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22 DAYS PENIS EXTENTION

11510880.02
en/de/fr/es/pt/nl
22 taps



BIG BOY GOLDEN XXL

11510879.03
en/de/fr/es/it/nl
45 tabs



COOLMAN MALE POTENCY

10110007.02
en/de/fr/es/pl/nl
60 tabs



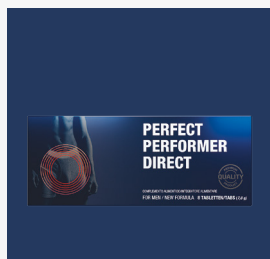
COOLMAN CUM ENHANCER

10110005.02
en/de/fr/es/pt/nl
30 caps



PENIS + ERECT

11510830.12
en/de/fr/es/pt/nl
90 tabs



PERFECT PERFORMER DIRECT

11510864.02
nl+ins. 11 languages
8 tabs



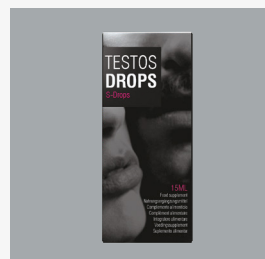
COOLMAN TESTOBOOST

10110009
en/nl/de/fr/es
40 tabs



ROCK HARD

11510805.12
en/de/fr/es/pt/nl
30 tabs



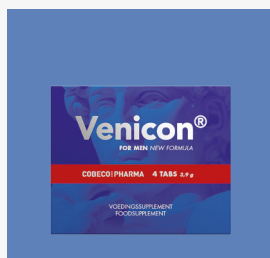
TESTOS DROPS

11510875.02
nl/en/de/fr/es/it/pt
15 ml



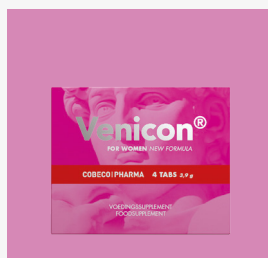
CANTHA S-DROPS

11510798.12
en/de/fr/es/it/pt/nl
15 ml



VENICON FOR MEN

11510814.92
EN+BUJSL 11 LANGUAGES
4 TABS



VENICON FOR WOMAN

11510813.92
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98



*Dorcel ushers in a new era
- Gregory Dorcel outlines
the company's rebranding efforts*

128



*MY.SIZE have created an
app to help consumers find
the right condom size*

132



*Steve Bannister tells us about
BMS' plans and goals as the
company enters the new year*

*SVAKOM celebrate their 10-year an-
niversary - Fanny Chen, SVAKOM's
Sales Director, shares stories from
the company's eventful history*



84

120



*Hot Octopuss expand their marketing
team - an interview with Kelly Gordon
and Salman Dean*

160



*MYHIXEL Clinic - Patricia Lopez
shares information about
MYHIXEL's consulting service*

108



*What does a Mer-
gers and Acquisi-
tions Manager do?
We ask Amresh
Gahar, who holds
this very position at
EQOM Group*

144



*'We believe everyone deserves the
best when it comes to pleasure',
that is the motto of sex toy brand
MEESE - Ryan Lee tells us more*



154

*Bernd Poitz and Frank Soetekouw
look back the creation and launch of
their food supplement N1 Up*



*Plazacraft launch
a crowdfunding
campaign centred
around erotic card
games for same
sex couples*

138

Europe's 1st choice for the erotic trade

Europe's 1st choice for the erotic trade

Europe's 1st choice
for the erotic trade present:

Global Trade Convention

The international b2b trade
fair for the erotic industry

Hannover Messe Halle 4
30539 Hanover
Germany
5-7 October 2022
Subject to change

www.erofame.eu

News

International Business News

06

Feature

Delayed comeback or bad omen?

70

Column

The Competitive Advantage

72

Interview

Fanny Chen (SVAKOM)

84

Interview

Gregory Dorcel (Dorcel)

88

Interview

Wieland Hofmeister (eroFame)

102

Interview

Amresh Gahar (EQOM Group)

108

Interview

Dan Liu (Lovense)

112

Interview

Kelly Gordon & Salman Dean (Hot Octopuss)

120

Interview

Thomas Hahn (MY.SIZE)

128

Interview

Steve Bannister (BMS)

132

Interview

Ryan Lee (MEESE)

144

Interview

Patricia Lopez (MYHIXEL)

160

Monthly Mayhem:

166

Highstreet:

170

EAN Calendar:

174



letter from the editor

Dear Ladies and Gentlemen

At the beginning of a new year, EAN interviews usually revolve around the future developments and trends that our interviewees expect to see in the upcoming months, and traditionally, we also throw in a few questions about the plans and goals they have for their companies and brands. If you pay close attention to those interviews and the statements therein, you will have noticed that many industry members have used the last two years - which were generally very turbulent, courtesy of a global pandemic and supply chain troubles - to future-proof their companies. That means rethinking, finetuning, and optimising internal processes, and from logistics to customer service, there was seemingly nothing that wasn't put to the test over the course of these past months. As a result, many companies and brands feel well-prepared for the challenges and opportunities that await our industry. This level of forward-thinking shows that the erotic market is truly moving in the right direction.

That's it for this month!
Matthias Johnson

TENGA hits 100 Million units shipped milestone

Available in over 70 countries worldwide

Tokyo, Japan - TENGA has announced that its sexual wellness brand 'TENGA' has reached a milestone of 100 Million (100,000,000) units shipped worldwide as of December 2021 (Unit count is of TENGA Brand sex toy items only, and excludes: novelties, other brands in the TENGA Group, apparel and merchandise).

To celebrate this achievement, the brand has created a limited edition commemorative design of its most popular product, the 'TENGA CUP', available globally via a giveaway on their global Twitter and Instagram social media accounts. The TENGA company was established in March of 2005, launching the TENGA brand on July 7th 2005 under the concept of 'Bringing Sexuality to the Forefront, For Everyone to Enjoy' with a range of 5 stylish, hygienic masturbators – the TENGA CUP

Series. The brand went on to immediately surpass industry records at the time, with over 1 million units sold in its first year alone. In 2007 they launched globally, starting in neighboring Asian countries and then the USA and Europe soon after. The TENGA brand is now the leader in the category with over 200 products in its range, and is available in over 70 countries worldwide, alongside growing TENGA Group brands 'iroha' and 'TENGA Healthcare'.



Get ready for the thrills with CalExotics

Wijchen, The Netherlands - New and exclusively to order from SCALA: the new arrivals of Cheap Thrills from CalExotics. Cheap Thrills is here with 4 all-new styles designed to make any fantasy a thrilling reality. The Flight Attendant is a mile-high minx rea-

dy to please. The Teacher is ready and willing to teach you a thing or two. The French Maid will clean you up good. The Mechanic offers full-service pleasure. Each Cheap Thrills masturbator is made of life-like pure skin that is soft, tight, stretchy, and textured for incredible sensations.



Lora

New from MEESE Products

Guangzhou City, China - Lora is an elegant palm-sized massager that specifically focuses on external stimulation with its quiet-rolling ball mode and a vibration mode.

With its two motors inside, the rolling ball mode and the vibration mode can be used at the same time or separately. Lora aims to provide a deeper clitoral sensational experience. It offers deep, sensual rubbing clitoral stimulation and decent rumbling vibrations in a full-vulva curvy design. Covered by body-safe silicone and contoured surface



layers, Lora looks like a sea shell swimming underwater. Shape and appearance are unique and discreet at the same time, so Lora is not recognizable as a sexual wellness product at first sight. Lora is waterproof (IPX7) and rechargeable (by a magnetic charger). More info about MEESE Products can be found here: www.imeese.com.

e



NEW



Everything a man likes!

MALESATION Glide Sperm 175 ml,
Black Pearl Ring Set

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STRUBBI.COM

Rotating Masturbator from Stroker / You2Toys

New at ORION Wholesale

Flensburg, Germany - Masturbation makes people happy and it's healthy too – because it is relaxing, it reduces stress, it can improve someone's mood and can even encourage the sexual functions.



The 'Stroker' label from You2Toys now has a new 'Rotating Masturbator' for male masturbation and it is available at ORION Wholesale. The rechargeable masturbator has a soft, rotating sleeve in the shape of a mouth. The wonderfully soft sleeve covers the penis and intensely massages it with numerous, soft, mini tongues. The four rotation modes (left or right rotation) with three speeds per mode are perfect for diverse pleasure.

The modes and speeds can be controlled separately with the button on the toy. The soft sleeve can be turned inside out and rinsed with water to clean it. The 'Rotating Masturbator' from Stroker / You2Toys is delivered in environmentally-friendly packaging that has a description of the product in various languages on it as well. The packaging can also be stood up or hung up with the hanger in the middle.

e

Swiss Navy reports record setting 2021 sales



Pompano Beach, USA - M.D. Science Lab, makers of the Swiss Navy brand, made quite a few changes during 2021, and their strategy paid off. Final compilations are in and Swiss Navy reports setting record sales for last year. "2021 really outperformed all our expectations," said Briana Watkins, M.D. Science Lab's Vice President of Sales and Marketing. "It's evident that our team's hard work and extra efforts have paid off. Swiss Navy's record-breaking sales wouldn't have been possible without the work of each and every team member." In addition to adding team members to their Swiss Navy family, their production facility expanded and manufacturing shifts were increased to keep up with continued product demands. "Our sales drove all-time

revenue records with growth in every product category," said Watkins. "We're very thankful for our customer-partners enthusiastic response to all our products, especially our two new collections that were introduced in 2021, Desire by Swiss Navy and our 4-in-1 Playful Flavors." 2022 is off to a productive start with Swiss Navy focusing on helping their customers meet their own consumer demands and adding even more B2B support with the launch of their new business-to-business resource website, in addition to plans to expand their product offerings. "I am continually proud to see the effectiveness of our team working together," said Ralph Albrecht, M.D. Science Lab's CEO. "2021 set records for us and I can't wait to see what we do in 2022!"

e

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Fax: +49(0)5138 60 220-29
info@erofame.eu



Orgie launches Vol + Up Lifting Effect Cream

For breasts and buttocks

Caldas da Rainha, Portugal - Formulated with 2% of Adifyline peptide, Vol+Up delivers progressive lifting effect and volume increase of breasts and buttocks in 14, 28 and 56 days.



The active ingredient – Adifyline peptide 2%: Adipocytes, also known as lipocytes and fat cells, are the cells that primarily compose adipose tissue, specialized in storing energy as fat. Adipose tissue has an essential role to define breast and buttocks shape and size. What Adifyline peptide is?: This hexapeptide targets specific areas of the face and body which are vulnerable to the force of gravity and the deterioration with age. It increases the quantity of adipose tissue to obtain volume and curves where necessary – and desired. Mechanism of action: It stimulates PGC-1 alpha, enhancing adipogenesis rate, and promotes lipid accumulation in the adipose tissue of

targeted areas, increasing volume locally. Attractive curves for the silhouette: breast and buttocks size increase are noticed in only 28 days, appear firmer, fuller, and more uplifted in 8 weeks. “Body shape is a personal and nontransferable matter, so here is my personal testimony: despite all the criticism I hear about my (skinny) body shape I feel happy and comfortable on my own skin although I would like to be somewhat curvier here and there. That’s what Vol + Up is about, to improve if and where desired. Be positive about your body shape, dare to be nothing less than happy or happier about it.” – Raquel Shaw (Orgie Company) says. **e**

A new couple's vibrator from ,Couples Choice' is available



Flensburg, Germany - The elegant ,Couples Choice' sex toys from You2Toys have been specifically developed for the needs of couples who want to spice up their love life a bit and who like experimenting. The new couple's vibrator from this range is now available from ORION Wholesale. The new couple's vibrator ,RC Multi-Function Couple's Vibrator' is perfect for diverse foreplay and sexual fun because it has a (cock) ring with two movable vibro-arms. There is a motor in each arm that has 10 vibration modes in 3 speeds.

The modes and speeds can be controlled separately with the remote control. The remote control has a range of 10 metres which means that it's great fun with a partner! The fancy vibrator is covered in soft silicone which feels great against the skin during pleasure and play. It can be recharged with the included magnetic charger. Includes a battery for the remote control. The ,RC Multi-Function Couple's Vibrator' is delivered in attractive packaging that can also be stood up or hung up in the store because of the hanger in the middle. **e**

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sensations
within!**

**Innovator.
Game-Changer.
Satisfyer.**

#1 in sexual wellness

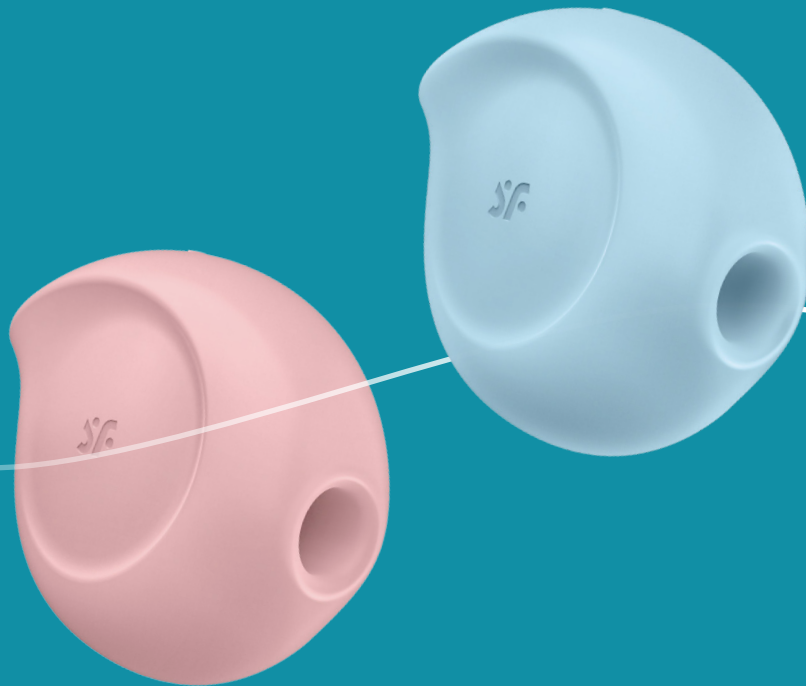


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Sugar Rush

Double Air Pulse Vibrator

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Wholesale price
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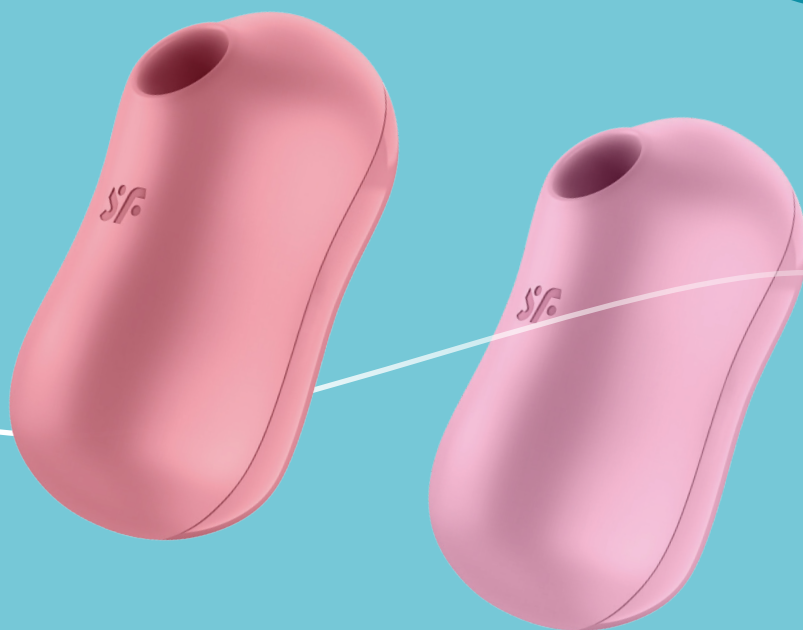
15
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Taste a Treasure of Delicious Delight

