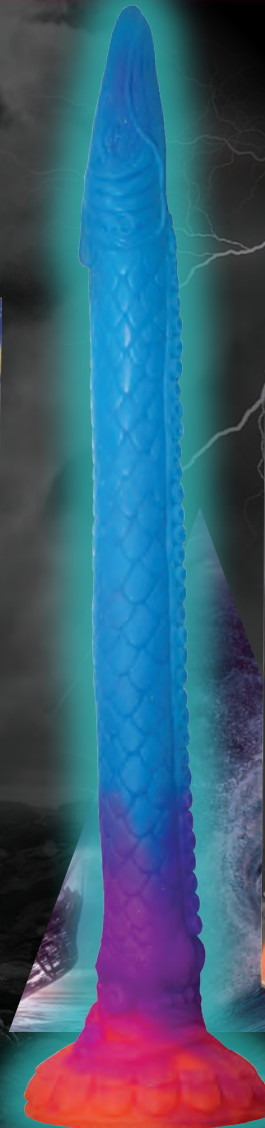
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"The effort is absolutely enormous."

Mario Romero on Dreamlove's quest for more sustainability

Mario Romero,
co-founder and
CEO Dreamlove



Sustainability is extremely important, but getting there can be a long, arduous, and expensive journey. In this interview with Mario Romero, the co-founder and CEO of Dreamlove tells us which steps his company has taken to become more sustainable. As he explains, one of the most vital aspects is understanding that sustainability is not just about using renewable energies - it is an effort that has to touch every aspect of a company's activities.

Mario, when did you decide that you wanted your company to be more sustainable and environmentally friendly?

Mario Romero: Hello once again, thank you very much for inviting me to answer these interesting questions. I am a true fan of your magazine and I read all the articles every month. You add a lot of value to our sector. In response to your question, when we began designing the new facilities, both I and the engineering team were very clear that it was essential to build an environmentally sustainable company for

the future. We were thinking about ways to take advantage of natural resources and turn Dreamlove into a sustainable company where we take the environment into account every step of the way.

There are many reasons to invest in renewable energies, but what exactly was your motivation? After all, transforming your company means a lot of effort and above all, high costs....

Mario: The effort is absolutely enormous. Not only because saving on energy costs money but also because we have to draw up a sustainable, flexible, and future-proof energy plan. With teams that are really efficient. At Dreamlove, we don't just take advantage of the sun's energy, but we also use rainwater - along the entire back of our facilities are huge tanks where we collect the rainwater that falls on the roof. It is stored and we use it for the toilets. It is a way of converting the sun and recycled water into a project for the future that is unique in the sector.

Looking at our market, would you say that we are on the right track in terms

of sustainability and environmental protection? Or would you like to see more action and, above all, faster action?

Mario: Logically, no. The sector is growing but I believe that there are not many sufficiently sustainable companies. People need to make an effort within their annual budgets to look after the environment. Being a sustainable company is not only about relying on renewable energy or taking advantage of rainwater, it is also about internal company processes, the way we recycle the cardboard that we discard, the way we manufacture the packaging for the products and take advantage of companies that use recycled cardboard... In short, it is a big internal project that makes each worker within a company breathe nature. For us it is very important to train our employees and raise awareness of how important the environment is and that we need not take care of it together.

You just made a 430,000EUR investment in solar energy. Could you tell us more about that? For example, is it true that you are now independent of other energy suppliers?





Harnessing the energy of the sun - a look at the roof of Dreamlove HQ

Mario: It has been an important investment because we have a linear consumption of more than 150kWh. Given this kind of consumption, it was vital to make an investment in a photovoltaic plant with the capacity to generate at least 100kWh, and also with the capacity to store the energy we produce and - once we have all the energy deposits at 100% - the ability to inject energy into the general network to boost energy that other companies can access. In short, this is an engineering project that has resulted in us being a completely energy independent company. We do not have to fear high energy costs for our company. Instead, we can focus our investment on the maintenance of the equipment and the continuous cleaning of our photovoltaic plant.

Does the Spanish government support you in these activities? Is there any kind of financial aid?

Mario: Unfortunately, no. The aid to convert independent companies, energetically speaking, depends on the local governments of each city. In our case, aid would have to come from the local government, but it was denied due to the volume of the investment. This kind of aid is typically focused on individuals with small investments, not large companies.

As a result of your switch to solar energy, you have also changed your internal processes - picking, logistics, and production. Why was this necessary?

Mario: Yes, I personally have an electric car that only takes energy through Dreamlove's solar energy or from my private home, so in my case, commuting to work is also very efficient. The internal processes at Dreamlove have been modified to charge all the machin-

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Apart from using solar energy, Dreamlove have also taken other steps to operate in a more sustainable fashion



ery at the time we have maximum energy production, and for the rest, we have internal batteries. In spite of all this, we do not notice many internal changes in our daily work.

When it comes to conserving resources, water is an important issue. Here, too, you have found a solution. Please, tell us what it looks like.

Mario: Yes, as I previously mentioned, we have deposits that store rainwater. In Spain, we have a very big problem due to the lack of water. It has not rained for months and when it rains, it does so torrentially and very briefly. Farmers in Spain are having a really bad time because the drought affects almost the entire country.

Therefore, it is very important to educate all companies to use water intelligently. It is an increasingly scarce natural resource and very few people value it highly enough. Now, companies and the media in Spain must focus on informing people and giving them advice on how to get the most out of a vital natural resource for our country.

Do you have plans for other measures to become even more sustainable and environmentally friendly?

Mario: We are always thinking about things we can do. Fortunately, we have made a strategic plan that gets the most out of our resources, so our company is already highly optimized.

And how will your commitment impact the products you offer - talking about things such as waste avoidance, recycling, the use of sustainable materials, etc.?

Mario: Yes, as I stated in previous answers, it is not only about taking advantage of natural resources, but also about raising awareness and training our workers, our suppliers, and the entire logistics chain. By improving production and processes and recycling efficiently, we can all look out for the environment.





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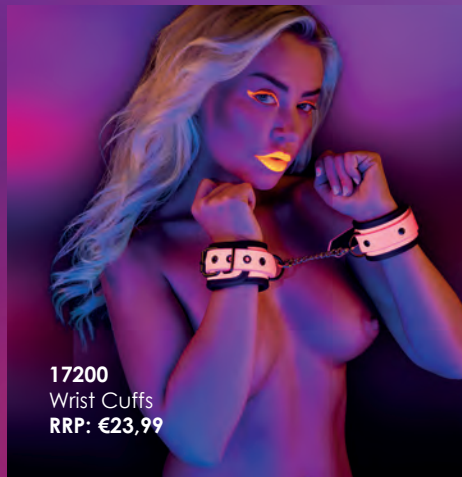
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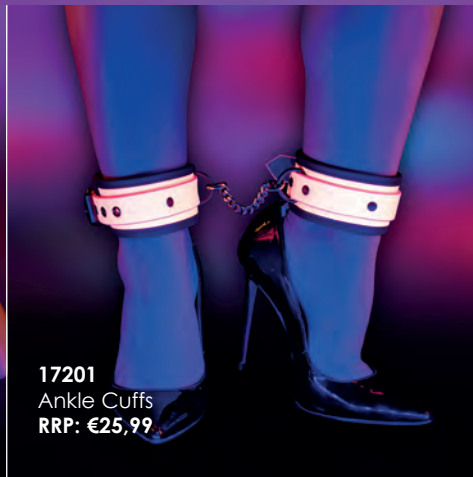
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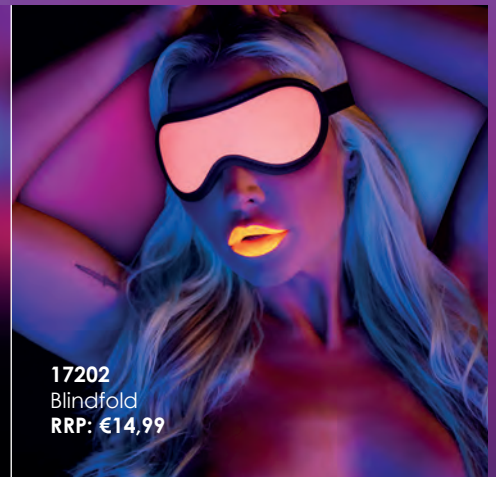
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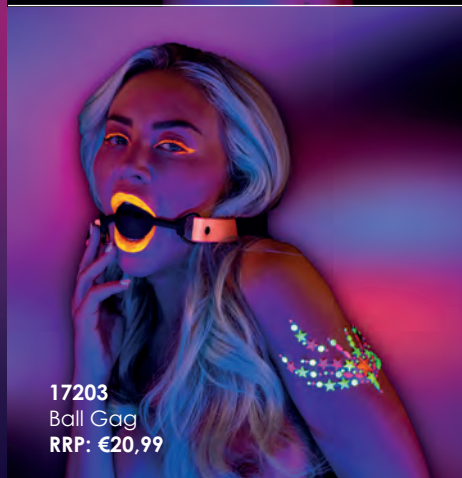
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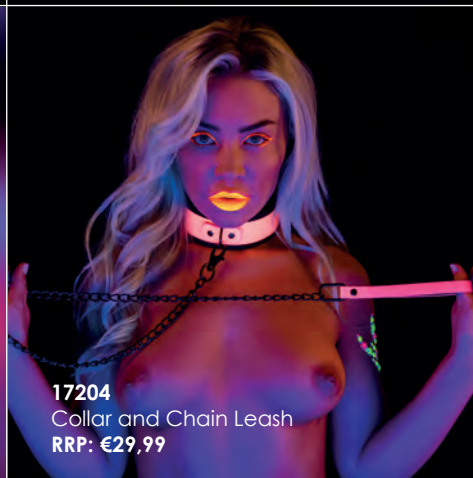
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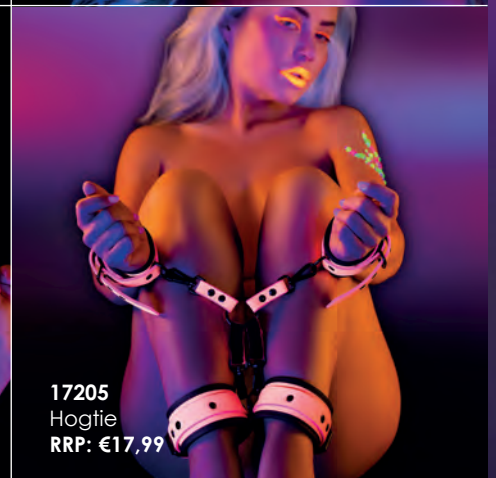
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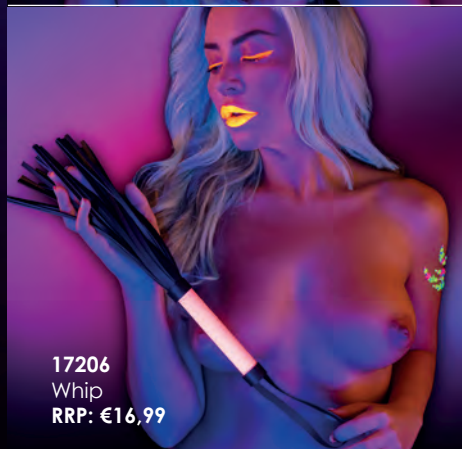
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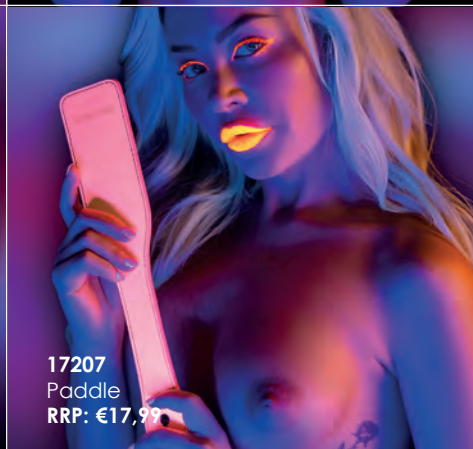
17204
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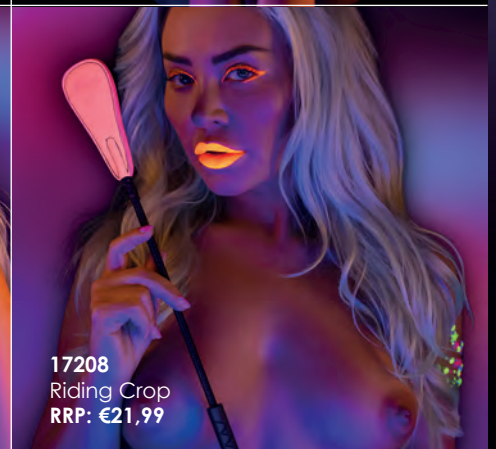
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"The consumers are very aware of these things."

ST RUBBER distributes SLIPPERY WHEN WET

Werner Tiburtius, CEO
of ST RUBBER



If you thought there were no original packaging designs in the lubricant segment, SLIPPERY WHEN WET will prove you wrong. True to the brand's name, the lubricant bottles are based on the well-known yellow warning sign. But SLIPPERY WHEN WET has more to offer than just witty design; what's inside the bottle is just as impressive. Here to tell us more about the qualities of the product is Werner Tiburtius, CEO von ST RUBBER. His company secured the distribution rights to SLIPPERY WHEN WET in order to provide the retail trade with a truly eye-catching lubricant.

When did SLIPPERY WHEN WET first catch your eye? And did you know right away that you had to have this unique product in your range?

Werner Tiburtius: We learned about the product at the beginning of 2023, and we liked it right from the get to. The shape of the bottles is very appealing and it grabs the attention, be it on a store shelf or at an online shop.

In which markets is **SLIPPERY WHEN WET** distributed by ST RUBBER, and are you the exclusive distributor of the products in those countries?

Werner Tiburtius: We distribute the two products in all the markets where ST RUBBER is doing business. And yes – we have the exclusive distribution rights in these markets.

The **SLIPPERY WHEN WET** bottles take inspiration from the yellow warning signs that everybody knows. Is catchy design like that the quickest way to grab the consumers' attention?

Werner Tiburtius: I think that the design and shape of the bottle are absolutely brilliant. The products immediately catch the eye!

Vegan, halal, pH optimised, free of perfumes or preservatives, dermatologically approved, not tested on animals, compatible with condoms and sex toys, long-lasting lubricating properties - SLIPPERY WHEN WET seems to offer much more than just an unusual bottle ...

Werner Tiburtius: Absolutely! All of the qualities of the product that you just listed



are becoming more and more important if you want to successfully sell a product in today's market. The consumers really pay attention to these things.

Are the qualities of SLIPPERY WHEN WET a reflection of the current trend for more responsible consumption and safe ingredients?





SLIPPERY WHEN WET lubricants are vegan, halal, pH optimised, contain neither dyes nor perfumes or preservatives, and they are dermatologically tested, with no animal testing

Werner Tiburtius: They are certainly in line with this trend. People are much more aware of the ecological aspects of consumption, and at the same time, they pay more attention to their own physical wellbeing. That is reflected in their purchasing decisions.

ST RUBBER already has a wide and varied range of lubricants. How does **SLIPPERY WHEN WET** fit in there? Do these lubricants serve as an additional option or do they fill an actual gap in your assortment?

Werner Tiburtius: Many people will consider these two products an attractive alternative to regular lubricants, simply because of how appealing they look. And since there is no other product out there that comes in an eye-catching bottle like this, you could also say that these lubricants fill a gap.

There is lots of competition in the lubricant market as many brands and products vie for the attention of the consumers. How much potential do you see for **SLIPPERY WHEN WET** in the markets you serve?

Werner Tiburtius: It is too early to make definitive statements. All I can say right now is that the number of people buying these products is growing every day.

How will you create brand awareness and increase the reach of SLIPPERY WHEN WET? What is your distribution strategy?

Werner Tiburtius: We are advertising the products on a regular basis, and our retail partners take care of the rest at the point of sale.

How will ST RUBBER support their retail clients so they can exploit the full potential of SLIPPERY WHEN WET? For instance, will there be POS materials, product training, etc.?

Werner Tiburtius: We are planning to provide posters to retail stores, and our sales reps will provide additional information and advice, remotely or when they visit the retailers.





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"Nu Sensuelle's future is very bright!"