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Cotton Candy

Double Air Pulse Vibrator

MSRP

\$39.95 USD

Wholesale price

\$19.95 USD

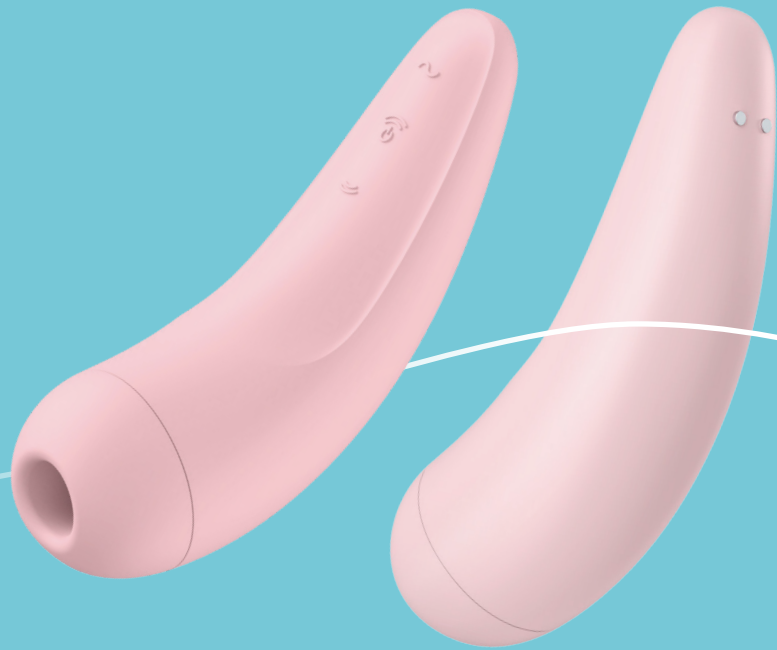


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Speed Up Your Lust Curve



Curvy 2+
Double Air Pulse Vibrator
MSRP
\$59.95 USD

Wholesale price
\$29.95 USD

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Have Breathtaking Orgasms in a New Angle of Love

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Love Triangle

Double Air Pulse Vibrator

MSRP

\$59.95 USD

Wholesale price

\$29.95 USD



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Explore More – Four Fab Sexperiences



EXCHANGEABLE



Fabulous Four

Air Pulse + Vibrator Set

MSRP

\$ 89.95 USD

Wholesale price

\$ 44.95 USD

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Be Prepared to Blossom – Four Seasons

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EXCHANGEABLE



Marvelous Four

Air Pulse + Vibrator Set

MSRP

\$89.95 USD

Wholesale price

\$44.95 USD

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Year
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Raise Your Finger For a Bold Play



Bold Lover

Finger Vibrator

MSRP

\$ 29.95 USD

Wholesale price

\$14.95 USD

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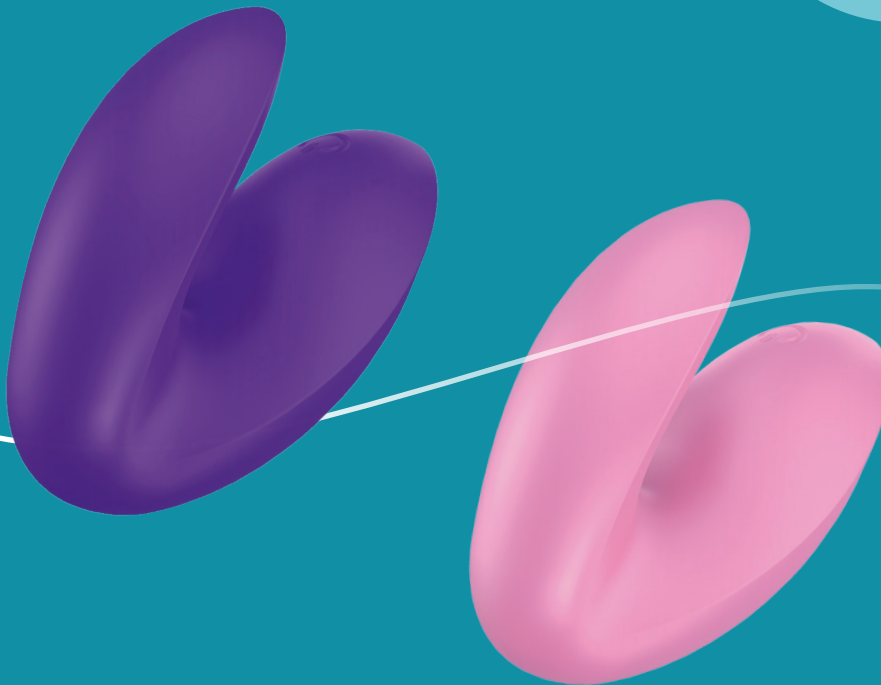
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Dare Full Body Goose Bumps

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Love Riot

Finger Vibrator

MSRP

\$29.95 USD

Wholesale price

\$14.95 USD



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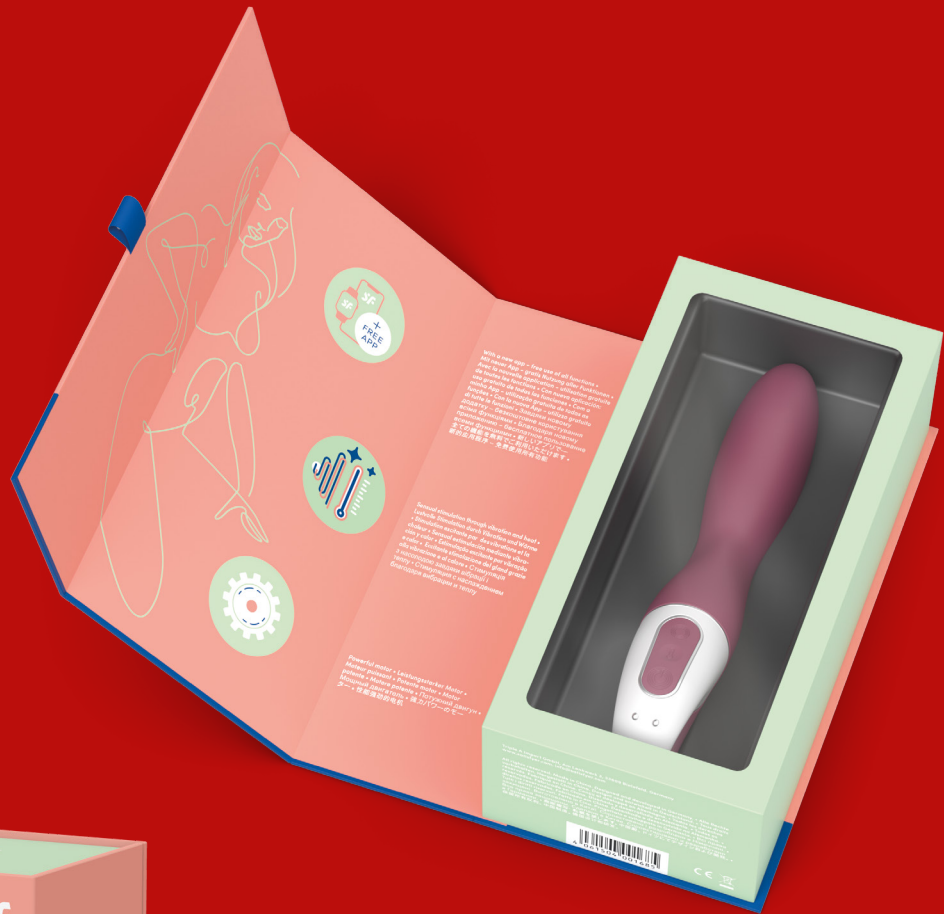


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Go, Be Wowed**
with our new Wearables

Wear A Secret Pleasure

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Little Secret

Wearable Vibrator

MSRP

\$59.95 USD

Wholesale price

\$29.95 USD



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Deepen Your Sexual Sensation – Outdoors



WEARABLE



Ribbed Petal

Wearable Vibrator
MSRP

\$69.95 USD

Wholesale price
\$34.95 USD

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Beyond Bed Time**

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Smooth Petal

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MSRP

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Wholesale price

\$29.95 USD



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Shine Every Step of Your Way



WEARABLE



Shiny Petal

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MSRP

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Wholesale price
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3 x



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Special Mention

6 x



Focus Open 2020
Special Mention

3 x



Focus Open 2021
Special Mention

3 x



Focus Open 2021
Silver

2 x



reddot award 2017
winner

5 x



reddot award 2018
winner

1 x



reddot winner 2020
packaging design

2 x



reddot winner 2020
packaging design

1 x



reddot winner 2020
personal care brand

1 x



reddot winner 2021

18 x



german
brand
award
2020

1 x



GOOD
DESIGN
Selection

1 x



86 x



13 x



1 x



11 x



26 x



15 x



3 x



22 x



14 x



42 x



5 x



1 x



4 x



2 x



8 x



84 x



当代好设计
Contemporary Good Design
WINNER 2019

9 x



当代好设计
Contemporary Good Design
WINNER 2020

22 x



Satisfyer App

1 x



2 x



3 x



4x

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with stunning vibrator stimulation

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on Point**

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Power Masturbator

Vibrating Masturbator

MSRP

\$ 69.95 USD

Wholesale price

\$ 34.95 USD



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Set Your Target, Get Goal



ADJUSTABLE



Sniper

Vibrating Cock Ring
MSRP

\$ 29.95 USD

Wholesale price

\$14.95 USD

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Epic Duo

Vibrating Cock Ring

MSRP

\$39.95 USD

Wholesale price

\$19.95 USD



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Satisfyer

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Get Hot in One Stroke



ADJUSTABLE



Swordsman

Vibrating Cock Ring
MSRP

\$ 29.95 USD

Wholesale price
\$ 14.95 USD

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15
Year
Guarantee

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soon!**

**Master the Most
Delightful Dual**

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Duelist

Vibrating Cock Ring

MSRP

\$29.95 USD

\$19.95 USD



15
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Sensations. No Limits.**



Stock photo. Shot with model.



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Vibration Creator



Playlist Vibrations



Satisfyer Connect App





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**with sweeping designs and
swinging vibrations**

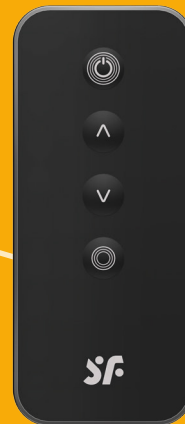
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Get Ready for Heaven

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TRAINING



VIBRATION



Love Birds Vary

Balls Vibrator
MSRP

\$ 69.95 USD

Wholesale price

\$ 34.95 USD



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soon!

Try the Sky, It's Yours



Love Birds 1

Balls Vibrator
MSRP

\$ 59.95 USD

Wholesale price

\$ 29.95 USD

Enjoy the
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**Love Yourself
and Fly Away**



**Coming
soon!**

**Learn
more and
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Love Birds 2

Balls Vibrator

MSRP

\$69.95 USD

Wholesale price

\$34.95 USD

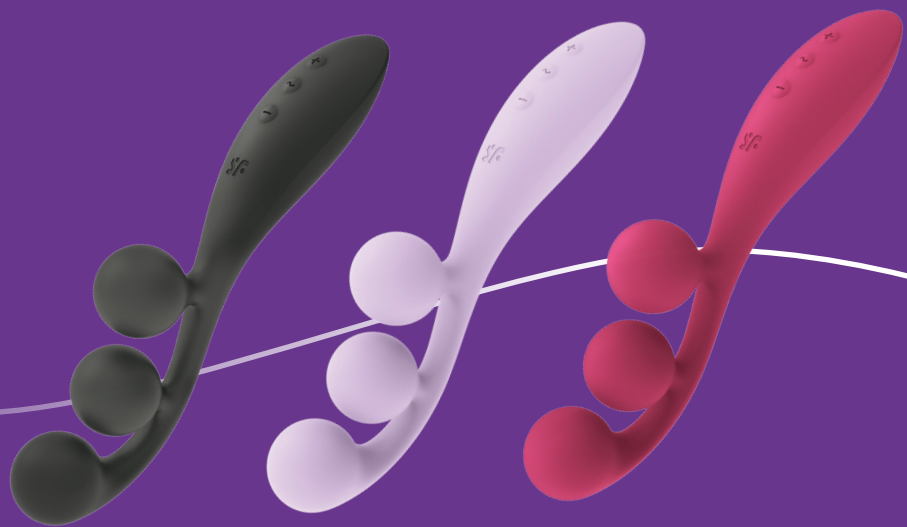


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Triple Your Pleasure on Spot



Tri Ball 1

Multi Vibrator
MSRP

\$49.95 USD

Wholesale price

\$24.95 USD

Enjoy the
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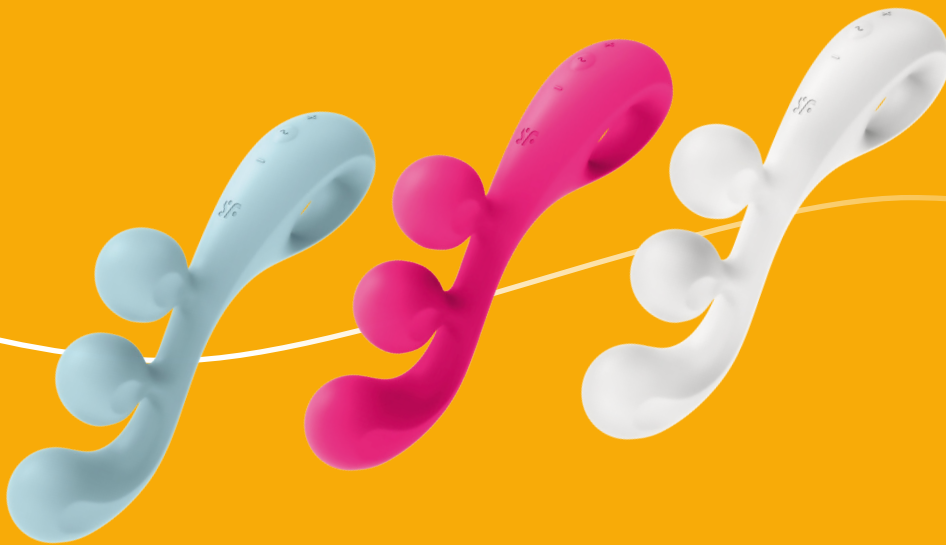
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Year
Guarantee

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Boost Your Sensation with Daring Balls

**Learn
more and
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**PLEASURE
SPOTS**

Tri Ball 2

Multi Vibrator

MSRP

\$49.95 USD

Wholesale price

\$24.95 USD



15
Year
Guarantee

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1 Media Darling Around the Globe

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comments every year**

"Satisfyer revolutionized forever the sexual life and helped to eliminate taboos about female masturbation. Bravo to them!"

COSMOPOLITAN

"Best vibrator ever! The most famous of all, this sucker stimulates the clitoris without contact, with shock waves and exciting pulsations that will take you to heaven."

COSMOPOLITAN

"Best toy 2021! The Satisfyer Pro

2 is astonishingly impressive and it's quiet enough to be used in a shared house."



INDEPENDENT

**Enjoy the
#SatisfyerEffect**

"Satisfyer, the kings of air pulse technology, report up to 300% more sales in 2020 with the launch of a remote control app."

VOGUE

"In the world of sex toys, this design is pretty revolutionary. It sits within a whole new realm of toy which uses pulsing sonar vibrations to offer heightened pleasure which replicates the feeling of oral sex."

GLAMOUR

"This bestselling clit vibrator uses suction to get you your most earth-shattering O yet."



REFINERY29

"Satisfyer cock rings are widely regarded as some of the best when it comes to giving you more bang (literally) for your buck. It's made from high quality silicone which feels soft on the skin and offers up some seriously intense vibrations."

GLAMOUR

"Clitoral suction devices from Satisfyer have caused a real boom and revolutionized women's sex lives."

marie claire

"Today, we celebrate Love!"

VOGUE

"This toy is considered the best beginner's suction toy and always has been for the years it's been out."

COSMOPOLITAN

"A Satisfyer Multifun 3 that delivers joint climaxes in more than 33 ways. This versatile, waterproof vibe enhances both individual and joint pleasure thanks to three motors and a moveable head that can be rotated 180 degrees. It's great for clit, G-spot, and anal stimulation, and can also be applied to the base of the penis. "The first time I used the device, I was speechless. It was one of the most intense orgasms I had ever had in my life. I tried it again the next morning. And the same thing happened."

BuzzFeed

"Satisfyer is the perfect companion that countless women swear take them right to heaven."

ESSENCE

"IFA 2020: These products deserve our „HOTTEST Tech“-Award, Satisfyer Connect App"

techradar

"Now a wellness tech brand has launched a new sex toy that connects to your alarm clock and, wakes you up with a buzz!"