An interview with Patrick Lyons, the new CEO of Nu Sensuelle



The official announcement came at the beginning of March: Patrick Lyons is the new CEO of Nu Sensuelle. He had been Nu Sensuelle's Chief Strategy Officer since 2020 and contributed greatly to the growth and success of the brand in that position. Now that he is taking over the reins, EAN seized the opportunity to learn which direction Nu Sensuelle is going to take under Patrick's aegis.

It's been a minute since you were promoted to CEO, but obviously, we still want to congratulate you. How does it feel to be at the helm of Nu Sensuelle?

Patrick Lyons: It has been incredible and humbling. Being at Nu Sensuelle has been amazing. The ownership team of Barry and Thao have allowed me to make changes I felt necessary to help move Nu Sensuelle to new heights. Although being CEO has tremendous responsibilities, it is a blessing to have the full support of Barry and Thao.

You can look back on a long career in the sex toy market. When did you start in the industry and which steps in your career were particularly impactful for you?

Patrick: I have had the opportunity to work with influential leaders in the adult industry. The first was Larry Garland at Eldorado. Larry not only taught me about distribution, but also his aggressive approach to business and his desire to foster strong relationships with customer and manufacturers.

The second was the great Nick Orlando. Nick brought me to Pipedream and introduced me to manufacturing on a large scale. Nick was deliberate in his decisions, and he loved the fast pace. Both are icons in this industry that I feel blessed to have known and to have worked so close with.

Are there people in the industry you would consider mentors? How did they help you make your way throughout your career?

Patrick: Throughout my career in mainstream as well as in the adult industry, I have been given opportunities to be bold in adjusting business practices to accommodate sales growth. In mainstream, I helped companies escape bankruptcies, I converted business models to be more consumer facing, and I helped start-ups gain market share. In the adult industry, I have done similar tasks with great success. And although I am cautious by nature and seek to understand issues and how decisions could affect the business, mentors have pushed me to go bigger and faster.

What do you value most about our industry?

Patrick: I have been a guest lecturer at Indiana University for the past 7 years and my presentation is built on the concept of permission. In this industry we give permission in the most intimate way possible. The idea of giving someone permission to be their true self is empowering.

In 2020, you joined Nu Sensuelle as their Chief Strategy Officer. Why was that brand such a good fit for you? What made Nu Sensuelle special?

Patrick: Nu Sensuelle was looking to grow and to become a true powerhouse brand within the industry. In our numerous discussions, I identified the products were amazing and had a great following. But they weren't telling retailers and consumers what really makes Nu Sensuelle amazing, and that was the proprietary motors that are developed by the co-founder, Thao Luu-Brinberg. Thao creates these motors to have a specific sensation, intensity, and vibration, and no one knew about her story. With Barry and Thao's support, they gave me full control to make the changes I felt necessary. We are still a small manufacturer, but we have gained more recognition, support, and love from our customers with the changes we implemented.





The official press release regarding your promotion to CEO listed some of your accomplishments and how you helped make Nu Sensuelle what it is today. What have been your biggest achievements during your time as CSO?

Patrick: Nu Sensuelle was known as the creator of the super bullet category when they introduced the Point Bullet. As CSO, I was able to develop the brand position that describes what makes Nu Sensuelle so unique in the adult industry. From our pro-

prietary medical-grade silicone to our purposeful product designs to the 10 proprietary motors developed by our co-founder, Thao, Nu Sensuelle is unique in the adult industry. To help retailers understand how the motor is as important as the shape of the product, we created a motor classification system. The revised packaging follows a color-coding system that tells you what motor is inside that product. We were able to refine this system by visiting over 100 stores and watching how consumers shop for products.

Nu Sensuelle has been around for 15 years. What will the new era look like with you at the helm? Could you tell us about the corporate culture and how it will evolve?

Patrick: Nu Sensuelle's future is very bright! We have just introduced our first app-based product and will soon be adding complementary products. Like everything we do, our app will have power and unique capabilities at price points below \$100. We have also identified segments and consumer groups that are underserved and are developing products for these markets. And lastly, we will be introducing our private label program that provides the lowest MOQs, highest quality products, and unique opportunities.

What are your plans for the next few years? As CEO, where will you and your





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team focus your efforts to further expand the Nu Sensuelle brand?

Patrick: App-based products are a necessity, but we will remain true to our value of building intimacy and connection even if you are playing long distance. As app-based products target more of the camming industry, ours will focus more on building connection between people in an intimate way. In July, we will be introducing an extension of Nu Sensuelle by creating a brand dedicated to penis and prostate owners. These products will include app and remote-control features and these unique products give the user permission to explore like never before.

Many say that there is only one certainty in the sex toy market: constant change. Under your leadership, how will Nu Sensuelle meet the current and future challenges of the sex toy market?

Patrick: Consumers are getting wiser and their need for better products continues to grow and we love that! We create products

designed for a purpose of building connection and intimacy whether in solo play, couples play or multi-partner play. With the combination of our consumer research and retailer outreach, we are ensuring Nu Sensuelle is on the forefront of trends and paving ways for consumers to connect with their true sexual selves. We are not shy to ask questions or to adjust our product strategy based on consumer needs. Our dedicated manufacturing partner allows us to be nimble and efficient.

Since most of our readers are from Europe, we would like to know what your plans are for the European market? For example, will there be any changes to your distribution strategy?

Patrick: We have just begun our journey in Europe, and we appreciate the dedication and support SCALA and ABS have provided. We look forward to gaining brand and product awareness and increasing the number of retailers carrying our products.

If you had to describe the current state of the sex toy market in a few words, what words would you choose?

Patrick: For the past 5 years or so, the adult industry began moving away from a consolidated industry to more of a fragmented industry. In a fragmented industry, you must be nimble and purposeful with clear direction.





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"Sustainability is not just a buzzword - it's a critical need for our planet's future."

April Lampert on her new position at Hot Octopuss

April Lampert was recently promoted to Chief Sales & Partnerships Officer at Hot Octopuss



April Lampert has already been with Hot Octopuss for six years, contributing greatly to the success of the brand during that time. At the beginning of April, she took over a new position within the team, now being the Chief Sales & Partnerships Officer of Hot Octopuss, and she also became a partner in the company. That was more than reason enough for EAN to ask April for a chat. But we also talk about the transformation of Hot Octopuss and the importance of being a sustainable sex toy brand.

Congratulations on your promotion to Chief Sales & Partnerships Officer and becoming a partner in Hot Octopuss. How does that feel?

April Lampert: For me, working at Hot Octopuss has always been more than just a means of earning a living - it's like being part of a family. Therefore, becoming a partner and being promoted to serve a more intricate role is an accomplishment that fills me with immense pride and gratitude. It's an honour to collaborate with a team that is passionate

about designing innovative and stunning sex toys. Knowing that we're all working towards the same goal of creating products that can change people's lives is truly a dream come true. I'm thrilled to share what we have in store with everyone because there are some exciting ventures on the horizon.

You've been with Hot Octopuss for six years. What fascinates you about the brand? What makes Hot Octopuss unique?

April: At Hot Octopuss, we're not just in the business of selling sex toys, we're all about providing an unforgettable experience. We take pride in being forward-thinking and making our products accessible, which is why we offer a limited selection of sex toys that are carefully designed to have maximum impact on the user. We believe in quality over quantity and we're committed to curating a collection that goes beyond the traditional idea of a sex toy. Hot Octopuss stands out from other manufacturers in the industry due to our obsession with providing an unparalleled experience. So it's no surprise how we've garnered immense brand loyalty as we genuinely care about our customers and the world's pleasure at large.

So now you're Chief Sales & Partnerships Officer. What can you tell us about your new area of responsibility? What exactly does a Chief Sales & Partnerships Officer do?

April: In my role as Chief Sales & Partnerships Officer, my focus will be on enhancing our existing partnerships and constantly refining our partner network. I'll keep in mind the unique qualities of our industry, as well as those of other industries, and strive to make our brand more prominent while also maintaining an exceptional customer experience. My ultimate goal is to elevate the business to new heights, drive growth, enhance our branding, and promote impactful product marketing. This position requires a combination of creativity and big-picture thinking to enable Hot Octopuss to enter new markets. Additionally, I want to ensure that we continue to encourage open conversations about sex toys and pleasure so that it becomes more widely accepted, prioritized, and less stigmatized in the mainstream.

The official press release for your promotion mentions that one of your main tasks will be to make the Hot Octopuss brand more sustainable. How will you go about achieving that goal?





April: I am thrilled to have been promoted to a position where I have the responsibility to help the Hot Octopuss brand be more sustainable. Sustainability is not just a buzzword - it's a critical need for our planet's future. To achieve this, my plan is to implement various strategies that will reduce our carbon footprint. First and foremost, we already transitioned to using more eco-friendly materials for our products and packaging; however, we aim to further reduce our plastic usage by instead opting for biodegradable and compostable alternatives whenever available. Another critical aspect is quality assurance of our products. We are committed to making sex toys that are not only durable but also that are built to last. By staying on top of our product's quality, we reduce

the customer's need for frequent replacements which creates more waste.

Finally, I will continue to work closely with our team to identify other areas where we can make improvements to be more sustainable. But it's not just about making changes within the company. I also believe in using our platform to inspire and educate others on the importance of sustainability. This includes creating engaging content that highlights the benefits of eco-friendly practices and collaborating with like-minded organizations to promote positive change.

Overall, I am excited about this new chapter for Hot Octopuss I'm confident that we can make a positive impact on both the environment and the industry as a whole.

When it comes to sustainability, you obviously bring a lot of passion to the table, as well as expertise from your university degree. How will this help you make your sex toy brand more sustainable?

April: Sustainability is not just a personal passion of mine, it's a way of life. With my bachelors of science in environmental law and policy, I also have the expertise to back up my enthusiasm. I'm able to apply my knowledge of sustainable materials by constantly researching more renewable

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ways to produce our sex toys so they are both effective and consciously made. But it's not just about the products themselves - I'll be looking at our shipping methods' economic benefits and sustainability.

But how does all of this translate into making a sex toy brand more sustainable? For starters, I know that sustainability isn't just about using eco-friendly materials or reducing waste. It's about creating a product that's not only environmentally friendly but socially responsible as well. And when it comes to sustainability, consumers are looking for brands that share their values.

By highlighting the sustainable practices of our brand, I can help to elevate our reputation and attract a new demographic of conscious consumers.

Hot Octopuss has already changed a number of things to operate more sustainably, for example relying more on sea transport instead of air freight or your sales team flying around less. Could you shed more light on the various steps you have taken?

April: Shipping is a major contributor to greenhouse gas emissions, so by opting for sea transport, we are reducing our carbon footprint significantly. Air freight is known for being one of the most polluting forms of transport, so this move is a big step towards a greener future. Although sea transport may be slower than air freight, it's much more eco-friendly and more cost-effective which allows us to pass on the savings to our customers. In addition to this, we have reduced the amount of air travel our sales team takes. While it may be tempting to jet around the world to meet with customers, we recognize the negative impact this has on the environment. Instead, we are finding more efficient ways to conduct business, using video conferencing and other digital tools to communicate and collaborate as often as possible. This not only reduces our carbon emissions but also allows us to be more efficient and productive in our work. But that's not all. We are constantly looking for ways to operate more sustainably and reduce our environmental impact. For example, we are using more eco-friendly materials in our products and packaging, and we are working to reduce waste throughout our supply chain. We believe

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that every small step we take towards sustainability can make a big difference, and we are committed to doing our part to create a more sustainable future for everyone.

Another important step towards sustainability was revamping your packaging. What exactly have you changed and what materials do you use for your packaging now?

April: We wanted to make sure our packaging was made from materials that are less harmful to the environment, but we didn't want to compromise durability or appeal. We were looking for materials that could be recycled or composted because they don't require as much energy to produce. There are many sustainable pack-

aging options available, including using biodegradable materials, such as corn starch or bamboo instead of plastic and styrofoam. We chose 100% post-consumer waste cardboard because it looks good and it's completely recyclable.

Another aspect we considered was the size of our packaging as well as the amount used per item. Oversized packaging wastes materials and increases shipping costs which harms the environment, so we chose to reduce the size of boxes and limit the amount we use by providing a cardboard clam shell and an external box only. This lessens the landfill waste generated plus it reduces the shipping costs because the items weigh less. Not only is sustainable packaging better for the environment, but it can also improve customer loyalty and satisfaction. Consumers are becoming increasingly aware of the impact their purchases have on the environment, and they're more likely to support companies that prioritize sustainability.

As you stated in an official press release, your new packaging shows that neither quality nor aesthetics or brand image have to be sacrificed in order to act in a sustainable way. Is this transformation process more difficult than it seems?

April: Many companies are hesitant to switch to sustainable packaging, fearing that it may compromise the quality



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At the beginning of April, Hot Octopuss announced that they would be switching to new, more sustainable packaging

and appearance of their products and it's understandable. But this misconception couldn't be further from the truth. Thanks to technological advancements and innovative materials, it's now possible to have packaging that is eco-friendly and visually stunning. We faced the challenging task of finding a recyclable material that can withstand the rigors of transportation and storage, while also being lightweight enough to reduce the carbon footprint. Although recyclable materials are known to be more delicate than conventional packaging, we were able to find a suitable option that is still visually appealing. The transformation process was time-consuming but it wasn't as difficult as expected. Thankfully, little had to be sacrificed with the packaging transition and the end result is better than we anticipated.

What other steps could you imagine taking to make Hot Octopuss even more sustainable?

April: As a brand, we've already taken significant steps towards making sustainable sex toys. However, there are still opportunities for us to become even more environmentally conscious. One of the ways to achieve this would be to explore more renewable energy sources to power production facilities and look for ways to implement recycled materials in the entire production process. Another step would be to encourage or even incentivize customers to return their old sex toys, which could then be recycled to create new products. Finally we could take that option even one sustainable step further and adopt a circular economy model by designing products that can be reused, repurposed or recycled once their lifespan is over. This concept can sound disparaging because of the personalized nature of sex toys and their intended use however, with proper protocols in place to ensure safety, it's a solid solution to further reduce landfill waste and give back to the planet.

While we're on the subject of sustainability, how is our market doing in this regard? Are we on the right track? Or do we need to do better?

April: It's fair to say that sustainability has made some strides in the market, but there's still a lot of work to be done. Many companies have adopted sustainable practices such as waste reduction and eco-friendly packaging however, the unfortunate truth is that some companies



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April has already been with Hot Octopuss for six years

still prioritize profits over sustainability. A significant challenge that the market faces is the lack of regulation and standardization for sustainability. There are no clear benchmarks for what makes a product or company sustainable, making it tough for consumers to make informed choices. Additionally, the implementation of sustainable practices can be costly, but it pays off in the long run. Companies that prioritize sustainability typically experience long-term benefits, such as increased customer loyalty and a positive reputation.

Overall, the market still has a long way to go when it comes to sustainability but it's important to note that it's not just a trend; it's a necessity. I have a lot of optimism that the industry will continue to move in the right direction and it's up to all of us to do our part in promoting and practicing sustainability. Together, we can make a positive impact on the planet to facilitate change and create a better future for generations to come. **e**



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"I am excited to see what magic we can create!"

Conde Aumann joins Nu Sensuelle

Conde Aumann,
Nu Sensuelle's new
Director of Sales



There is a new face at sex toy brand Nu Sensuelle: Conde Aumann has joined the team as their new Director of Sales. Given years of experience in the sex toy market, Conde comes well-equipped for this new position. In our interview, she tells us more about this new phase in her career and the compelling qualities of Nu Sensuelle.

Obviously, you are no stranger to our industry, but would you mind introducing yourself to our readers? How long have you been in the industry and what have been the milestones of your career so far?

Conde Aumann: I actually started out doing home parties back in 2001 – I worked for a small company for about two years and then decided to start one of my own with a business partner at the end of 2003. We did solid business until about 2008 when it was just 'time' to move on – we each loved the industry so we stayed in it and started at two different manufacturing companies – me at Screaming O and her at Earthly Body. I was at Screaming O almost 15 years and then was at Viben for about a month and now Nu Sensuelle.

Now you have joined Nu Sensuelle. How did this come about?

Conde: Patrick from Nu Sensuelle approached me during the Altitude show - he is someone I have always wanted to work with, and the timing

was right for both me and Nu Sensuelle so I decided to make the leap!