DAILY Mirror

"When I first tried the Satisfyer Pro 2, I was able to have three orgasms in one night (though not one session). Obviously, I wanted to know more."

GLAMOUR

"The cult-favorite air-pulse stimulator that's well on its way to becoming the next Magic Wand as a legendary must-have."

 Reviewed

"When I first tried the Satisfyer Pro 2, I was able to have three orgasms in one night (though not one session). Obviously, I wanted to know more."

GLAMOUR

"I have always had an incredibly difficult time reaching completion.

I swear to all that is holy I finished two, TWO, back to back O's in under 20 minutes. Which for me is a GD miracle. I know it's changed my life in one night and saved my marriage from the slow death of intimacy."

Health

"Led to most powerful orgasm ever – some users even said it included *actual* screaming."

Health

"This little gem-shaped vibrator works hard, using Satisfyer's insane suction technology for an avalanche of orgasms."

marie claire

"The Satisfyer is one of the most revolutionary toys on the market. This miraculous vibe combines all the benefits of oral sex with deep g-spot stimulation."



REFINERY29

"For a small vibrator, this thing has a LOT of power."

betches

"Satisfyer will meet all your expectations! Its innovative and revolutionary technology enables multiple and unforgettable orgasms."

aefeminin

"I swear it's life-changing, Satisfyer made me orgasm EIGHT TIMES in 45 MINUTES. I felt boneless afterwards. I couldn't move. I have never had such intense sexual pleasure in my life. I felt like a sex goddess."

BUSTLE

"Ladies, if nothing else, get this toy! For a long-time I thought my clit was broken... I was wrong. After using this for about 5 minutes on different settings, I had my first orgasm."

Health

"It's almost too good."

GLAMOUR

"It's actually a super-powerful clitoral suction vibrator that just happens to look cute AF. The latest addition to the wallet-friendly Satisfyer line, the Penguin works by creating a vacuum seal over your clitoris and using suction to create 'touchless massage'."

COSMOPOLITAN

"Satisfyer never lets you down. It's designed to stimulate the clitoris, with incremental speed settings that guarantee you have total control over the evening's finale."

elite daily

"Best, Touch-Less-Vibrator – this vibrator is a hero."

marie claire

Pipedream Europe shipping Premium Silicone King Cock Elite Collection

Luxury realism

Bremen, Germany - Pipedream Europe is now shipping the highly-anticipated King Cock Elite Dual Density Silicone dildos and premium accessories from their EU distribution centre. Since its debut in 2015, the award-winning King Cock has set the global standard for hyper-realistic, ultra- lifelike dildos and vibrators.



With their latest offering, Pipedream has raised the bar even higher for luxury realism with King Cock Elite, the manufacturers first-ever, dual-density silicone collection of premium dildos and rechargeable vibes. Available in three “all-inclusive” skin tones, each King Cock Elite is stiff on the inside with an incredibly soft, super-lifelike feel on the outside. The ultra-hygienic, food-grade silicone is designed to mimic the look and feel of real skin. The 20-piece collection is available in non-vibrating and vibrating styles, with super-strong suction-cups and without balls. The vibrating pieces are all rechargeable via magnetic USB ports, powered by super- strong

10-function motors, and available with an optional rechargeable remote control. The solid silicone suction cup is designed for superior performance and maximum compatibility with Pipedream’s Body Dock Universal Harness System. For the ultimate lifelike experience, the Crown Jewels are King Cock Elite’s premium swinging balls and available in vibrating and weighted versions. The squishy, stretchy testes are made with dual-density Elite silicone and are soft on the outside and firm on the inside. With a strategically placed vibe buzzing in each ball, users get 10 patterns of pulsation along with the incredible feel of free-swinging, slapping balls!

e

Satisfyer Twirling Delight - Available at ST RUBBER



Wadgassen, Germany - Satisfyer Twirling Delight is now available from ST RUBBER. With an adaptable, stylish and innovative design, the TWIRLING DELIGHT is a great option for those looking for pin-point stimulation. This vibrator uses a rounded, small, rotating, vibrating tip for targeted stimulation – suitable for all erogenous zones. TWIRLING DELIGHT features a fixed body and tip, and a non-central rod above the motor to move the tip on an axis. TWIRLING DELIGHT has the added

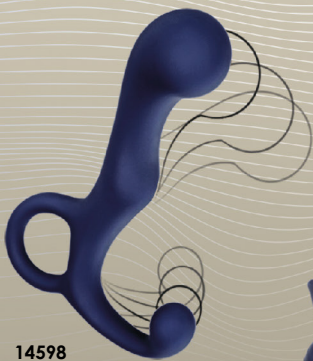
benefit of a hygienic cap, making it perfect for when you are on the go. This product is not app-enabled, but it does have beautiful ABS details and eight vibration programs with five intensity settings. TWIRLING DELIGHT has a powerful motor, IPX7 waterproof rating, and body-friendly silicone. If you 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

e

SCALA

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14598
Viceroy
Agility Probe



14594
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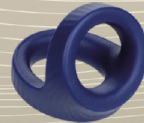
14593
Viceroy Perineum
Dual Ring



14595
Viceroy Reverse
Stamina Ring



14597
Viceroy Direct
Probe



14592
Viceroy Max Dual
Ring



14591
Viceroy Dual Ring



14596
Viceroy Expert
Probe



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Je Joue welcomes new Managing Director and new Head of US sales

John Gorman & Ian Kulp

London, England - Je Joue are delighted to welcome two new members to their team: John Gorman (MD) and Ian Kulp (Head of US Sales). John joined Je Joue in October 2021, taking over as Managing Director from the current GM, Dan Jackson, who steps down to move into a new industry.




John brings vast international experience to the company and has had an illustrious career in a variety of luxury consumer goods, including lingerie and Swiss watches. “When I came across Je Joue I was delighted to see such a beautiful brand with extremely well designed products. Having worked with a variety of luxury goods, I have a great appreciation of what it takes to help grow this kind of brand and am excited for the years ahead with Je Joue – we have some exciting new products on the horizon!”. John has had an immediate impact at Je Joue and started his appointment with hiring a new Head of US sales, Ian Kulp.

“It has been hard for Je Joue not having representation in the USA over the last two years with the various travel restrictions that have been in place. Ian has come highly recommended by a number of our customers and we’re extremely excited to have him on board. It has been over six years since Je Joue has had US based representation, so we’re looking forward to being more in touch with our customers and able to service their needs more readily!” Ian joined Je Joue in December 2021 and will be based in NYC. He brings senior experience from both the retail and manufacturing side of the adult industry. 

New from Swiss Navy: Slip ‘N Slide



Beneden-Leeuwen, The Netherlands - Swiss Navy delivers the best quality when it comes to lubes and other cosmetics. This is because they have all the in-house knowledge to create the best formulas. Now Swiss Navy has worked on a very special and new formula. The result: Slip ‘N Slide, a premium jelly lubricant. What makes this lubricant so special? It’s a water based lubricant, with the qualities of silicone lube. This means that it’s ultra-thick and stays exactly in the place where you put

it, but without being greasy. Because the lube is so thick, the packaging of the Slip ‘N Slide is not the usual Swiss Navy bottle with pump. It’s a tube so you can squeeze out the jelly. You can use the Slip ‘N Slide to make your love-making session go smoothly, but this unique water based can also be used for toys. The jelly consistency sticks to the right place, making it perfect for your solo and couple play. The Slip ‘N Slide comes in two different sizes: 148ml and 59ml. It is now available at SHOTS. 

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XR Brands introduces interchangeable Snap-On Animal Tails & Anal Plugs

TAILZ

Huntington Beach, USA - XR Brands is excited to expand their top-selling collection of TAILZ anal plugs with new TAILZ Snap-On, a series of lifelike animal tails that attach and detach from plugs with a convenient snap.



This exciting innovation allows shoppers to purchase a single plug base that can be used with multiple TAILZ styles or easily change the plug size on their favorite tail, and also makes it easier than ever to keep them clean. Shoppers looking to explore these fun new interchangeable tails can start with a specially made plug. Both the Snap-On Interchangeable Silicone Anal Plug and the Interchangeable 10X Vibrating Silicone Anal Plug with Remote are available in small and large sizes and attach to the snap-on TAILZ tail of their

choice. Then they can add the tails of their choosing: The Interchangeable Bunny Tail is available in Black, White, and Pink while the Interchangeable Fox Tail is available in Black, White, or Gray. For folks who want everything they need in one convenient set, XR Brands also is now shipping two complete sets: the Snap-On Silicone Anal Plug & 3 Interchangeable Tails and the Snap-On Vibrating Silicone Anal Plug & 3 Tails w/ Remote Control both come complete with a pink Bunny Tail as well as both a white and a gray Fox Tail.

e

Free, neutral customer magazine



Flensburg, Germany - The 48th edition of the free, neutral erotic magazine 'Modern Emotion' is now available. The magazine covers erotic lifestyle topics and has great shopping tips for customers too. This edition focusses on the new pleasure-givers in 2022. It also takes a look at the hottest lingerie of the year and trendy fashion. The 'Body & Soul' category covers the union of the body and soul – it talks about position changes from the Indian Kama Sutra too. The article about 'green pleasure' talks about how sustainability and protecting the environment have long since been a topic when it comes to an erotic

lifestyle. There is also another highlight: the new edition of the 'Modern Emotion' is available in German and English. Specialist retailers can order the magazine for free so that they can give this handy magazine to their customers: Modern Emotion edition 48, Edition January / February / March 2022, Item number 09140960000 / Pack of 50 / Modern Emotion international edition 3, Edition January / February / March 2022, Item number 09149400000 / Pack of 50. The new edition of 'Modern Emotion' is now available as an online catalogue in the download area at www.orion-wholesale.com.

e



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The warming top seller WARMup

Now also available in the 'Mint' version with 3D design

Hanover, Germany - The warming massage liquid WARMup from JOYDIVISION is available in the 'Mint' variety from now on.



The great demand for the previous varieties of WARMup has prompted JOYDIVISION international AG to develop a new creation. JOYDIVISION is proud to present this successful new flavour in a modern design. Thanks to the quality of the food-grade flavours, the nibbles seduce and indulge the taste buds – and are completely calorie-free! The exquisite food ingredients provide pleasant, comforting warmth on the skin. Lightly breathing on the liquid intensifies the stimulating warmth effect and ensures wonderful relaxation and a

desire for more. WARMup is wellness for the senses. Dermatological tests confirm the high quality of this German-made product. Original JOYDIVISION WARMup is available in the delicious fragrances and flavours 'Caramel', 'Strawberry', 'Cherry', 'Raspberry', 'Green Apple' and 'Mango + Passion Fruit' and now also in 'Mint'. The new seductive design is emotionally appealing, the warming effect is supported by the imagery and the high-quality printing process with 3D relief varnish also appeals to the senses of modern couples. **e**

SCALA: The newest arrivals from Secret Play



Wijchen, The Netherlands - New and ready to order at SCALA: the newest items of Secret Play. The new arrivals consist of two different board games 'Passion Play Game' and 'Fantasy Game', a fun Secret Levels Game, three Sex Travel Kits, delicious foreplay balm and sweet foreplay gel. These new items invite lovers to explore their boundaries in a playful, non-intimidating way. The eye-catching, gift-worthy packaging makes it the perfect gift. One of the new arrivals is Sex In the Countryside Kit. Are you and your partner planning a romantic getaway and you

don't want to run out of plans? Do you want to give a touch of excitement to this long-awaited trip? This kit gives you a series of naughty ideas to make your trip unforgettable. Also available as 'Sex on the beach' and 'Sex in the city'. Another high-light the new arrivals is the 'Drunk in Love' foreplay balm. The 'Drunk in Love' collection by Secret Play balms 100% edible with which you can caress your partner's body because they are ideal for nipples, neck, and all erogenous areas. These creamy gels will fascinate you with their delicious flavours, which you can hardly resist. **e**

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Cross Dresser Fetish line

Now available from TONGA

Axel, The Netherlands - Tonga is proud to announce the addition of the Crosser Dresser Fetish line to their collections.



The products from the Regnes Fetish Planet brand have arrived early January in the Tonga warehouse and are available for ordering. The Cross Dresser Fetish range is aimed at men desiring to express their likes and preferences through wearing women's outfits and underwear. Men who love to experiment, constantly looking for new visions of themselves. Men who appreciate quality, uniqueness, and convenience like every woman does. The CRD products in the style of women's underwear and fetish clothing have been adapted to the men's silhouette. When creating them, the differences in the body structure of men and women were taken into account by Regnes, as well as the way in which the body behaves during movement. It is the world's first commercial, thematically coherent, and image-consistent line of products and dedicated styling for crossdressers. Every single product and set is based on a women's fetish style, related to BDSM. Pro-

ducts include various attire groups: dresses, skirts, t-shirts, gloves. The whole collection looks attractive, draws attention and stands out with an interesting and exciting message. All CRD products are made from high-quality materials, carefully selected for this collection. Sensitive product areas have been reinforced with special structures and stitches. These solutions guarantee excellent appearance, comfort and, most importantly, well-being. Details are important for each product too. For the CRD Fetish collection, Regnes has carefully chosen all metal accessories - rings, adjusters, zippers. They are durable, functional, look great and perfectly complement the outfit. The 360 degree wetlook material is a particular novelty. It is an extremely durable material that's pleasant to the touch. Its most important features are flexibility and elasticity in any direction. Each of the Cross Dresser Fetish items is available in 3 sizes: S, M and L.

e

Now at SCALA: King Cock Elite by Pipedream



Wijchen, The Netherlands - SCALA now stocks the new King Cock Elite collection. This new collection features high quality dual-density silicone dildos and the game-changing Body Dock harness system. The uniqueness of the new King Cock Elite collection is that it introduces high quality

silicone dildos to the King Cock brand. Each King Cock Elite dildo is crafted with high quality dual density Elite Silicone, making it stiff on the inside and soft on the outside. The Beginner's Body Dock and Comfy Body Dock will be released as a part of the new King Cock Elite collection in February- .

e

LELO

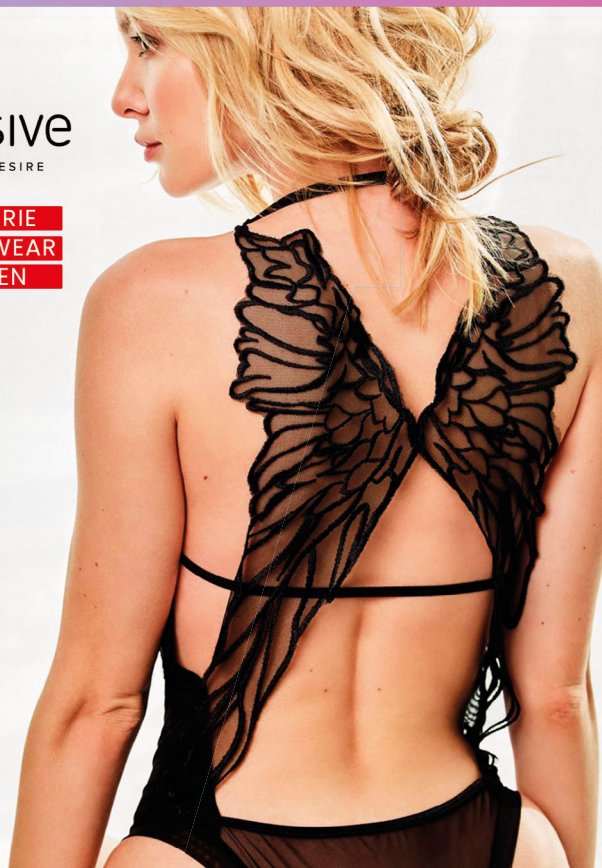


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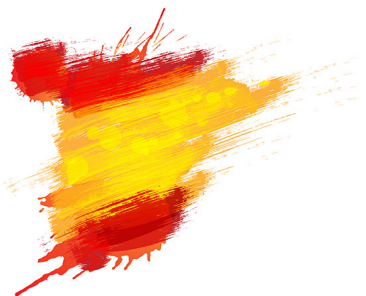
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Cobeco's food supplements notified in Spain

14 supplements now available at Dreamlove

Berkel en Rodenrijs, The Netherlands - Cobeco Pharma has partnered up with Dreamlove to bring Cobeco's top-selling food supplements to the Spanish market. A total of 14 food supplements have been successfully notified to the Spanish authorities with notification number VH5DPD7LQ229R2L598X3VSY3ADX8GA.



Thanks to the notification, the food supplements of Cobeco Pharma are available to buy in Spain at Dreamlove. The Ministry of Health, Social Services and Equality requires foreign companies to notify any food supplement to the Spanish Agency of Consumption and Food Safety (AECOSAN) before it can be sold on the Spanish market. This includes that the product must adhere to the general criteria of labelling, presentation and advertising of food sup-

plements. Cobeco Pharma has made a diverse range of food supplements available at Dreamlove for Spanish customers. The various products focus on the physical and mental health, proper function of the sexual organs, the energy-yielding metabolism and more. Each supplement contains high-quality ingredients, including vitamins, minerals and herbals. The Cobeco Pharma food supplements are now available for Spanish customers at Dreamlove. **e**

EDC Wholesale opens new warehouse in the United States



Veendam, The Netherlands - EDC Wholesale opened a new warehouse on the 1st of January on the East Coast of the United States to offer shorter delivery times and better service to its US customers. The warehouse currently stocks a selection of the company's bestselling house brands, more brands will be added to the collection in the months to come. EDC Wholesale had its premiere in the US market when showcasing its house brand collection at the 2019 ANME show in Burbank, Los Angeles, and again in 2020.

Following the shows, the company had to postpone further plans in the US due to the COVID pandemic but is now able to improve its service towards US customers. "We are extremely excited to be able to support our customers in the US with a first selection of our bestselling house brands", commented Andre Visser, Sales Director at EDC Wholesale. "Our new warehouse allows us to ship quickly across the US and in the coming month we plan to gradually grow the current selection with more brands and products". **e**



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EDC Wholesale introduced luxurious masturbator CRUIZR

CRUIZR is a male-only brand with a sophisticated character

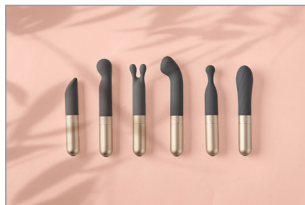
Veendam, The Netherlands - EDC Wholesale introduced CRUIZR masturbators, designed to give male consumers a picture-perfect experience.



CRUIZR is a men-only brand with a sophisticated character and names in line with the maritime theme. The look and feel of the brand give the feeling of a summer Sunday afternoon on a boat while cruising the waves. And that is exactly what CRUIZR is all about, that pleasurable feeling running through your veins. CRUIZR is trendy, charismatic, outgoing, it's an experience and an emotion. This is the perfect brand for men who are looking for something different and who want to stand out. CRUIZR targets a young and trendy audience, at the beginning of their career. Enjoying life and spending money on stuff that is affordable, yet sophisticated. The

CRUIZR collection offers 6 masturbators -including 3 premium versions-, 2 electrical and rechargeable penis pumps and a mount to attach to a flat, smooth surface so CRUIZR can be enjoyed hands-free. The masturbators are discrete penis stimulators with different sucking, thrusting, or vibrating settings. Each feature can be used separately. Twist the cap off the top and discover the soft, flexible sleeve with a vaginal opening. The masturbators have a studded interior and feel life-like. The sleeve is removable so it's easy to clean. Each masturbator is easy to operate and features a high-end design. They quickly recharge with the included USB cable. **e**

Eco-friendly Love Not War nominated for a prestigious Green Product Award



London, England - British eco-friendly vibrator brand, Love Not War, has been nominated for a series of mainstream and industry awards including most recently a Green Product Award, highlighting Love Not War's genuine commitment towards sustainability, while ensuring it doesn't compromise on function or quality. The International Green Product Award recognises products and services, both start-ups and established brands, who are leaders in the areas of sustainability,

innovation and design. Love Not War has been nominated under the 'Best Product' category. The Green Product Award ceremony is taking place on the 9th March 2022. CEO and co-founder of Love Not War, Will Ranscombe said: "We're thrilled to be recognised by the Green Product Awards. We honestly consider it a privilege to be innovating our industry to be more sustainable and these nods of recognition show it is possible to develop eco-friendly sex toys." **e**

Cuties

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Tantus acquired POP Dildo

POP by Tantus

Sparks, USA - Tantus is ecstatic to announce its new acquisition of POP Dildo, the award-winning creator of silicone squirting dildos.



The new line, POP by Tantus, represents a true partnership between long-time friends Cheri Curry, Tantus' Director of Sales & Marketing, and Stephanie Berman, Founder of POP. "I've known Steph for over 7 years and have always been so impressed with her creativity in the POP products as well as her work ethic," said Curry. "Our companies coming together is a natural path for us to take. Tantus can apply the award-winning squirting technology that makes POP dildos successful and unique with our silicone material and forms." "Tantus will be using its proprietary silicone to manufacture POP dildos, packers, and all other

products in its Los Angeles facility. The first stages have already begun, and Tantus is planning to start shipping POP products by mid-year 2022. "I couldn't be more excited that POP is now part of the Tantus brand," said Berman. "Cheri is someone I have known and admired for years, so to have the opportunity to work together and bring my proprietary squirting technology to their incredible silicone items, is a dream come true. It has always been my goal to expand the POP offerings and folks can expect to see just that. We will be launching with 3 variations, all of which I am ecstatic to share!"

e

Lady X by Demoniq - Now at TONGA



Axel, The Netherlands - The Lady X label is very sensual, beautiful, modern, but also provocative and sophisticated. The beautiful and refined designs of the Lady X products perfectly fit the curves of the body. Fierce, bold and decorative metal elements complement this look. However, it is not just the emotions and the original appearance of the products that matter to Demoniq. Even more attention was given to comfort, quality and material features. Every product has pleasant to the touch elastics: soft, even caressing the skin with their touch. The metallic shine gives them an original look. The black mesh and elastic fabric distin-

guish with their high elasticity and flexibility, thanks to which they perfectly fit the body, emphasizing its shape. The metal elements have an interesting, unusual look and they are durable. In addition to great quality of materials, comfort and refined details, Demoniq offers sexy designs in the Lady X range: open necklines sexily show or highlight the shape of the breasts, high-rise designs show long legs and the soft line of the hips, open bottoms invite to have spicy fun. Each product has a distinct design. Beautiful, unique and characterised by sensual eroticism. Lady X items are available in 5 sizes: S, M, L, XL and XXL.

e

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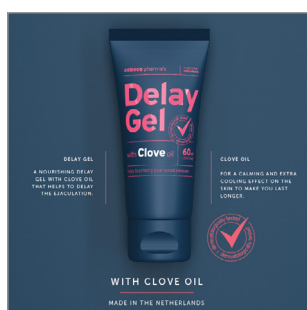
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Cobeco Pharma's Clove Delay Gel

Growing demand for Clove Oil as premature ejaculation support

Berkel en Rodenrijs, The Netherlands - Over the years Cobeco Pharma has seen a growing demand for delay products with Clove Oil.

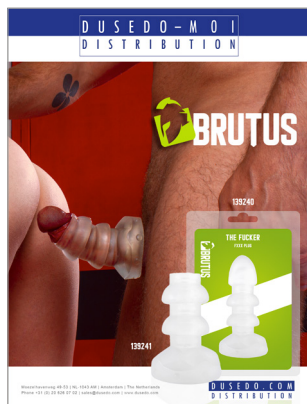


Clove has been used for centuries as a home remedy for multiple problems, such as toothache and also to support premature ejaculation. This has led to the incorporation of Clove Oil in delay products, such as gels, sprays and creams. Clove oil adds an extra cooling effect to increase the delaying effect of the product. It calms the skin of the penis to make it less sensitive to the touch and to help prolong the erection and postpone the ejaculation.

With more men discovering Clove Oil to help them with premature ejaculation, Cobeco Pharma has developed various delay products with Clove Oil. The Clove

Delay Gel is one of these developments that include Clove Oil and support with premature ejaculation. This delay gel also contains nurturing ingredients, including Hypericum Perforatum Flower Extract which enhances and restores suppleness of the skin, and Avena Sativa Kernel Extract for an anti-oxidative and anti-inflammatory effect that makes the delay spray soft and moisturizing for the skin. Thanks to its cooling and nourishing effect, the Clove Delay Gel helps you to last longer so you can experience more intense pleasure. The Clove Delay Gel and all other delay products with Clove Oil are now available at www.cobecopharma.com. **e**

'Fucker' plugs now available from DUSED0



Amsterdam, The Netherlands - Once again BRUTUS shows its muscles when it comes to creative and practical designs. Recently, the brand has launched the 'Fucker' plugs. With these BRUTUS shows that a plug is not for anal insertion only. Because with these two super soft and stretchy models in the Fxxx Plug series you can masturbate, fuck, fist or explore other naughty functions! The ribbed structure on the inside gives a sensational feeling when used as a masturbation sleeve. If you use a 'Fucker' to fuck, you'll spoil your partner even more thanks to the extra penis girth

and padding that this Fxxx plug offers. Of course, the 'Fucker' can also be used for fisting. There is even a 'headless' version, so that users with an extensive wish list who care for more feel and explosive will also be pleased. At the same time, the 'Fucker' also serves as extra protection during more extreme use, with the bottom of the plug acting as a 'pounding cushion' during a harder playing session. In short, more than enough reasons to introduce your customers to these fantastic new BRUTUS toys! For more information, please visit www.dusedo.com. **e**



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Lovense expands the line of the iconic Hush butt plug with two new sizes

Hush is now available in XS (2.5 cm diameter) and L (5.7 cm diameter)

Singapore - Lovense announced a limited presale of two new sizes of the most popular interactive butt plug on the market, Hush.



Hush is now available in XS (1 inch / 2.5 cm diameter) and L (2.25 inch / 5.7 cm diameter). These two new sizes are marketed under the name Hush 2 and have an updated sleek and smooth design, made for comfort and long term wear. “We have received a lot of requests from our customers to expand the Hush size range and today I am happy to present these two new sizes”, said Dan Liu, Lovense CEO. “We now offer a full range of 4 sizes, which should satisfy all fans of anal play, from beginners to experts.” Now the Hush toy line contains 4 sizes, including the smallest (1 inch / 2.5cm) and largest (2.25 inch/ 5.7 cm) plugs on the smart sex toy market. Such a variety of sizes will satisfy all users, from those who are just beginning to try

anal play, to users with significant experience. Designed for solo play, close-range, and long-distance control, Lovense Hush 2 is made of body safe materials and fully water-resistant. The toy can be controlled from any distance and synced with multimedia content through Lovense Remote App. Hush 2 supports music and alarm features, has 7 built-in vibration patterns and power levels, and allows users to download patterns from the free Lovense pattern library. Hush 2 also fully supports the Lovense suite of camming software and can be connected to nearly all major adult streaming platforms. It is compatible with new Lovense developments for cam models like Vibe with Me and Give Control.

e

New at SHOTS: Swiss Navy's 'Salted Caramel Delight'



Beneden-Leeuwen, The Netherlands - Swiss Navy is expanding their range of 4 in 1 Playful Flavors with a new delicious variation: Salted Caramel Delight. The salted caramel-hype has been around for quite some time and we fully understand why! It's a sweet and sugary taste that we all love but with just a little kick to it. No wonder that researchers have found that this flavour is literally addictive. The formula has been

put together the same way as the other 4 in 1 flavours; together with a well-known food company. This is done to make it taste as realistic as possible. The Playful Flavor ticks every Swiss Navy box when it comes to quality. It's paraben-free, sugar-free, non-staining and non-sticky, and therefore completely safe to use in and on your body. The Salted Caramel Delight is available exclusively at SHOTS.

e

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Delayed comeback or bad omen?

Will we be walking the aisles of traditional trade shows in 2022 again?

Yes



Matthias Johnson,
editor in chief

It was meant to be a major step towards normalcy: A big ANME/XBIZ Show (albeit a 'hybrid edition' with digital elements) was going to bring back trade shows in the way we know and love them. But Covid thwarted this comeback, thus casting an ominous shadow over the upcoming months, and we are left to wonder: Will we get to meet at a trade show at some point in 2022?

Admittedly, the way this new year has begun doesn't leave too much room for optimism, and everybody who had great hopes for the first big trade show of 2022 is probably pretty devastated. This was going to be a sign that the world is slowly but surely returning to normalcy, a sign that we are finally over the hump and that things are looking up. Following the first wave of trade show cancellations in 2020, we kind of got used to the news that beloved events within our industry were being delayed or cancelled all throughout 2021 (or that they would only take place in digital form). But this being the beginning of a new year, hopes were particularly high, and everybody wanted to see a return to trade shows in the format we were used to before this whole pandemic started. Of course, we have to ask ourselves if it was even realistic to get our hopes up this much? If you have kept up with the Covid situation over the past weeks and months, you probably had a sinking feeling long before the news broke that the ANME/XBIZ event was going to be switching to an all-digital format. As a matter of fact, many people had already

been wondering if mid-January 2022 was maybe too soon for an in-person trade show, but hindsight is always 20/20, and further discussing that point would be moot. As far as I am concerned, we shouldn't take this cancellation as a bad omen, spelling doom for all the other trade shows that are planned for this year. There is no sugar coating the current coronavirus situation, yes, but who knows what things will look like in a few months? Many experts are cautiously optimistic about the future and about the progression of the pandemic, and most importantly: The traditional trade show season (at least from a European perspective) is still many months away. And each one of those months separating us from events like eroFame is another month for things to improve. So let's keep up the hope. **e**

No

There's no hazy, nostalgic sunset in the rear view mirror of 2021. It was the year for which we all had hope, and for this exact reason, the year that let us down even harder. While it's too soon to entirely tell, the coming 11 months are likely rife with complications at best, and at worst, cancellations due to Covid's unrelenting surges.

If January is a harbinger for 2022 trade events, circumstances are already looking grim. Less than a week into the new year, one of the most anticipated, in-person B2B events – the ANME/XBIZ trade show - was postponed and once again forced to go digital.

Most of us truly believed that January's usual parade of trade gatherings would be our big return to normality, but the Omicron variant (almost) punched hard enough to knock us back to 2020. While the XBIZ Awards braved the proverbial Covid cold and carried on their usual Hollywood show with a live crowd, the AVN O Awards played it safe and stayed virtual.

Many industry colleagues have thus voiced concerns over the Altitude Intimates trade show this March. Set to take place in Las Vegas, a city that's already rife with careless

tourists, it won't be a surprise if the organizers pull the plug – or go full steam ahead and see a pitiful turn-out.

Even without travel bans and lockdowns, international flights may be too difficult or risky to navigate, costing event organizers empty booth space. For traveling sales reps, wading through government websites declaring types of acceptable Covid tests, potential quarantine requirements, and constantly evolving travel regulations can cause headaches worse than a post-show hangover. Moreover, anyone with prior health complications will likely choose to remain safely grounded in their home countries and glued to Zoom.

The giant question mark looming above our heads is, of course, the possibility of a 2022 eroFame coming to fruition. While we're all still hoping in vain for the best, it's smarter to prepare for the worst and assume this year will be another roller coaster of dashed dreams (with, if we're lucky, a few rays of light through the clouds).



Colleen Godin,
EAN U.S. correspondent



The Competitive Advantage: what the world needs vs. what you think it needs

A column by Dominnique Karetsos



Last month we discussed the value to be had in talking to your now, next and future customer; right from the start of your brand journey. This month Dominnique Karetsos, CEO of Healthy Pleasure Group, discusses the pitfalls of an industry-wide lack of regulations.

While sexualities have been around since the dawn of time, as an all-encompassing industry Sexual Health & Technology (SH&T) has barely passed its infancy stages; with some recognition, little regulation, a lot of patriarchy and zero policies for best practises.

Today, if you categorise yourself as a SH&T brand and do not remain alert to the rapidly morphing landscape and demands of consumers, then you may cease to exist by this time in 2023. The biggest threat to our industry is brands that are setting their trajectories for innovation based on what they think the world should want vs. what the world actually needs to fulfil their as yet unmet desires. Just five years ago there was a trend in \$100+ vibrator brands claiming that their USP (unique selling point) was that they were made of medical grade silicon as opposed to PVC. Today, the customer pool for vibrators has expanded enormously and people today EXPECT medical grade silicon. So to the next vibrator set to launch, what else have you got for our \$100?



itchy scalps to dry vaginas and frustrated husbands. 'Buy all eight products in our range and you will be cured.' STOP.