**What attracted you to Nu Sensuelle?
What made you sure this was the right move?**

Conde: I love the brand and products – I've been keeping an eye on what Patrick has been doing over the last year or so with the messaging and packaging for the company - it's quite innovative! When all of us - Patrick, Barry and Thao - get together, we are all such motivated positive people that we build off each other's energy. Even with just a little more than a week of being here, I can tell that this is the right 'fit' for me (and them). I am excited to see what magic we can create!

What potential do you see for Nu Sensuelle in the future in an increasingly competitive market environment?

Conde: I can't give away the 'secret sauce' but keep an eye on us – with the group we have assembled, I believe the industry will be blown away and want to be a part of what we are going to be doing!

Could you give us deeper insights into your responsibilities as the new Director of Sales at Nu Sensuelle?

Conde: One key part that I will be responsible for is to be the 'first line of contact' for our customers to make sure they are getting what they need from us as well as look for ways to grow our business by conducting trainings and managing their lineup of product offerings. I'll be looking to maximize our relationships to make sure we are getting the most from each other to achieve the greatest success. Also, this is a smaller company in regard to overall employees so we all get to wear multiple hats – which is something I love! I do best when I get to play a part in all aspects of a company and I look forward to help doing that here.

To what extent do your years of experience in the sex toy industry help you when it comes to your new responsibilities?

Conde: This industry is so relationship-based. I believe I have spent my time here building a good reputation and excellent relationships, and I plan to use those to help grow this company to new heights.





How would you describe your approach to work?

Conde: I always try to put myself in the other person's shoes and proactively give them what I would want in regard to communication and managing expectations so that we are all happy with each other and can count on each other.

What ideas, plans etc. do you want to implement at Nu Sensuelle?

Conde: Haha – again, I can't give away the 'secret sauce' but I already see that I can help by being someone that our customers can count on to always do what I say and say what I do – it's something that sounds so simple but is quite often not achieved.

What is on your agenda for the next few months? Can you give us an overview of what your next steps will be? What can the market expect from Nu Sensuelle?

Conde: These first months will be spent learning the details of our brand and products - what makes each special and unique. I also plan to pour over the data so that I can find the key items (new and best sellers) that certain customers may have missed out on and get trainings scheduled for those who haven't had one in a while. We all just met in Florida this last week and have some very fun and exciting things happening – keep an eye out for them!

What should you know about the private person Conde Aumann?

Conde: Hmm – I was wearing a shirt the other day that says 'In a world where you can be anything ... Be Kind' – that is what I try to do each and every day. e

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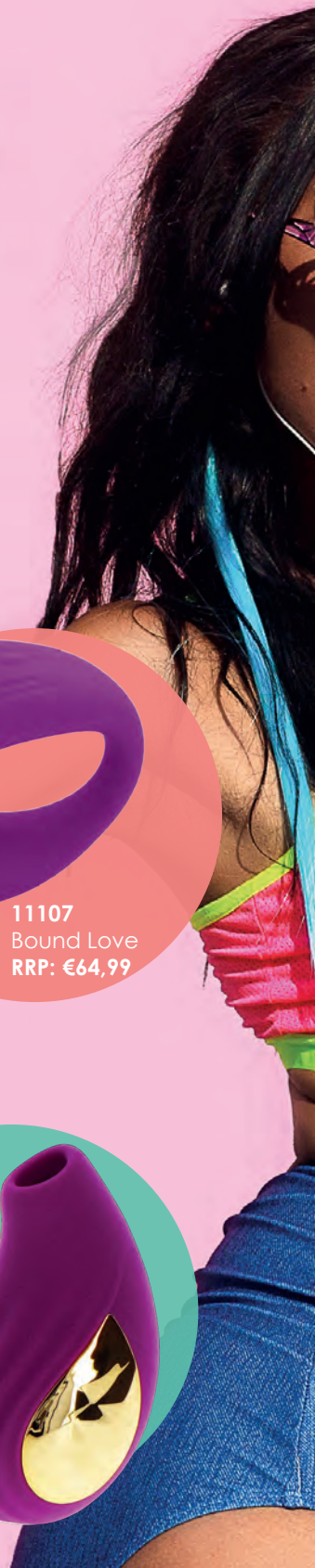
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"To put it simply, the Play Wiv Me products are a good laugh"

Creative Conceptions sealed a worldwide distribution agreement with Play Wiv Me

Play Wiv Me have specialised in fun games for adults, creating perfect additions to any stag party or hen night. The British company had their big break through with the 'Cum Face' game which quickly became a social media sensation. Now, Creative Conceptions have secured the global distribution rights to the Play Wiv Me products. Chris Bowles, General Manager of Creative Conceptions, tells us more about this new distribution agreement in our interview.



Chris Bowles, General Manager Creative Conceptions

Did you become aware of Play Wiv Me through the success of their now legendary 'Cum Face' game?

Chris Bowles: Upon its launch, Cum Face attracted a lot of attention and soon went viral across social media platforms. As a result, we had customers asking for it so became aware of the Play Wiv Me brand and who they were, and it soon became something that we were definitely interested in. We reached out to the distributors at

the time and soon realised that there were four other games and novelties that were equally as fun, and we could see a huge market for it. We initially took the Cum Face game alone but following the increased interest in the brand, we expanded the range further to take on the other SKUs.

Your company has secured the worldwide distribution rights to the Play Wiv Me products. How did this agreement come about?

Chris: Our product range works really well with the Play Wiv Me brand. As an adult game and novelties manufacturer, Creative Conceptions has the largest portfolio of couples' games and novelties and Play Wiv Me sits well within that portfolio of products. We could see a good opportunity to sell the Play Wiv Me products within the US market as it fits with the bachelor and bachelorette products in our own range and the success of the Cum Face game has been instrumental in driving people to purchase Play Wiv Me products and we can now look at the other SKUs which have been selling really well since we have taken them on.

What are the strengths of Play Wiv Me in your opinion? What makes their products so compelling?

Chris: To put it simply, the Play Wiv Me products are a good laugh. They are funny, known to elevate the adult party experience and they have the capability to not only be sold in adult stores but to branch out into mainstream markets. There's a lot of scope as to where the products can go and ultimately there's nothing like them in the market. The great thing about Play Wiv Me products



is that they add a naughty twist to well-known games and novelties that people love and I think that's why they're so unique as people recognise the inspiration for the products, for example everyone knows what an ice luge is but they don't necessarily think of a penis one – it's this naughty twist that has people wanting more.

How do the Play Wiv Me products fit into your range?

Chris: As mentioned previously, the Play Wiv Me products fit perfectly with the other bachelor and bachelorette products in our range as they are fun novelty products that demand attention. The

The already legendary
'Cum Face' game



Play Wiv Me brand ties in nicely with the fact that we have our own Creative Conceptions games and it makes sense for us to have more games in our portfolio. It also fits in with the distribution model in the UK in terms of getting adult products into more mainstream markets and avenues.

How important is the product category 'adult party games and gifts' in our market today?

Chris: The adult party games and gifts market is massively important and only growing in importance. Things like bachelor and bachelorette events and adult parties have opened up the possibility for more and more adult games and novelties to expand beyond the traditional adult market and into more mainstream avenues. We saw it with the viral success that Cum Face achieved in its early days. Adult party games and gifts have

the ability to enhance social occasions and ensure that events that are based on fun, laughter and being a little bit silly. We have the tools available to make this possible. There are so many naughty games, gags and gifts available today and I have no doubt that we will continue to see more introduced in the future.

How many Play Wiv Me products are you currently selling and what kind of products are they?

Chris: We are currently selling 6 SKUs of the Play Wiv Me brand that all fall within the remit of the fun games and novelties that they are best known for. We currently offer Cum Face, Beer Boobs, Fondle, the Huge Penis Ice Luge, Bigger or Smaller Penis edition and the newest release, Bigger or Smaller Boobs version.

Over the course of the last few months, you presented some Play Wiv Me products at trade shows. What was the response? Is there a lot of demand for these unique products?

Chris: Yes, absolutely. When we first came across the Play Wiv Me brand, we had a feeling that there was going to be a huge demand for them and since we've been showing them at various trade shows and in meetings with customers, we've had some really good orders and re-orders of the items that

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we have. The one that was probably the most surprising was the Huge Penis Ice Luge which has turned out to be one of the best sellers in the range and we're really pleased with how that has gone. Overall, we have had some really good traction at our recent shows in the US and in April, we introduced it for the first time to the European market at Ero-Spain.