Very quickly these vacuous marketing efforts will be seen for what they are: a bandaid over the lack of innovation, be it in your product, policies or processes. If you are a SH&T brand looking to truly innovate in the women's sexual health and wellness category, understand that what your brand thinks women

need and what they really desire and will buy will very likely be completely different.

Where there are threats there are gaps and where there are gaps there are opportunities for unique offerings to encourage behavioural change and create real social impact. In other words: a competitive advantage. So what will your brand deliver this year and where will you invest to have an authentic competitive promise to your customers and our industry? **e**

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pjur 'Use Quality Lube' campaign focuses on quality



Personal lubricants are used on the most intimate parts of the body and inside the body. It is therefore in consumers' interests that all products are sufficiently tested. 'Use Quality Lube' draws attention to the high standards that pjur places on its products in order to be able to offer consumers consistently high quality.

When it comes to your intimacy, you should only ever use the best

The well-being of consumers is very important to pjur as a manufacturer of premium intimate products. pjur wants to provide consumers with options of personal lubricants that are compatible and also have the best quality and consistency. All pjur personal lubricants are medically certified and without perfume or taste. pjur also makes sure that any feedback given to them on incompatibility or problems using pjur products are always taken on board so that pjur products continue to be safe.

Did you know that pjur personal lubricants are medical devices?

All pjur personal lubricants are classified as medical devices in accordance with ISO standard 13485:2016. pjur is happy to be certified in order to always guarantee a personal lubricant quality with a uniform consistency that is perfectly tailored to consumers' needs and gives peace of mind, leaving consumers free to enjoy sensual ex-

periences and not worry about ingredients. Transparency is also an integral part of the pjur group: Only manufacturers of medical devices like the pjur group have to list and verify all ingredients and their compatibility.

How to recognise medical devices at a glance:

1. CE mark, including the 4-digit number of the notified body
2. Marked as 'Medical Device'

pjur Intimacy Box 'You Deserve the Best'

Under the slogan 'You Deserve the Best', the pjur Intimacy Box, which will be released in a limited edition, combines two pjur Premium lubricants and a high-quality gift that is ideal for storing lubricants. "Nourish Yourself" refers not only to the caring ingredients, but much more to the positive effects of a fulfilled sex life. The pjur Intimacy Boxes will be raffled off on the campaign page as part of the campaign, which starts in mid-January 2022.

About the campaign 'Use Quality Lube'

The campaign around the topic of intimacy and quality is aimed at people who are looking for compatible products with high-quality ingredients for themselves and their love lives. pjur has a wealth of experience in manufacturing intimate products and is therefore committed to ensuring more transparency, more safety and compliance with high quality standards in manufacturing. More information about the campaign: www.usequalitylube.com





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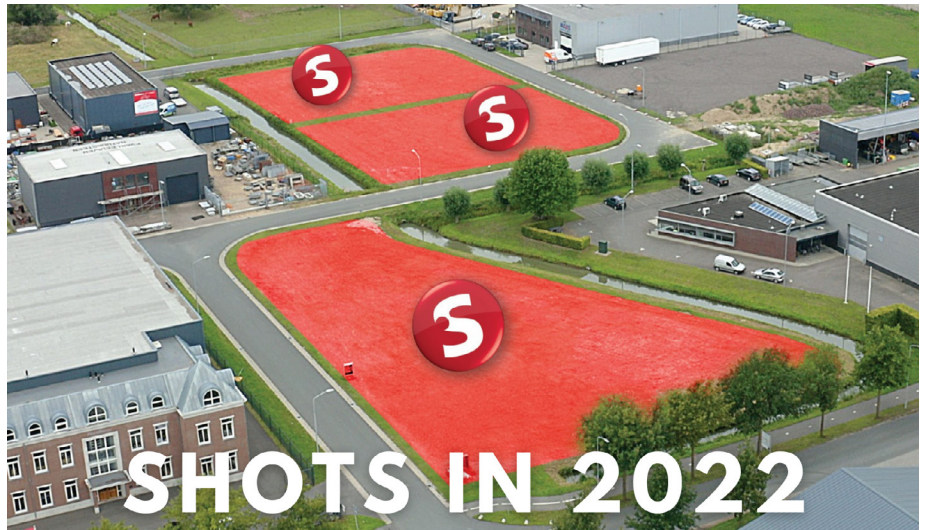
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Going into the new year with full steam

What does SHOTS have in store for us in 2022?

The beginning of a new year is not just a great opportunity to look back at the year gone by and take stock, but it also the time to look ahead and make plans and resolutions for the upcoming twelve months. As far as SHOTS are concerned, the goals and expectations for the new year are pretty much the same across all departments: 2022 will be a year of growth and optimisation.



New warehouses

The biggest and most visible changes this year will take the form of two wholly new warehouses with 22,000 square metres worth of storage space. Building these warehouses is necessary to future-proof the company, as SHOTS announced. One of the buildings will be used exclusively for bulk products. "This way, we can live up to the great demand that exists out there," says Hein Schouten, Sales & Marketing Director. The second warehouse will have a pick floor and a new, modern pick system. John Willems, Logistics Manager at SHOTS, explains: "We already upgraded our current warehouse in December. With this new pick floor, we created space for 5000 new products." In addition to these new infrastructure investments, SHOTS will also expand

their range of products, with lots of new third-party brands as well as new products of their own making. If predictions hold, the SHOTS range will grow to include almost 20,000 SKUs! "We want to provide our customers with a wide range of products," says Ard van den Brandhof, Purchasing Director. "That's why we need to keep looking for new brands, but also intensify our collaborations with current partners." Hein adds: "This extra space and all these new products will turn us into a one-stop-shop. Our customers will be able to find anything they need under just one roof."

Growth

More storage space and more products also require more people. Therefore, new members have been added to the team. The logistics department has

tripled in size, but other teams have also expanded or are set to expand over the course of the next months. For instances, the finance and accounting department will double in size very soon.

SHOTS is also confident that product development will be more important than ever in 2022, and that the focus will be on new technologies as well as new products that fill gaps in the existing SHOTS assortment. Therefore, additional manpower will also be added to this department. "With more members, there is more knowledge," says Leoni Buitenhuis, Art Director. "In this way, we can stay on top of every trend and keep creating in the best way possible." New members will also be added to the marketing team. "Marketing is the umbrella of the Sales and the Creative Department," explains Hein. "We really want to push sales by doing more and bigger campaigns." And in order to achieve this goal, you obviously need a bigger team. Inge Arissen, marketer, is already looking forward to welcoming new colleagues to the SHOTS family. "I believe that we will come up with better and more ideas when the team grows. But also by arranging more brainstorm sessions between all the departments. With the right creative outings, we can create momentum for all the exciting things that are about to happen in 2022!"

Optimising service

Great customer service has always been one of the main pillars of SHOTS' success. In 2022, there will be some changes to further optimise the experience for the customers before, while, and after they place their



orders. Joost Bouten, Controller: "We are investing in deeper and broader technological solutions so that we process everything even faster than we already did." Moreover, the big investment on the logistics side will benefit customer service as well, Joost explains. "We're also starting with evening shifts for a filling crew. This way, we can ensure 24-hour service for our customers."

Personal contact

In 2021, the coronavirus pandemic was the big, all-dominating issue, and even though SHOTS quickly adopted to the situation, the team readily admits that there were a lot of obstacles they had to overcome on the way to finding new solutions. "Transport from China was quite a mess," says Ard. "But for 2022, we will do anything to keep control



over the supply chain.” Of course, the supply chain was not the only thing affected by Covid. Every segment of the industry has felt the impact of the pandemic. “We feel very sorry for bricks & mortar stores who had a hard time keeping their head above water,” says Hein. “Hopefully, 2022 will be better!” When asked what they missed most during these past two years, the answers from the sales team are unanimous: Meeting the customers in person. The team did a great job keeping in touch and providing service via Zoom meetings, but there is no substitute for a real face-to-face conversation, as Hein emphasises. “We really miss our customers,” he says. “We already started travelling a bit, but the whole sales team can’t wait to get back on the road again like we used to!” In addition to travelling, plans are to also have a ‘real’ SHOTS Show this year, including a real SHOTS Party. “We need to catch up on a lot of parties in the coming year. We are now three times as big as we used to be, but all the new people have never witnessed a SHOTS party, and that’s a shame!” Hein also has one more message for all of SHOTS’ friends and partners: “We want to thank all of you who made our last year successful, and we really look forward to 2022 to roll out all our plans!”

e

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Success is only possible when everyone works together and contributes

SVAKOM celebrate ten years in the business

More than 200 employees at the headquarters in China, offices in the US and Europe, company-owned production facilities, and last but not least, a number of highly innovative products. What SVAKOM have created over the course of the last ten years is more than impressive. Fanny Chen, SVAKOM's Sales Director, gives us an overview of the company's history and the successes it has accumulated since its creation ten years ago.

Congratulations on your ten-year anniversary! What is the dominant feeling among the team? Pride? Satisfaction? Or the motivation to tackle the next ten years?

Fanny Chen: Thank you! There's a lot of feelings, really. I'm excited, more so towards the future and the next ten years. But there's also a sense of nostalgia floating around. 10 years feels like such a long and short time all at once, and yet it has flown by. Pride, as well - I'm proud of everything we've accomplished over the last decade. The first ten years have been an extraordinary journey, building up a solid team and creating a strong brand in this constantly evolving industry. It has been exciting, that's for sure.

Hypothetically speaking: What would the market for sex toys look like if SVAKOM had never existed?

Fanny: Hmm... that's an interesting question. If SVAKOM had never existed, I think there certainly would have been a gap in the market. Our toys aim to be inclusive and technologically advanced, catering to all interests, body types, genders, and preferences – all the while constantly pushing the limits of what we can achieve. So the market would probably be lacking the dedication to high-quality and affordability that SVAKOM consistently delivers.

Let's go back to the beginnings of SVAKOM. Even though the market looked different ten years ago, there was no shortage of products and brands even back then. What was your motivation for launching this brand? What did you want to bring to the market that was new?

Fanny: SVAKOM was founded because the owner, David Yu, noticed back then that the industry lacked high-end quality sex toys, with an emphasis on lifestyle, that also came at affordable prices. Our mission is, and always has been, to provide people around the world with products that can satisfy, contribute to a healthy sexual lifestyle - and more importantly - products that last.

SVAKOM has very quickly established itself in the market, and your products are now available in more than 100 countries. What are the pillars of SVAKOM's success?

Fanny: Success is only possible when everyone works together and contributes, playing to their strengths. At SVAKOM, our success comes from every department. Product development is certainly at the core of it all - they design and develop such innovative toys. But then, who sells those toys? Who promotes them? All the departments working cohesively together - that is why SVAKOM has been able to achieve

this huge success in the industry. The key to our success has to be our flat management style. We are a very diverse team, you see, we have people from different cultures and backgrounds, people with different sexual orientations and gender identities. We try to always hire staff with different strengths and specialties, there's always someone who can provide more insight into a topic of discussion, and someone who can bring their own skills to the table while problem-solving or brainstorming. When travelling, I often get asked 'What's it like to work at SVAKOM?' and I try to explain that it's incredibly interesting. Everyone has a unique point of view, a different way of thinking. A bad idea simply doesn't exist, because every idea presented introduces us to a new way of thinking, a new way of considering different markets and cultures, new ways of using language to be more and more inclusive. Now, back to the flat management. If I might explain, SVAKOM has a very flat management structure; there's no one person who calls the shots. For example, our CEO and VP take on supporting roles. They support each department when they're needed, whether that's for products or campaign ideas; they listen to each opinion and idea they're presented with and assist wherever possible and whenever we need them. We focus on high efficiency. We send out quotes to clients within 48 hours, and anyone can call a meeting when they need to. Of course, with this kind of organization, there has to be trust. We trust our employers to perform at their best, which is why we are so careful when hiring. We want everyone to achieve their own values while they're at SVAKOM.

Fanny Chen, SVA-
KOM Sales Director

The SVAKOM sales team



10 years is a long time: What were the five most significant milestones in SVAKOM's history over the last decade?

Fanny: There's a certain misconception surrounding SVAKOM and, I think, there's a lot of people out there who don't realize just how big we are. As of this very moment, we have more than two hundred employees headquartered in Shenzhen, China, as well as offices in Los Angeles, Miami, and Amsterdam. SVAKOM manufactures all of its products in its own factory to ensure the quality of the products is always the top priority. This is what sets us apart from other companies: We can guarantee quality because we ourselves are in charge of manufacturing. There have been many significant moments for SVAKOM. However, for me, the five most significant milestones would have to be: Launching our brand in 2012 from China, alongside SVAKOM's debut at ANME in Los Angeles – officially establishing the brand in the US. 2015, when we participated at ThaiFest in Russia; we

are able to officially establish our brand in Russia and expand even further. 2018, when we set up our office warehouse in LA. The launch of our first thrusting masturbator Alex during eroFame, and of course the 'Connexion Series', our interactive toys. And by the end of 2021, we had established our EU company in the Netherlands. There's been so many great moments, things we are proud of and love to talk about.

And which products were particularly important for SVAKOM's growth?

Fanny: APP toys and masturbators, definitely. We started SVAKOM with toys that were primarily vagina-oriented. Then, we started to take a look at exactly who uses sex toys? The answer, we realized, was simple. Everyone does. Therefore, we needed to improve the products we offered. We needed products that catered to polyamory, products for people with a penis, anal toys, etc. The masturbators, as we found out, would be a hit. People with a penis finally had a toy just for them. And our APP toys gave people an easier experience, one they could enjoy with a partner(s) no matter where they were. First, there was Alex Neo, a powerful thrusting masturbator, and it was a massive success. Then we launched Sam Neo, a suction and vibration masturbator. And Robin, a pure vibration masturbator. All of these products were incredibly successful and played an imperative role in SVAKOM's development.

The market for sex toys has changed a lot since SVAKOM was founded. Which trends and developments have had the most profound impact on the market, and how did SVAKOM contribute to these trends?

Fanny: Since SVAKOM was founded, we developed the world's first camera vibrator with Siime

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Eye, which generated a lot of media attention. We have always maintained a focus on using technology in advanced and creative ways, and certainly we will continue to do that. Later on, we developed more and more app toys with our own in-house app development team. Furthermore, we looked towards making toys people can use professionally, with our long-distance app-controlled toys designed for use during cam shows. Interactive toys for professionals in the camming industry became a big deal. Recently, we have heard and we have seen demand for more penis-oriented toys in the market, and we are eager to deliver.

Have the core values of your brand remained the same despite these changes in the market?

Fanny: Our core values have remained the same. We view our goals as our mission. And we understand that this is a huge task. As our slogan goes: Explore Your Limits. So, while we encourage our clients and customers to continue to seek out and explore their limits in their own way – we will also be actively looking for new ways to push ourselves beyond our current limitations.

How important is it for you to be perceived as a brand in an almost saturated market? How much effort do you have to put in to keep living up to your brand promise?

Fanny: Oh, it is very important for us. We hope that we can improve the connection with our brand users and wish for them to know that we



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are here for them whenever they need us. We always say that it is us, the people behind the brand, who ultimately represent SVAKOM. We plan to create more workshops, pop-ups, and local events to bring us closer to our clients and to increase our brand awareness. It is important for us that our clients feel that SVAKOM is a brand particularly for them. We want to create more and more opportunities for people to open up and discuss their experiences and interpretations concerning sexual wellness. The combination of advanced technology and elegant design has always been one of SVAKOM's biggest trademarks, and our main goal for the brand is to continue lighting up the lives of those who use our toys for unforgettable pleasure.

*Is there a specific target group for your products?
Who are your customers?*

Fanny: Of course, our target group are people within the age range of late 20's to 45. These groups tend to have a greater desire for quality,

they buy toys which they can keep for years, and they look for new ways to explore their sexuality and explore their limits with SVAKOM products.

What does your target group expect from SVAKOM? And how have these requirements changed over the years?

Fanny: We listen to our clients, and we have our own design team and our own manufacturer. Because of this, our clients expect us to hear their feedback and listen to their suggestions so that we can create toys that will continue to satisfy their ever-developing sexuality and preferences. This is a requirement we are, of course, more than happy to comply with.

SVAKOM openly promotes sex positivity and supports charity organizations. How important is this commitment to you?

Fanny: SVAKOM truly believes that sex and sexuality should be discussed openly, with a positive attitude. Taboos, in the end, hold us back. They limit us. How could our slogan be 'Explore Your Limits' if we cast the limitations of stigmas on ourselves? We encourage everyone to embrace their sexual desires (as long as they remain legal!) and feel confident with their sexuality. No one should be left behind when seeking pleasure. We are aware of the effect our toys have on the environment through their production. We do. And that's why we're always looking to give back in whatever way we can, be that via helping the people of the world, or assisting and planting more trees to help maintain our planet.

*How will you celebrate the tenth anniversary?
Do you have any special activities planned?
What can your customers expect?*

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Fanny: Oh, yes. We have plenty of special activities and surprises planned. We will be launching our limited edition 'Anniversary Box' around April. It's a pleasure box featuring an upcoming SVAKOM toy, Swiss Navy lube, and some exciting accessories. We are really excited for this box. With a focus on celebration, we want to get everyone involved in our 10th anniversary. SVAKOM is for everyone, so how could we possibly party alone? This box is our way of extending an invitation to our clients and loyal customers to get involved with all the big plans we've got in store for 2022. Oh, but I almost forgot, there's also a little surprise in a small amount of our anniversary boxes – some very lucky customers will end up the prized holder of a golden ticket. This golden ticket will give access to 10, yes, 10 free SVAKOM toys! We have all these great ideas and plans whizzing around in our heads for this year, and customers can expect different and exciting events from us. There's the pleasure box, the golden tickets, and perhaps even some upcoming campaigns for SVAKOM to provide customers with the answer

to their dreams. Who knows? You'll have to stay up to date with the latest SVAKOM news to find out! But on a more serious note, we also want to use this year to give back more. As said, we understand the toll a factory can take on the environment. We do. Which is why, for every new product purchased in 2022, we will be planting 1 tree. In the past, we have worked with Trees for the Future, and this year we want to continue our support and donate more than we ever have before. You see, Trees for the Future don't just plant trees. They also help the local communities, train farmers, and do so much more for our planet. Keep an eye out for our upcoming Trees for the Future stickers. If you see the sticker on a SVAKOM product box, then you can rest assured that that purchase has planted 1 tree. While we work out the final details, pretty soon we will have our Anniversary page live on our website. Once it's up, everyone will be able to see detailed information on what activities and campaigns they can get involved in. So, keep an ear out for the phrase 'We Are 10'.

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Let's talk about the future: What is your strategy going into the second decade of SVAKOM? What do you have planned for the future of your brand?

Fanny: We are super excited about the future. We aim to make SVAKOM one of the top 5 brands in every major market. For the upcoming decade, our focus will be on making more patented products and to actively apply even more advanced technology in our toys. Pretty soon, we intend to launch a brand-new category as part of SVAKOM's arsenal. We already have the patent, and we're excited to reveal more details this upcoming March. SVAKOM wouldn't be possible without all the people who support it, and of course, the planet. We're going to continue giving back wherever we can – through our support of Trees for the Future, and many more charitable activities that will be announced in due time.

Your product range has grown a lot over the years - recently, you even added a BDSM line. What direction do you want to take? Will SVAKOM sooner or later cover all product categories of our market?

Fanny: Yes, we launched 'Coleur D'or' as our BDSM brand during winter last year. We have been working with a fantastic designer from the fashion industry to create this line – which has been a dream come true for her. It's a new area for us, that's for sure, one that we are excited to tackle. We would never limit our line of products - how can we be a brand for everyone if we refuse to dip our toes in new waters? However, we will never neglect the classic SVAKOM brand. As a company, we will always pursue new adventures. But for SVAKOM as a brand, we will focus on toys and accessories.

In your opinion, how will the sex toy market develop in the next few years?

Fanny: Technology will still be a trendy direction for the sex toy industry. People and companies are getting more and more creative and invest more and more money to develop new ways to merge sex, masturbation, and technology. Unfortunately, it looks as though the pandemic situation will continue for a while longer – meaning products such as VR and long-distance connection will continue to be in high demand. Besides these product trends, I think we will continue to see large companies merging together and pursuing their goals in unison. Celebrities are starting to create their own brands and partner up with existing brands, which I think we will continue to see more of. As for SVAKOM: For the next decade we want to focus on what we are already doing - creating an extensive line of creative, affordable, and excellent products. Products for everyone around the world. Our investment will focus mainly on our clients, our products, and giving back to society. We are super excited for the next decade, not just for SVAKOM, but for the industry as a whole. We are proud to be part of such a fantastic industry and wish everyone an amazing 2022!



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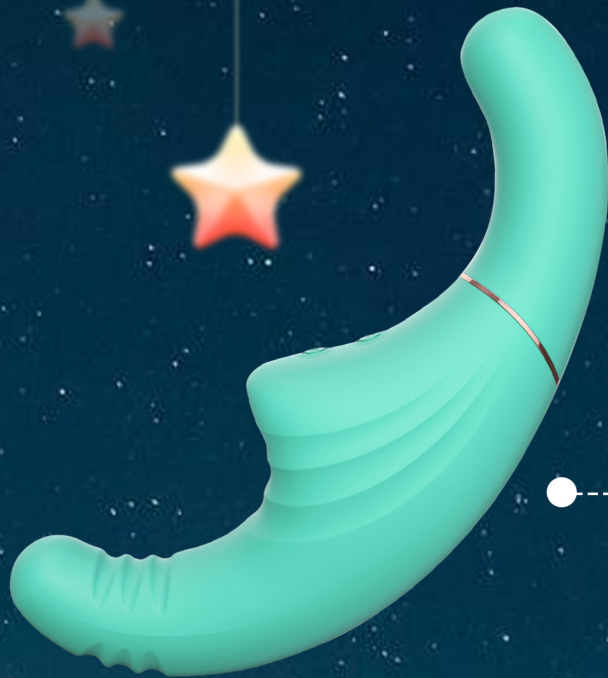
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The change of a logo is the external sign of the inner evolutions

Gregory Dorcel provides a peek into DORCEL's re-branding process



Gregory Dorcel,
CEO DORCEL

Just prior to 2021 coming to a climactic – or maybe not so climactic – end, legendary pleasure brand DORCEL made heads turn after another year of canceled trade shows and postponed events. Perhaps seizing our industry's unique time to shine while consumers were encouraged to stay at home, company CEO Gregory Dorcel and his team decided it was time for an epic re-vamp. Fifteen-thousand surveyed, satisfied consumers later, DORCEL was born anew with a refreshed aesthetic and logo, fit to carry the brand into the next ten years and beyond. As Gregory Dorcel exclusively reveals to EAN, the re-branding process was approached with the same delicateness, attention to detail, and high standards that consumers and the pleasure industry have come to expect and demand from DORCEL. The company returned to one of Europe's most cutting-edge marketing firms, Dragon Rouge, to undertake the process with professionalism and efficiency. Gregory Dorcel explains that, while expertly designed and well-received, the brand's new logo is simply a harbinger of what's to come. DORCEL's new look is a promise of new luxury products, an expanded, international sales reach, and a solidification of the DORCEL brand as the ultimate house of pleasure and fantasy. In this highly anticipated and revealing interview, Gregory Dorcel shares all the passion and calculated details behind his company's fresh start for 2022.

DORCEL was first established in the industry as an adult film company, though now the company has more heavily focused on and promoted the pleasure products arm of the brand. Would you say that DORCEL has completely switched their focus to sex toys now? What made your team realize that consumers were moving away from heavily consuming traditional porn, as they once did between the 80s and 90s – or are they still consuming it, just in a different way?

Gregory Dorcel: DORCEL was born in 1979 with the production of X-rated videos, but Marc Dorcel was already a publisher of erotic and pornographic books and a distributor of sex toys. Because of the low quality of his products at that time, he focused on the production of high-end films, so that his contents, although pornographic, could be accessible to all, women and men.

DORCEL had the success we know with its premium content dedicated to a large audience and has made men and women around the world fantasize. For the past ten years, the sex toy industry has been evolving and has allowed us to develop this market with the same strategies: an affirmed and clearly assumed sexuality, always classy without vulgarity and designed for a large audience. Thus, DORCEL, after having been a content producer, distributor and editor - with 3 television channels, VOD platforms, magazines - has once again become a sexual product manufacturer (sex toys, lingerie, lubricant) and the creator of a distribution network dedicated to adult pleasure products with a lot of stores and an e-commerce website.

Our media activities keep developing and improving every year. Our retail business is growing exponentially, allowing us to say that DORCEL has been a fantasy provider since 1979, whatever the products, content, or services we offer to the public.

Prior to the huge re-branding process that DORCEL just undertook, what was the brand lacking? Why did your team feel that a re-brand was necessary to stay up-to-date with consumer sex toy trends?

Gregory Dorcel: DORCEL has always been very careful to perpetually challenge itself and to always adapt to the society and its audience. Thus, every 10 years, DORCEL must redesign its image and its logo, but the main values are always the same: the elegance of the brand, its glamour, its universality and inclusiveness, its spicy side and the French craftsmanship.

All these values can be found today as they were yesterday in our logo, which evolved to always remain avant-garde. Our brand image is now purer, simpler, more premium and more feminine. It reflects what we feel about the evolution of society.

Your team chose to once again work with marketing agency Dragon Rouge on the re-brand. Does this company specialize in sex toy or sexual health brands? If not, was there another reason or goal that led your team to choose Dragon Rouge, instead of one of the many sexual health-focused marketing companies that exist now?

DORCEL

Gregory Dorcel: This choice was natural, because it is also Dragon Rouge that worked, 10 years ago now, on our previous logo and rebranding, and they did a great job. Dragon Rouge does not usually deal with “adult” brands. It is one of the most famous branding and design agencies in Europe and they work for major companies. They have perfectly understood our society and its evolutions.

DORCEL surveyed over 15,000 consumers on the design of your brand's new logo. Obviously this shows the importance of a logo for a brand's success! But is it really so important to gather the feedback of this many people, and obviously a proper budget to pay for this level of marketing research? Was there any chance, at least in your team's opinion, that the re-brand could have failed without the logo marketing research?

Gregory Dorcel: DORCEL is consumer centric. As a good craftsman, we are always focused on satisfying our customers, so we put all the resources at our disposal to satisfy them as well as possible. We have equipped ourselves with effective marketing surveys that can reach a large audience. It is normal for the respect of our customers to make them contribute, regardless of the cost.

Beyond aesthetics, what else has changed at DORCEL during the re-branding process in regards to the toys? Has the team added or changed any products, or made plans for new product releases?


Gregory Dorcel: The change of a logo is the external sign of the inner evolutions. DORCEL is more than ever a creator of fantasies, a provider

of pleasures for all, men, women and couples. DORCEL continues to be more premium and more universal and inclusive. We are now operating in Europe, America, Africa, and soon in China. Every day we evolve in our interactions with our customers, and our products and services continue to progress. We launch new innovations such as the DORCEL 2021 pleasure calendar, which won the design category prize at the innovation awards organized by LSA, alongside prestigious brands such as Procter & Gamble, Veepee and Galeries Lafayette.

So far, has DORCEL received any feedback on the re-brand, whether from B2B clients or end consumers? How are people reacting?

Gregory Dorcel: Our brand reveal is very recent, but the first product to be released with this new logo is the Pleasure Calendar, which just won an award for its design. It's a pretty good sign that seems to be unanimously shared by the public.

Now that the re-brand is complete and announced to the B2B industry, how will DORCEL proceed into 2022? Does your team have any more big goals and exciting changes coming?

Gregory Dorcel: As we have done for more than forty years, we will strive every day to provide our customers with the best possible service; to provide them with ever-improving products and services and to challenge ourselves daily. 



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

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An update on eroFame 2022

Wieland Hofmeister,
Director of Mediatainment
Productions GmbH and
organiser of eroFame



When asked if eroFame 2022 will take place as planned in October, Wieland Hofmeister, head of Mediatainment Productions GmbH and organiser of the trade convention, responds with cautious optimism. There is definitely reason for caution given the unpredictable changes the pandemic continues to force on us, making it nigh impossible to make reliable predictions. Fortunately, time is in eroFame's favour as October is still many months away, and each of these months improves the chances of the trade show opening its doors as planned.

ANME/XBIZ Show was going to be the first trade show of the new year, and many had hoped that it would mark a big step on the way back to normalcy. However, the event has switched to an all-digital format, squashing these hopes. Is that a bad omen for eroFame?

Wieland Hofmeister: Like so many others, we have had to learn the hard way that you can't make predictions for events that are still several months down the road. At present, nobody can tell what the pandemic situation will be like in a few months' time. Obviously, cancelling events at short notice is not a good look. After all, it is not just the organisers that are planning an event; the exhibitors also invest a lot of time and money to prepare their booths and presentations. Should we be forced to cancel eroFame 2022, we definitely won't be doing it ten days before the show is scheduled to begin. That is not a burden we'd want to put on our exhibitors. We know very well how much of an investment it is to participate in - or visit - a trade show is, from booth fees to travel expenses such as booking flights and hotel rooms, etc. You have to spend a lot of money before the show even begins. So, cancelling the event at short notice leaves the exhibitors and often also the visitors with a big hole in their pockets, and in the worst-case scenario, it can also do long-term damage to the image of the show. This is not something we want to happen, so whatever happens with eroFame 2022,

people will know about it early on. Obviously, Covid has once again cast a dark shadow over the beginning of the new year. With respect to eroFame, the big positive is that our trade convention is still many months away. A lot can happen until October. Ideally, we'll have the pandemic under control to such an extent that trade shows can take place under normal conditions by then. So, that's what we hope and plan for right now.

Are you optimistic about the comeback of traditional trade shows this year - the type of trade shows we were used to before the pandemic?

Wieland Hofmeister: As far as the format is concerned, yes. We are currently planning for a three-day eroFame in the first week of October. However, I think that certain precautions, such as hygiene measures, will continue to stick around for at least a few years longer. However, many of us have gotten so used to these measures by now they feel like a part of regular everyday life. Personally, I have no problem taking a mask and a proof of vaccination with me when I leave the house.

So, if things develop the way we all hope, are we going to have an eroFame in the same vein as the 2019 show? With all the bells and whistles, from catering to Oktoberfest party?

Wieland Hofmeister: As mentioned before, the event probably won't be as carefree as it

was before the pandemic. You have to take precautions, you have to make the event as safe as possible for everyone. Covid is taking its toll. But on the whole? Yes, we want to offer the established catering concept at eroFame 2022, and of course, we also want to have our beloved Oktoberfest party.

The pandemic has shown just how quickly and how dramatically things can change. Do you have a plan B and C and D for eroFame 2022 to be prepared for all contingencies?

Wieland Hofmeister: We are preparing for our event as we always do and remain confident that it will take place as planned. With all the bells and whistles, as you put it. At the end of August, we'll know more, and if necessary, that's when we will pull the brakes and delay or cancel the show in the interest of the participants. Obviously, that would be horribly disappointing. We know that lots of people in the industry are already looking forward to eroFame - which we take as a great compliment, by the way, and we are very grateful for that.


When will the preparations for eroFame 2022 officially ramp up? When can interested companies and brands start booking booths?

Wieland Hofmeister: Laying out the floor plan should be done by mid-March, so that's when interested exhibitors can get information about booths and configuration options on www.eroFame.eu. And obviously, that's also when they can start booking their booths. ➤

Last year, there was a big discussion about whether or not there should be a 'spring edition' of eroFame to make up for last year's cancelled show. Why did you ultimately decide against such an event?

Wieland Hofmeister: Firstly, the coronavirus pandemic is still too much of a risk factor. Also, many potential exhibitors weren't really on board with the idea of a spring eroFame. At eroFame, companies and brands traditionally showcase lots of new and upcoming products, and there wouldn't have been nearly as many new products to show in spring. That said, we haven't fully given up on the idea, and we are trying to create a new concept that appeals to both, visitors and exhibitors. We have events like ANME in the United States that take place twice a year, so maybe that could also be an interesting option for Europe.

Some other trade shows have switched to digital formats during the pandemic, but the organisers of eroFame decided to cancel the last two events completely. Why didn't you want to go digital?

Wieland Hofmeister: I already answered this question last fall: We want eroFame to be a place where the members of trade and industry meet in person. Moreover, I feel that digital trade shows are overrated. Obviously, this is just my personal opinion, but I am under the impression that most of these events are a lukewarm compromise. Producers and distributors and retailers don't need an online trade show for digital presentations - they can do that every day, without the hassle of squishing everything into a few days. Why would I need an organiser to set that up for me? Great trade shows work because of the personal element, because you meet face to face. With all the bells and whistles, as it were. 