As mentioned before, you have secured the distribution rights to the Play Wiv Me products - worldwide! What does this move mean for you as a company?

Chris: The fact that we have managed to secure a worldwide distribution agreement is great for us. It highlights what we are trying to achieve: to grow in all markets across the globe, and to achieve

worldwide distribution with any brand is a good feat. We are serious about that change and are looking forward to the new markets that we can enter with the Play Wiv Me brand in the future.

Could you tell us more about your distribution strategy? How do you plan to market the Play Wiv Me products worldwide?

Chris: We have already witnessed the attention that the Play Wiv Me brand receives at our recent shows and will continue to take the products to further shows across a range of different markets as well as presenting them at virtual shows and meetings to push the brand further afield. We know everyone who sees the products loves them and we are certain that that success will continue to develop as the brand awareness increases.

Which markets do you have in your sights at present? Could the Play Wiv Me products be successful beyond the erotic market, crossing over into the mainstream?

Chris: Yes, they can, and they already are. There are certain gift sites and mainstream channels that are already taking the Play Wiv Me products, particularly through the avenue of bachelor and bachelorette product categories.

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The 'Bigger or Smaller Penis edition' and 'Bigger or Smaller Boobs version' card games




That said, our main market is the adult market and one that still remains one that we want to continue to grow. So, we are going to be pushing more into US and worldwide adult markets initially with a view to expand further into mainstream in the coming months. Ultimately, we want to try and hit as many markets as we can with this, and we have already seen interest from countries that we never thought we would have interest from.

What support can your retail and/or wholesale partners expect from you? How do you plan to help them succeed with Play Wiv Me?

Chris: Our customer base is growing all the time and our distribution strategy is to look after customers as much as we can and make sure that they're getting the best service possible from us along with the best product portfolio available. This is why we always try to get the most well-known brands in the industry. In terms of marketing, we are working with Play Wiv Me on ways to build on the viral success of Cum Face and see if we can achieve similar success with some of the other products. We know that they're all products that can go viral and Play Wiv Me have experience on how to make that happen so we're working on things in the background to push that and then hopefully there will be opportunities for certain customers to take advantage of those opportunities as we start to see the rise in demand.

Can you already tell us about Play Wiv Me's upcoming product releases? What can we look forward to in the coming months?

Chris: There are a number of really great items in the pipeline, but unfortunately, we cannot disclose anything at the moment. We will be sure to let people know more when they're available. 

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"Decreasing the time between your orgasm and your partner's is possible."

Patricia López talks the 'orgasm gap' and 'climax control'

A lot has been said and written about the orgasm gap, and by now, everybody should know what this term stands for. There have also been a lot of discussions about ways to close this gap. But obviously, this is a very complex and layered topic, as Patricia López, founder and CEO of MYHIXEL, explains in our interview.

Patricia López,
CEO & founder
of MYHIXEL



When and where did the term 'orgasm gap' first appear? And what exactly does it describe?

Patricia López: The orgasm gap or 'pleasure gap' is a term used pretty widely these days. But orgasm inequity was most famously explored in a 1953 Kinsey report and by

Masters and Johnson in the '60s. However, it wasn't actually until the '90s that the term 'orgasm gap' was used.

The orgasm gap typically describes a disparity between heterosexual men and women in terms of sexual satisfaction. Specifically, how often each orgasms during sex or

a sexual experience. Data suggests that heterosexual men orgasm more than heterosexual women and there are many reasons for this. What we refer to as the orgasm gap doesn't take the full spectrum of gender or sexuality into account because the data we have generally measures frequency of orgasm between cis-het couples and cis homosexual couples. So obviously, when it comes to trans, gender-questioning, non-binary or sexually fluid people, there are blind spots in the data. But generally speaking, we understand the orgasm gap as: Cis women aren't having as much fun as cis men.

What reasons does science give for the 'orgasm gap'?

Patricia: The number one is that cis men typically reach orgasm faster than cis women. For people with vaginas, it takes much longer to achieve orgasm than for people with penises. Then there's lack of sex education and body literacy. Often, people don't know how to deal with common issues like premature ejaculation or erectile dysfunction. Or they don't understand the need to go slowly, communicate, use lube or how to touch a vulva.



A lack of pleasure-focused sex education and an emphasis on fear-based sex education is also partially to blame for this. For example, studies show that only four percent of women can orgasm through penetration alone, so knowing how your partner likes to orgasm and doing things that their body can physically respond to instead of expecting a miracle is a much better approach. The lack of communication in an intimate relationship is a real issue too. If you don't ask your partner what they like or if you don't know how to ask for what you want, it's likely you won't get it. And that of course leads us to the issue of anxiety, avoidance, and fake orgasms. Many people fake orgasms, men and women. But often, it's because doing so seems easier than communicating your needs and desires. Some people feel too anxious to speak up and fake pleasure. This of course leads their partner to think they're satisfied, so they continue to deliver more of the same. In this scenario, no one wins.

You mention that there is another important reason for the 'orgasm gap', namely premature ejaculation. Could you elaborate on that?



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Patricia: Cis men typically reach orgasm faster than cis women, and for some people with penises, ejaculation happens more quickly than is typically expected. This is a very common issue and affects many people. Closing the gap, or in this case, decreasing the time between your orgasm and your partner's is possible and that's why we developed MyHixel and the concept of climax control, gamified training, and new ways of communicating to ensure everyone has the best time possible while being intimate with a partner.

The solution you propose to close the 'orgasm gap' is 'climax control'. Can you tell us what you mean by this?

Patricia: Climax control is a way of training your body's natural responses in order to enjoy pleasure simultaneously with your partner. By working with our technology and exercises, our community is working to close the orgasm gap by controlling when and how they orgasm. Not only does this help with extending the time it takes to orgasm, therefore ensuring your climax is closer to your partners' - it is also empowering to be able to take control of your pleasure and the sexual experiences you have. Furthermore, it places the responsibility on you both to communicate and prioritise your own and each other's pleasure.



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"SheSpot aims to empower women to explore their pleasure and sexuality in a safe and trusted space."

SheSpot.co.uk - The online shop for female sexual wellness

If you look back at the history of the sex toy market, it cannot be denied that the pleasure of women has not always been a focal point of the industry. Fortunately, things have changed, thanks to the efforts of people like Kalila Bolton and Holly Jackson. Two years ago, they decided to launch SheSpot.co.uk, an online shop for top-quality products that are aimed at female sexual wellness. EAN asked co-founder Kalila Bolton for an interview to learn more about the product range and mission of SheSpot.

Could you tell us more about how SheSpot was founded? What made you decide to sell sex toys on the internet?

Kalila Bolton: Born out of frustration with a market revolving around male pleasure and gaze, founders Holly Jackson & Kalila Bolton launched SheSpot in 2021 to create a trusted online shopping destination showcasing the very best sextech, femtech, and holistic wellbeing products focused on women's sexual wellbeing. SheSpot started life as a subscription box product, offering their community a curated range of sexual wellness products, from sex toys and lubes to aromatherapy and mood-setting treats. They now operate a wider marketplace with a curated range of premium sexual wellness products. In providing a broad range of self-love products, they hope to show how sexual wellness can form a key pillar in day-to-day wellbeing and normalize the conversation around sex and pleasure for women.

Did you have any previous experience in e-commerce? And what about any contact

with the sex toy industry before SheSpot was founded?

Kalila Bolton: Since meeting at university over a decade ago, both Holly and Kalila have had a shared passion for women's health, sex, and relationships. Co-founder Holly Jackson's career prior to founding SheSpot was focused on the retail and consumer space. She worked in beauty ecommerce trading at THG before moving into management consulting where she advised retailers (both physical and e-commerce) and consumer brands on strategy and operations.

Online shops offering sex toys are a dime a dozen on the internet. What sets SheSpot apart? What is your philosophy?

Kalila Bolton: SheSpot aims to empower women to explore their pleasure and sexuality in a safe and trusted space. What sets SheSpot apart from their competitors is the laser focus on product quality and the curation of a store which only features sexual wellness products that have been rigorously tested and reviewed

under the ‘SheSpot Approved’ process. In relation to sex toys specifically, SheSpot prioritises products that are made from high-quality, body-safe materials (think high-grade silicone), as well as those made in a sustainable way – so, no more disposable batteries for those toys! SheSpot also works with a unique blend of innovative brands designing products for women’s unique needs, spanning global market leaders and rising stars.