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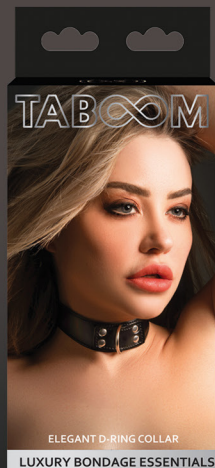
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I'm mostly responsible for identifying new partners who would like to join our mission

An interview with EQOM Groups Mergers and Acquisitions Manager Amresh Gahar



Amresh Gahar, Mergers and Acquisitions Manager EQOM Group

There has been a lot of talk and discussing and debating about mergers and acquisitions in the erotic industry this year, and it is more than likely that this topic will continue to be talked about and discussed and debated throughout 2022. So it probably can't hurt to know more about the mechanics and deliberations that go into these processes. Which is why EAN asked Amresh Gahar for an interview. He is Mergers and Acquisitions Manager of EQOM Group, and he told us about his duties and responsibilities.

Congratulations! You are probably the first Mergers and Acquisitions Manager in the history of the sexual wellness industry. How does that feel?

Amresh Gahar: Not sure about that – but it's quite a new role at EQOM Group. In short: It's exciting and I'm working with an ambitious group of people with an open mindset who want to make a huge impact on the sexual wellness market globally.

What exactly does a Mergers and Acquisitions Manager do? How would you describe your duties and responsibilities?

Amresh Gahar: In this role, I'm mostly responsible for identifying new partners who would like to join our mission,

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managing acquisition processes, and making sure we closely collaborate with new partners who joined the group.

How does one become a Mergers and Acquisitions Manager? What are the prerequisites and requirements if you want to enter this profession?

Amresh Gahar: As an M&A Manager, it helps to have experience in identifying commercial business drivers, valuation models, and due diligence. Most importantly, I think you should be able to analyze information rapidly and be able to see the true underlying value of a business. I have been exposed to most of these elements during my time at PwC Deals and it helps to bring a fresh perspective to the EQOM Group management team.

What was your perception of the sexual wellness industry before you became a part of it?

Amresh Gahar: For me, the sexual wellness industry has been an underdog in the discussions around wellbeing. I think it can contribute to the mental and physical wellness of people no matter if you're single or in a relationship.

What exactly will your new tasks at EQOM Group look like?

Amresh Gahar: Apart from my day-to-day M&A role, I'm also quite involved in making the firm ready for data-driven decision-making. With the fast growth of the firm and the e-commerce business being quite data-rich, there are a lot of possibilities around data analysis.





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Dan Liu, CEO of Lovense, talks the sex tech trends of 2022

The sex tech industry continues to grow and evolve at a rapid pace, and over the course of the past two years, it has also moved much closer toward the mainstream as the advantages of this product category were brought to the fore during the pandemic and more consumers opened up to its potential. So, now the obvious question is: Where will the sex tech industry go in 2022? Which trends will emerge in the new year? Dan Liu, CEO of Lovense, provides the answers in our EAN interview.



How have the last two years, and thus the pandemic, impacted the field of sex tech product development?

Dan Liu: The last two years have greatly changed the sex tech industry; sex toys have become a much more mainstream product, sales have increased significantly, and as a result, competition has become much fiercer. And competition, as we all know, is a great motivator. Recently, a lot of sex toy companies launched mobile apps, released new features and services. The variety of toys on the market is stunning. The market is growing and developing at a hurricane pace, and it is difficult to deny that the pandemic had a hand in this.

And what about the acceptance of, and the demand for sex tech? Has the pandemic ultimately ensured the breakthrough of sex tech – a breakthrough which, according to many experts, had been in the making for a long time?

Dan Liu: That's right, sex tech has been very noticeably destigmatized since the beginning of the pandemic and thank the media for this. Sex toys began to appear on the pages of women's and men's magazines, tabloids, tech and socio-political publications. Mainstream celebrities like Cardi B or Cara Delevingne began to advertise or became ambassadors of pleasure products companies. All this definitely helped sex tech break through and penetrate the mass market. And as

a result, we see an annual doubling of sales, making us very confident about the future.

What did Lovense contribute to the market in 2021? How were the developments in the sex tech segment reflected in your products, and which trends did you set yourselves?

Dan Liu: 2021 turned out to be an extremely successful year for Lovense. We released six new toys, including a new generation of our bestseller Lush 3, plus the incredibly successful toys Dolce and Gush, the new form factors Diamo and Hyphy, and also the updated Edge. As for trends in the market, we noticed that hands-free toys are in great demand among the audience. But the main factor, of course, is the accompanying services, and it is difficult to compete with us in this field. We have significantly enriched the functionality of the Remote app by adding group chats, with the ability to arrange virtual orgies with up to 100 participants who can transfer control over the entire hundred toys to each other. We have updated the control link service - one of the most popular features among our fans - adding more functionality. We also launched the speed mode and other fun features, as well as radically updating the design of the app.

We are also working tirelessly to expand the applicability of Lovense toys. Last year, we explored a new avenue, integration with adult video games, and we came up with two releases: the 3DXChat online multiplayer game and the WildLife adult RPG in partnership with the Nutaku distribution platform. Both releases



were resoundingly successful, and we will continue to explore in this direction. We are also actively working on services for integrating toys with multimedia content and will soon release very cool projects to the market. In addition, we continue to hold a leading position in the webcam industry. We are constantly increasing the pool of cam sites integrated with the Lovense services, as well as actively introducing new features.

What makes the sex tech sector so interesting is the speed at which it is developing. Is that both a curse and a blessing for you as a company? How do you manage to keep up with this fast pace?





Dan Liu: I don't want to sound immodest, but Lovense is one of those companies that set this fast pace in our industry. We are developing in the fields of health and wellness, VR and AR, tactile technologies, advanced content, and many others. This is what makes the sex tech industry so interesting - it is still very young and there are a huge number of opportunities ahead!

What is the consumer looking for when buying a sex tech product?

Dan Liu: The consumer primarily looks at the performance of the product and its application scenarios. I am pretty confident that the quality and safety of toys from leading manufacturers are at the same high level, so it is the software and functionality that make the difference. Therefore, if you want to create your competitive advantage, you have to provide the customer with more scenarios for using the toy.



Many sex toys today are equipped with state-of-the-art technologies. But how important is technology for the consumers? Does it impact the purchasing decision in the same way that design, materials, functionality, etc. do?

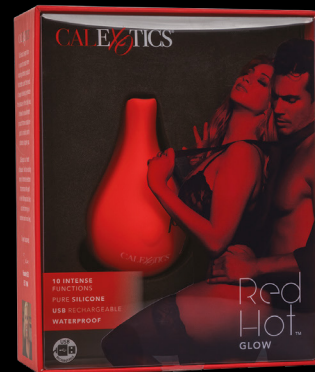
Dan Liu: As I mentioned above, technology has already become a determining factor, and the technological advantages of the product weigh just as heavy as the functionality and safety of the device. The lion share of the investment in development falls on technological research and the introduction of new technologies nowadays. In the daily life of sex tech companies today, there is much more tech than sex.

The definition of sex tech is quite broad and covers a wide range of products, applications, etc. As long as the purpose of a product is to improve and increase sexual pleasure, it can be called sex tech. Therefore, you can find smart vibrators in this category but also products

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that do without any technology at all... Is sex tech simply a term for a new generation of products, services, etc. that are beneficial to sexual well-being, independent of their level of technological development?

Dan Liu: Of course, we would like to distance ourselves from other manufacturers of pleasure products, because we are primarily a technology company, we belong to the IT sector, and there are more developers and programmers in our team than other employees. And it is quite obvious that the technological and software complexity of our products will only grow, so I would want only smart sex toys and their ecosystems to be considered sex tech.

In your opinion, are there any emerging trends that will come to the foreground in 2022 and beyond?

Dan Liu: I think that among the trends of sex tech, we should highlight the further integration of VR technologies and content with toys. The second significant trend is the convergence of sex tech and the wellness industry - I personally think that this is one of the most important areas. And if we talk about the industry in general, I am waiting for new mergers and acquisi-

tions. We have already witnessed the merger of We-Vibe and Lovehoney, and we also see that sex tech manufacturers who do not have their own software are willing to partner with others, the most recent example of this being the partnership of Hot Octopus and Kiiroo.

What are Lovense's plans for 2022? Can the market look forward to new products?

Dan Liu: Oh, we have so much planned for 2022, we can't even wait for it to come. We will present new toys and devices, new services and new partnerships, which are currently being worked on. We will definitely not disappoint you!

Media platform FemTech Live predicts that the sex tech industry will be worth \$122 billion in 2024. Is that realistic? Where will all of this growth come from?

Dan Liu: I think that there is the same misunderstanding that we have already discussed above. When experts talk about market estimates at the level of \$120-130 billion, they mean the entire industry of pleasure products, and sex tech is just one part of it. According to our estimates, the sex tech market is approaching \$40 billion in annual terms. **e**

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It's all about being in the customers mindset and having the right targeting to reach the right people

Hot Octopuss add manpower to their marketing team



Salman Dean is the new Head of Marketing at Hot Octopuss

The new marketing team will be helmed by Salman Dean, who only just joined Hot Octopuss and will take the position of Head of Marketing. Joining him as Head of Creative is Kelly Gordon who has been with the brand as Sex and Disability Lead since the summer of 2021. In a two-forked interview, EAN spoke with Salman and Kelly about their new responsibilities within the company.

Before we talk about your new responsibilities at Hot Octopuss, it would be interesting to know more about you. Can you tell us something about your professional career prior to joining Hot Octopuss?

Salman Dean: I have over 7 years of marketing experience with extensive digital and ecommerce knowledge in the retail, travel, and leisure industries, having previously worked for Groupon and Wowcher.

Now you've joined Hot Octopuss. How did this come about?

Salman: The opportunity came about in a slightly unconventional way – Hot Octopuss have used agencies for most of their marketing activity in the past and I was working on the brand via one of these agencies. Hot Octopuss made the move to bring their marketing functions in-house and kindly asked me to head this up for them, which was incredibly flattering.

*What attracted you to this new role?
What convinced you to join Hot Octopuss?*

Salman: It was very easy to say yes to the opportunity - not only do Hot Octopuss design and create innovative products but they are also a well-loved brand in the industry. The brand is on a fast-growing trajectory which in turn can come with challenges so I'm super excited to be at the forefront of that.

By joining Hot Octopuss you are entering new territory, i.e. a new market for you. What were your expectations and ideas regarding the sex toy market?

Salman: The sex toy market is an incredibly fascinating one, and with many platforms (Google, Facebook and Instagram) not allowing adult brands to run advertising, it can be a challenge. However, it is these challenges that make it exciting to work in the industry and reach audiences via unconventional methods so they can find out about our products. Sexual wellness is becoming less taboo and spoken about more openly. I hope that large advertising platforms realize that sexual wellness censorship prevents education and discussion around sexual issues.

Your responsibilities as Head of Marketing are almost self-explanatory, but could you give us deeper insights into your responsibilities?

Salman: I'll head up and oversee the core marketing channels that are responsible for driving growth for hotoctopuss.com along with efforts

to grow via other marketplaces such as Amazon. I'll also be working very closely with Kelly Gordon, Head of Creative, to further develop the overall brand marketing and positioning.

Where will Hot Octopuss go with its marketing with you at the helm? What is on your agenda for the next months?

Salman: Hot Octopuss products are proudly for everyone, and with such a diverse group of customers there's a lot of niches. Taking a data lead approach and using audience segmentation to find the right people at the right time is going to be critical over the next few months. With all that being said, Hot Octopuss is a quirky brand and it's important we remember to have fun with it!

To what extent can you bring your experience from your previous jobs into your new role?

Salman: I believe all the experience I've accumulated over the years is transferable. Whether people are buying sex toys or any other product. It's all about being in the customers mindset and having the right targeting to reach the right people. We have officially entered the data age and it's now more important than ever to be listening to consumers and understanding their needs.

What do we need to know about the private individual Salman Dean? For example, what do you do when you're not working for Hot Octopuss?



Salman: During my personal, time you'll either find me travelling or exploring the very best restaurants London has to offer. I love to eat and whenever I catch up with friends it's mostly centred around food. Though I am a workaholic so it's very hard to switch off at times!

Kelly, what did you do for a living before joining Hot Octopuss?

Kelly Gordon: Before I worked at Hot Octopuss I, consulted across many industries and have worked pretty much everywhere (even in the care sector and the NHS). I also worked in professional sports for 10 years, providing concierge services to professional footballers as well as marketing, event planning and branding within the sports industry at football clubs.

Did you have any exposure to the sex toy market before joining Hot Octopuss - either as a consumer or in your professional life?

Kelly: From a young age, I was attracted to the idea of pleasure and sexuality and took a spot in mainstream media talking about pleasure openly as a disabled woman. Because of this, I was often asked to write articles, guest on TV and radio, and test new sex tech, but it was only when working at Hot Octopuss that I got to really embrace this and make it my focus.

You joined Hot Octopuss in the summer of 2021, working as the Sex and Disability Lead for the brand. How did your involvement with Hot Octopuss come about?

Kelly: My involvement at Hot Octopuss started when guest writing for their

blog and testing one of their early products. I always loved and respected the ethos of the brand's COO, Julia Margo, from following her on social media and learning more about her. So I reached out and we met for a coffee and a conversation near Hot Octopuss HQ. The rest is history.

What excites you about Hot Octopuss? What are the brand's unique selling points in your opinion?

Kelly: Hot Octopuss is a one-of-a-kind sex tech company, and all of our products are carefully thought-out and developed by our own CEO, Adam Lewis. Adam is on a mission to bring pleasure to

Having joined Hot Octopuss in 2021 as Sex and Disability Lead, Kelly Gordon is now the new Head of Creative



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everybody and his inclusive and thoughtful design really inspires me. The brand itself comes from a place that I can really relate to, Adam and Jules always identified as the outcasts or the people that didn't really fit in with any particular group. Huge fans of the Camden rave scene and spending lots of time with a group of misfits, they wanted to build products and a brand for those who don't fit into a box and that is how I have identified throughout my life and working career. Another reason I am excited about the brand is their amazing products that I love as a consumer. I think when you love a brand and their products that makes it really easy to get onboard as an employee!

What were your responsibilities as Sex and Disability Lead?

Kelly: During my time as Disability Lead at the brand I was tasked with looking at the inclusivity of our product offering, engaging with the disabled community as well as being on hand to answer consumer and industry questions around disability and sex. I also started

our presence at UK disability trade shows and supported some fantastic publications such as PosABILITY and ENABLE magazine.

Now you are joining the marketing department of Hot Octopuss as Head of Creative. Why this step? And what does it mean for you personally?

Kelly: This step has certainly been a natural progression for me. When I am involved with a project, I find it hard not to want to understand every aspect of the business and their goals. The brand from the start was one of the main things that drew me to Hot Octopuss and I feel so passionately about taking the brand even further in 2022 and exploring new markets. The brand has allowed me so much creative freedom since my original appointment and that is really how I work best. I can't wait to see what the future holds for us at Hot Octopuss.

What will be your duties and responsibilities in this new position?





Kelly: Within my role, I will be in charge of the brand as a whole - this will also include working on PR campaigns, overseeing B2B, managing influencers, hosting and managing the brand podcast, monitoring and arranging appearances at all trade shows, managing our BDSM collection on the site, and of course managing in-house D&I.

What ideas, plans, etc. would you like to implement at Hot Octopuss? Where will Hot Octopuss' marketing be heading?

Kelly: My main goal is to ensure we reach as many of the population as possible. We want to celebrate pleasure and that means bringing pleasure to those that are denied it, are ashamed to explore it, or feel like they can't experience it. We want to break down the market and ensure that we understand every single person and their path to receiving pleasure. We

also want to collaborate with amazing brands that are aiming to do the same!

What is the role of marketing and branding in the sex toy market today? How has this area changed in recent years?

Kelly: I think previously, the sex toy market was often seen as seedy and for most inaccessible. With the rise of the internet and social media, people are publicly talking about pleasure and thus diluting the shame around sexual pleasure. Marketing in the sex industry is huge as it has made it possible for us all to learn more and has given us visibility of a wide range of products that we can explore. The power of marketing has brought to light sexual wellness and helped us understand the importance of pleasure in our daily lives. I think it is arguably one of the most important parts of what we do.