Who is your target group?

Kalila Bolton: SheSpot’s customers range from curious women who may be new to sexual wellness, to those looking for a more trusted space to shop for intimacy and pleasure products. SheSpot cater to women of all life stages and have customers across the UK (stay tuned for international orders!).

What are the main expectations of your target audience?

Kalila Bolton: SheSpot’s target audience demand a trusted, accessible space to shop for sexual wellness products with confidence. They appreciate beautiful design as well as innovations catering

Holly Jackson and Kalila Bolton want to make SheSpot the go-to shop for women who are looking for sexual wellness products



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to the unique needs and desires of women. Crucially, SheSpot's audience are also looking for a curated collection of products, with a hand-picked selection of recommended intimate products (in a space which can otherwise be quite overwhelming elsewhere!).

Do you think that the sex toy industry is doing a disservice to female consumers? What exactly is going wrong?

Kalila Bolton: Sex toys can be unregulated and SheSpot have seen many products come to market which are simply not body-safe nor tailored to women's bodies and needs. Indeed, we've seen sex toys branded as 'novelty' items as an excuse to use poor quality materials which are ill-suited to the delicate intimate area. Traditional sex toys have also lacked the

design and beauty SheSpot feel many women consumers crave. Take your average G-Spot vibrator for example - many of the SheSpot community are keen to explore these types of toys but are turned off by phallic designs and garish, 'seedy' packaging in the wider market. The poor design and presentation of these products only exacerbates shame around women's pleasure, with many women feeling like they need to hide their toys (or even worse, not buy them at all!).

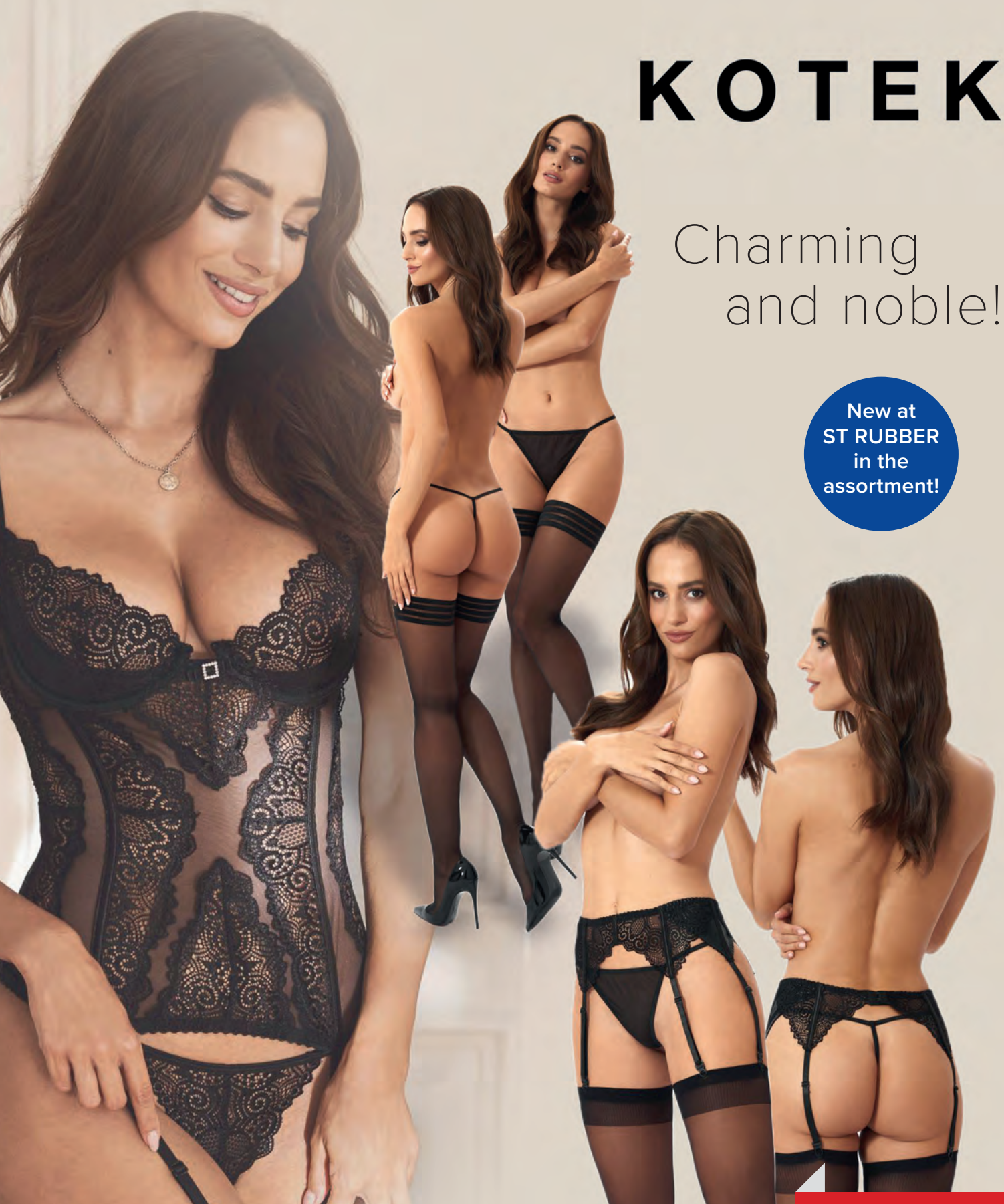
How do you succeed in reaching your target audience and turning them into loyal customers of SheSpot?

Kalila Bolton: SheSpot's subscription service is an excellent way to showcase new and upcoming sexual wellness brands and provide their subscriber base

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with a trusted discovery point into the sexual wellness category. Subscribers are then able to replenish any products that they love on the SheSpot Self Love Store. At £70 per quarter and with boxes guaranteed to be worth over £100 (they are typically above £150 in total worth), SheSpot have designed their subscription service to be a more affordable way for women to shop high-end, top-quality sexual wellness, without the price tag. The curated 'SheSpot Self Love Store' also provides an accessible way to invest in sexual wellness, especially for those who prefer to buy individual products rather than subscribe. With regularly updated collections of the very best products on the market, SheSpot see their community coming back for more across all categories, from pleasure products to wellness treats.

What channels do you use to communicate and interact with your customers?

Kalila Bolton: Reaching new customers can be challenging, especially with social media restrictions around sexual content. However, SheSpot have successfully grown their community through a rich network of partnerships, both with other sexual wellness brands as well as prominent influencers and journalists. Online, SheSpot have a growing Instagram, Linke-

dIn, and email following where they post regular updates on new product releases, sex education, and more about their own story. Founders Kalila & Holly love speaking to their community via direct message! SheSpot are also expanding their in-person event offering - with pop-up stores, panel events, and parties!

How important is sex education for you? And how do you satisfy the thirst for knowledge that many people have regarding sexual wellness?

Kalila Bolton: Education around sex, pleasure, and intimate health is part of the SheSpot DNA. The SheSpot founders are committed to empowering their community with the knowledge they need to feel

confident exploring their sexual wellness, without any shame or stigma. As part of their commitment to education, SheSpot ensures every product listing contains rich information about how the product can be used, why it's been chosen to be listed on the store, and key safety and quality information to enhance trust and confidence. SheSpot also publishes regular blogs and articles, as well as hosting in-person events - drawing in experts to discuss a



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holistic range of topics such as improving sex with a partner, discovering self-pleasure, and nurturing hormonal health. SheSpot believes sex education is a fundamental part of wellness and helps to dismantle archaic taboos around women's pleasure and sexuality.

How would you describe your product range? What are the main focal points?

Kalila Bolton: The products featured in both SheSpot subscription boxes and the wider Self Love Store represent the best products in femtech, sex tech, and well-being. The range spans sex toys, pleasure products (think lubes and arousal oils), sex accessories, intimate care products, and wellness items supporting things like sleep, cycle care, and hormonal balance.

Any SheSpot product is part of a curated collection of products that are designed with women in mind and champion quality and innovation.

What are the criteria that products and brands have to meet in order to be included in your range?

Kalila Bolton: To be included in SheSpot's range, brands and their individual products must meet strict criteria set out in the SheSpot Approved accreditation. The criteria are made up of 3 core pillars:

- **Safety:** Made with high-quality, body-safe materials or ingredients. No nasties or irritants.
- **Specification:** Designed with women in mind. Best-in-class, innovative



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What is sexual wellness and why does it matter?

products that are made to last.

- **Soul:** Created by sex positive brands who champion women and show commitment to social impact.

With ‘SheSpot Approved’, you have introduced your own certification. Could you explain how this works?

Kalila Bolton; To empower their community to make informed, educated investments into their sexual wellness, the SheSpot Approved accreditation assesses every product against the three core criteria: Safety, Specification, and Soul. Only those that meet each criteria will be listed, and a written assessment against each of the criteria can be found displayed alongside each product page for customers to review freely. The review

process is ongoing: SheSpot ensures brands continue to align with the core selection criteria, and any additional products submitted are reviewed in the same rigorous manner.

What factors are particularly important for your customers when they choose a product? Material? Price? Brand? Function? Sustainability?

Kalila Bolton: There are a growing number of incredible sexual wellness brands now available on the market, but this can make the space difficult to navigate. SheSpot customers are looking for curation, education, and reassurance when making a purchase decision. They know that the products sold at SheSpot are high-quality, body safe, fairly priced and

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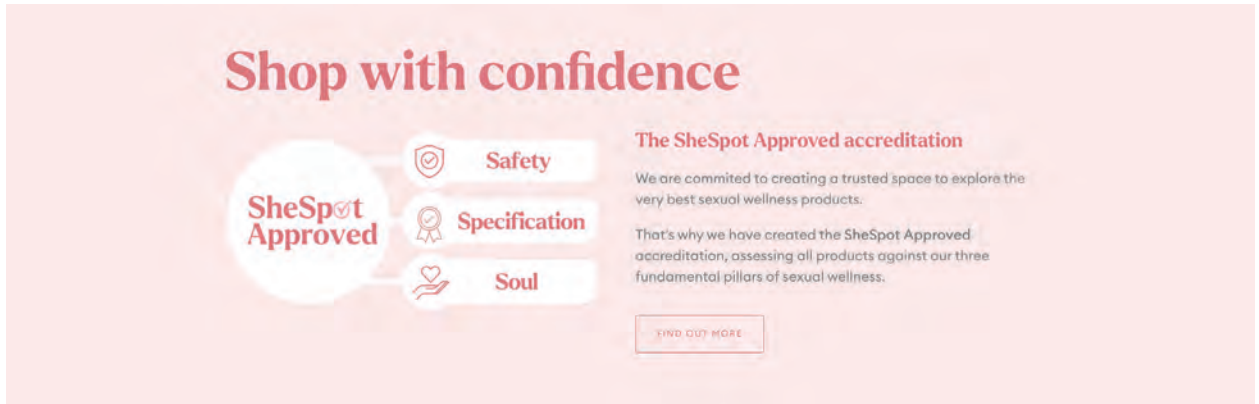
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Which products are currently in high demand? Which trends are having the biggest influence on your customers?

Kalila Bolton: Since launching their wider Self Love Store, SheSpot have seen customers continuing to purchase complementary products, particularly when it comes to sex toys. They very often see customers purchasing a vibrator, lubricant, and a sex toy cleaning spray together. SheSpot love to see these types of orders because it shows growing product knowledge,

confidence, and commitment to a complete self love ritual - from arousal to aftercare!

What can you tell us about the future of SheSpot? Where are you headed?

Kalila Bolton: SheSpot are on a mission to be the number one destination for women's sexual wellness products, with international reach. Founders Kalila & Holly are excited to be rapidly expanding their Self Love Store product range, whilst still demonstrating their commitment to a curated, personalised customer journey that puts the unique needs of women first and sheds shame around pleasure!



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Few brands in the sexual wellness market can match the pioneering spirit that has made TENGA one of the biggest and most influential names in the industry. But what is a brand without communication? This is where Ikenna Lewis-Miller comes into play. He is TENGA's PR & Marketing Directors, and in our latest Monthly Mayhem, Ikenna tells us what it is like to work for a trailblazing company and how happy he is to finally have found his way into the sexual wellness industry.

Is it a curse or a blessing to work for a company that has been a pioneer in revolutionizing the market?

Ikenna Lewis-Miller: It's 100% a blessing. There are very few downsides to working for a company that is trying to have such a positive impact on people's lives. TENGA's mission to bring sexuality to the mainstream for all to enjoy has long been the motto for the company. That's because we believe sexuality is as natural as sleeping and eating, therefore the products that support this should be enjoyed, proudly and unabashedly. This is a hugely powerful message.

What was your childhood ambition?

Ikenna Lewis-Miller: Probably to become a professional footballer.

How did you get into the industry?

Ikenna Lewis-Miller: I previously worked for a global communica-

tions agency which had a sexual wellness brand as a client. After leading on this account, I quickly came to realise this was where my passion was.

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

Ikenna Lewis-Miller: Still trying to find a way to get in. I've wanted to work in the sexual wellness industry for years and was determined to find a path in.

What was the biggest step in your career?

Ikenna Lewis-Miller: I've previously always worked for the communications agency who represents the brand but I feel that, working for the company itself, I can have an even bigger contribution to its success.

Where do you see yourself in 10 years' time?

Ikenna Lewis-Miller

Questions & Answers

Ikenna Lewis-Miller: Things can change very quickly but I would love to still be with TENGA, having played a key role in helping to increase its global sales and its brand awareness.

How do you envision the future of the industry?

Ikenna Lewis-Miller: We are seeing signs that sex toys are becoming even more popular and normalized than ever, and there is generally a greater acceptance and positive attitude towards pleasure products from both inside and outside of the adult industry. The conversation around masturbation is being elevated, led by brands such as TENGA where we are seeing a clear shift in people's attitudes and perceptions.

What is your idea of a perfect working day?

Ikenna Lewis-Miller: Breakfast with the family, seeing some great TENGA media coverage; meeting

with a journalist to discuss an exciting opportunity; catch up with the TENGA team; having 3-4 work actions crossed off my to-do list!

How do you relax after work?

Ikenna Lewis-Miller: I train at CrossFit 5-6 times a week.

Who would you consider your role model and why?

Ikenna Lewis-Miller: Probably my mum. I lost her over 20 years ago but still think about her every day and the incredible legacy she left me. All my blessings in life I believe are from her.

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

Ikenna Lewis-Miller: Probably our CEO - Koichi Matsumoto, for starting a company that has changed people's lives, and Eddie Marklew for giving me the opportunity to be a part of it.





Which personal success are you proud of?

Ikenna Lewis-Miller: Being a husband and father to 2 beautiful children.

What do you particularly like about yourself?

Ikenna Lewis-Miller: I'm very patient.

Which vice could you never forgive?

Ikenna Lewis-Miller: Anything or anyone that harms children ... I don't even like to think about.

What song do you sing in the shower?

Ikenna Lewis-Miller: Haha – my singing voice isn't the best but usually anything upbeat. Music by Anderson Paak is being heavily played in my house at the moment.

Who would you never ever like to see naked?

Ikenna Lewis-Miller: Hahaha – I'm all about being body-positive and loving yourself, so I would never single any particular person out. We're all beautiful in our own way!

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

Ikenna Lewis-Miller: My wife. A couple of hours together without the kids would be bliss. She likes romantic films



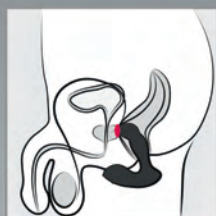


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like 'Love Actually' and I prefer gangster films like 'Heat'. We would probably both end up asleep however.

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

Ikenna Lewis-Miller: I'd like to island hop between the Caribbean islands.

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

Ikenna Lewis-Miller: My phone, a skipping rope, and a good pillow

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

Ikenna Lewis-Miller: I've always wanted to write songs and am a big fan of Jay Z so I would say, him. I wouldn't mind being married to Beyonce for a day, either.

Is there anything you would never do again?

Ikenna Lewis-Miller: I'm very happy in the place I find myself in now, so I believe that all those decisions including the bad ones probably all led to me being here.

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

Ikenna Lewis-Miller: It sounds easy but try and follow your passion. Life is too short.

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