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Sex is best when you don't have to worry about anything else

MY.SIZE launch an app to help users find the perfect condom size

Size matters – especially when it comes to condoms. Finding the right fit is imperative. Now, MY.SIZE have launched an app to help people find that perfect match. EAN talked about the tool with Thomas Hahn, who is in charge of Sales & Marketing at R&S consumer goods GmbH, the company owning MY.SIZE. In our interview, he explains how the new app works and how retailers can use it as a marketing tool.

Thomas Hahn is in charge of Sales & Marketing at R&S consumer goods GmbH

How did you get the idea for this app that helps people measure their penis size in order to find the perfect condom?

Thomas Hahn: Much like our penises, our smartphones have kind of become a constant appendage of the modern man. It's almost like someone thought: Seriously, men can't always play around with their penises, so let's give them something else to play around with. And thus, the smartphone was born. And to bridge the gap and make the whole thing about penises again, we developed an app for your smartphone. In all seriousness, though: Some trade members

had been trying to create a penis measurement app since 2015. A long-standing customer of ours from the Netherlands - shout out to Richard of Spooeren - was among the first to tackle this project. His app eventually became the foundation for the MY.SIZE version, which we now follow up with the advanced luxury version. With the previous incarnation, there were issues when adapting the app to all those different display formats - there really are as many kinds of smartphones out there as there are people owning smartphones, aren't there?

How difficult was it to create the app on a technical level?


Thomas: We found a brilliant developer from Hamburg, called Cloud Nine Media GmbH - which we took to be a good omen because the experiences you can have with the right condom actually make you feel like you are on cloud nine. The solution that they came up with was so good that, for a while, I wasn't sure if we even needed a website anymore. Also, I would never have thought that there could be such an elegant yet smart solution to adapting to different smartphone types. I thought that creating this tool was going to be a very challenging task but thanks to the experts at Cloud Nine, it felt like child's play - at least for me. We had the whole thing up and running smoothly within three weeks.

*How exactly does the app work?
How do you use it?*

Thomas: The tool is built exclusively for use on smartphones. About 80 per cent of the people visiting our website are surfing the internet on a mobile device. That also makes the tool super-interesting for our partners because I am sure that men wanting to measure their penis are probably doing it with smartphone in hand rather than standing in front of their desktop computer. The tool offers a colour-coded overview of the nine condom widths that we offer, allowing anybody with a penis to find the condom with the identical size, making for a perfect #match. After that, we present the user with a list of all the shops where these MY.SIZE condoms are available. One click later, the user is directed straight to the website of the retailer of their choosing. Obviously, we start the experience off with a few explanatory screens to demonstrate how the process works and how to calibrate the tool so the app knows what kind of smartphone is being used.

Is it correct that you don't have to download the app?

Thomas: Right! First of all, we want this kind of aid to be available to anyone, free of charge. After all, we don't want to make money off the app. The goal is to provide people with an important piece of information. It's about condom competence for everyone! Also, the online-only element makes the app much more data protection-friendly.



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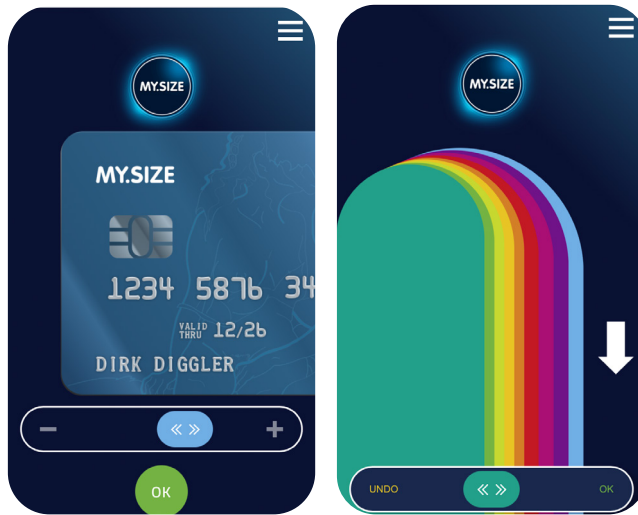
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Retailers can use the app as a marketing tool

The measuring process is quite simple: Calibrate the smartphone and compare sizes



Will you be offering the app in different languages?

Thomas: We can offer the app in any language. For starters, it will be available in German, English, and Spanish but I'd happily add more languages if they are requested. So, dear retailers of the world, don't hesitate to get in touch! Here's the e-mail address: info@rsgermany.de

As you mentioned, the smartphone has become man's constant companion, and there is hardly anything under the sun for which there is no app. But we are talking about a very personal tool here. How do you make sure that comparing your penis to a colour scale on a screen does not seem odd?

Thomas: You are absolutely right, of course! And the fact that the idea feels odd only goes to show how foreign this topic still is for many people. The whole penis size - condom size thing. About 80 per cent of people have no idea what they are missing out on during sex

because they are not wearing the right erection apparel. Which is a global catastrophe, really - and not just in terms of pleasure during sex. I am talking about things like weak erections, sexual frustration, insecurity, not to mention sickness and potentially unwanted pregnancies. Therefore, the oddity factor may actually be a good thing because it gets people talking about issues that would remain bottled up otherwise. And no matter why or how you end up using the app, more people will know that condom size matters, and that is the main thing! There is much more pleasure to be had on both sides of the latex when the guy feels comfortable and safe within his condom - as proven by countless stories that our retail partners have heard from their customer base and then relayed to us over the course of the past ten years. Sex is best when you don't have to worry about anything else. And once you have found the right condom, all the reservations melt away.

The app is based around the idea that retailers and wholesalers can use it as a marketing tool. How will this work?

Thomas: Yes, this is going to be a very useful tool for the trade members. Every retailer worldwide can integrate this tool in their website, thus offering a brand-specific size guide for a well-established range of products. Interested trade members will get access to a link generator, so all they have to do is set up a link to their MY.SIZE product page and place that link somewhere on their homepage. When customers visit the shop, they click the link, and after going through the app experience including size check, they are directed straight to the e-tailer's MY.SIZE product page. You see, this way, the retailer can offer a reliable measuring tool that invites the customers to make a purchase right away.

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We are working on a plethora on new products for various brands

BMS enters 2022 stronger than ever

Wild yet exhilarating! This is how Steve Bannister, President of BMS, describes the past year and all of the challenges it brought. Challenges which - as we learn in our interview with Steve - led BMS to take a closer look at the company's inner workings, exploring new and better ways of dealing with the vagaries of the market. Knowing this, it's no wonder that Steve is pretty optimistic about the new year and the future of the company.

How did BMS perform in 2021? Can you look back on the past year with satisfaction?

Steve Bannister: 2021 was a wild, yet exhilarating year! Despite all the global challenges that were brought to the industry, BMS was able to successfully introduce over 30 new products to the adult market, allowing us to build and strengthen relationships with new and existing customers.

On top of that, we were able to

re-brand an existing product line (LUX Active) as well as develop and launch a brand new one, called CutiePies. It certainly is satisfying to look back and see how much we have achieved in the past 12 months.

What factors were decisive for your success in 2021?

Steve: Ultimately, we are incredibly grateful for the strength and support of our business partners. Their positive energy and engagement with our brands strengthened the BMS umbrella of product lines with their clients. That in return has produced more visibility for us.

How did BMS navigate the market in 2021 with all its twists and turns (corona, supply chain issues, increasing demand for sex toys, etc.)?

Steve: It has been a year full of challenges between the ongoing pandemic, as well as the supply chain issues coupled with the increase in demand for adult novelties. Despite the challenges we faced this year, we were able to accurately address gaps in our own supply chain. 2021 allowed us to fine tune our internal processes and discover better ways to work through issues around the twists and turns. In turn, last year was a perfect opportunity to

Steve Bannister,
President of BMS



look at how to improve our business, which will hopefully reap the rewards this year and later down the road as well.

Now let's talk about 2022: What are your plans for this year? And what strategies will you use to realise them?

Steve: We are working on a plethora on new products for various brands, including Pillow Talk and Swan. We're also exploring some new avenues within these brands and new collections, which we are very excited to share later this year. With increased costs on many levels, we are continuing to monitor ongoing supply and demand trends, however, we always pride ourselves on thriving towards cost savings to continue bringing the best products at reasonable costs to our business partners, which ultimately affects end-users. On the retail side of things, we have implemented new point of sale displays for the remerging in-store market. Especially coming out of the pandemic, these displays will encourage an enhanced end-consumer retail experience.

Are you planning any major changes in your product range? Are there new product categories that BMS wants to tackle?

Steve: BMS is constantly evolving, and currently, we are working on new categories to be released in Summer 2022. Stay tuned for the latest news by signing up for our emails online at www.bmsfactory.com.



What new BMS products can the market look forward to?

Steve: Looking into the first quarter of 2022, we are focused on heavily promoting our brand-new line, CutiePies. We felt it was time to finally introduce an option from BMS. CutiePies offers the adult market high-quality, TPE masturbators, and we successfully designed and marketed a vast array of models with different personas. One thing we are very proud of regarding CutiePies is that the products were designed, developed and marketed by a team of women. Of course, we are not losing sight of our recently re-vamped brand, LUX Active, which focuses on bringing pleasure and athleisure together for a cohesive, gender-neutral experience.

Additionally, the industry can look forward to old classics from Pillow Talk and Swan being



re-introduced in a new way via special edition colours, as well as added bonus items included with those products.

What trends and developments will shape the sex toy market this year?

Steve: Throughout the last couple of years, BMS has made the conscious effort to centralize the user's experience with a product and how they interact with it. In the development stages, we are currently asking 'how can we make this product better for the end consumer?'. The emphasis towards user satisfaction and convenience is paramount with all BMS products. The overall convenience factor plays a huge part in usability in how someone can and will use our product. For example, we are very meticulous in our details, such as including travel bags, USB charging cords and the coveted travel lock feature. Not only are we laser-focused on the user's experience, but we take pride and put a lot of care into the overall aesthetic of each BMS item across all of our product lines. The emphasis on luxury and modern simplicity adds

to the user's experience which we always hope is a positive one. Looking ahead in the future, we are also keeping eco-friendly and sustainable materials in mind, so not only does the end user come away with a beautiful product, but it will also be environmentally friendly as well.

Also, we are constantly keeping our business partners in the loop with new and upcoming products. Customer service is an extremely important aspect of our business, and we strive towards making and maintaining those meaningful connections.

How is BMS preparing for the challenges of a constantly changing market?

Steve: As we have previously just experienced in 2021, we are prepared to pivot and look ahead to find business solutions for our partners should challenges arise. We are constantly looking at trends, especially within supply and demand and how it's impacting the industry. We at BMS will always look out for our clients and end-consumers alike and will always strive to keep our products relevant and competitively priced.

Do you have any specific plans for the European market? EQOM Group has been the exclusive distributor of your products in Europe since spring 2021. Are you satisfied with how this cooperation is going? Has it increased your reach in Europe?

Steve: Since last spring, we did partner with EQOM Group to be an exclusive European distributor and since that partnership has solidified, we have seen positive growth and our reach towards the market in Europe is on a steady incline. We hope to see exponential growth in 2022 and beyond.



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In my honest opinion, erotic board games are developing together with sexual awareness

Plazacraft want to create a card game for gay and lesbian couples



Roman Plaza, head of Plazacraft and inventor of the card game 'The Lovers'

In the summer of 2021, EAN shone a spotlight on Polish company Plazacraft and their first product: an erotic card game titled 'The Lovers.' Now, Plazacraft are gearing up to create a new version of their game, aimed at same-sex couples. The reasoning behind this project is rather straightforward, as Roman Plaza, head of Plazacraft, explains: There are simply not many high-quality games for this target audience. In our EAN interview, we talk about the project, Roman's expectations, and why he chose to go the crowdfunding route with his game.

Before we talk about your new project, it would be interesting to know how your card game 'The Lovers' has done since entering the market in the summer of 2021?

Roman Plaza: I think 2021 was good for us. We released 'The Lovers - level Hardcore' and made a step into the unknown wilds of marketing. At this moment in time, we are only putting effort into bringing visibility to our brand in Poland, and we made a few steps in this area, however, there is still a lot to do. In 2021, we also focused on product development and as a result of this, there are going to be six new add-ons to the game, releasing in March/April this year.

The corona pandemic has driven up demand for sex toys and other products that serve sexual pleasure. Does the same apply to erotic games?

Roman: It is hard to say for us. We are a too young a company to draw a comparison with previous years. We started in 2018 by releasing the product, but without marketing. The real sales actually started in 2021. However, we received a lot of positive feedbacks from customers about how the game was a great diversion and how it made time during the pandemic and lockdowns more enjoyable.

How would you describe the current market for erotic games? How is it evolving?



Roman: First of all, it is a market of online games. If you enter 'erotic games' in Google, the first results will be online games; you'd need to add the keyword 'board' to get physical games. I must admit that I have never played any online game of this kind and I'm not sure how it would be suitable for couples. In my honest opinion, erotic board games are developing together with sexual awareness, at least this is what I see in Poland. Nowadays this awareness is bigger than in previous years as people are more open to talk about sex, their fantasies, pleasure, and related topics.

You want to bring a 'new quality' to this market with your company. Have you succeeded in doing so?

Roman: I can definitely say that we succeed with the creation of a new quality product, and we will continue in the same direction with the release of upcoming games in our series. Actually bringing the products to the market is

the other big story. For small new companies such as ourselves, this is a long process, and we are still learning the ropes.

"OUR GOAL FOR 2022 IS TO ADD TO THE VISIBILITY OF OUR PRODUCT IN OTHER EUROPEAN COUNTRIES."

ROMAN PLAZA

Are you still looking for distribution partners for your product?

Roman: Yes, we are! In 2021 we put most of the focus on the Polish market, and we have already collaborated with a few wholesalers from our segment of the market. Now, it is time for other European countries.

You are working on a new version of your game in order to appeal to same-sex couples. Is there a lack of products for this target group? If so, what are the reasons for this?

Roman: Generally, there is a lack of high-quality erotic games on the market and I'm not sure why that is - with other sex-related products, you can easily find really good stuff. Based on my research, most of the games are dedicated to female-male couples. Of course, same-sex couples could tweak the game so it

The same-sex version of the game will offer different images than the original version of 'The Lovers'



applies to them, but if we think about something whose purpose is to trigger emotions and bring spice to life, it needs to be personalized. What are the reasons for this lack of quality products? Maybe it is because the LGBT community is smaller, so there are potentially fewer sales possibilities for the product, or maybe because most of the manufacturers still live in strictly patriarchal realities.

What will be the differences between 'The Lovers' in its original form and the new version for same-sex couples?

Roman: The basic difference will be the images. They need to be exciting and catchy, so this is why we want to make a dedicated version for the target group. What is exciting for one may not always be exciting for another. Most of the tasks will probably remain as they are, we made them universally appealing from the beginning.

What expectations does this target group have when it comes to products like the ones you are developing?

Roman: We are still doing research on that. I hope that thanks to the crowdfunding idea, we will get enough feedback to fulfil their expectations. One particular suggestion we received was about diversity. In the current edition of 'The Lovers', most of the characters in the pictures are just too perfect and the expectation is to make them more realistic.

Why did you decide to launch a Kickstarter campaign to develop this new version of your game?

Roman: There were two reasons for that. The first one is obviously money. We have already spent a lot of money to publish the first and



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second levels of our game including add-ons (which will be released soon). The second one is the fact that crowdfunding is a good option to gather feedback on your project, and we would really like to get as much information from our audience as possible.

What are the best or worst case result of such a campaign?

Roman: Best case: We get the funds and release new editions of the game. Worst case: We will not get the funds and then we will need to identify the reason for that; have we taken the wrong approach with the marketing or does the LGBT community maybe not want or need this kind of game?

What other plans and goals do you have for this year?

Roman: In March/April we are going to release six new add-ons to the series: 'Gadgets (level 1 & 2)', 'Places, Positions, Disguises, Sexual Positions (level 1 & 2)'. The idea is to mix these add-ons together or with the base version of the game in any way the couple prefers. Our goal for 2022 is to add to the visibility of our product in other European countries. I also hope that this year we will be able to attend the eroFame trade show.





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It is our goal to make MEESE go global in 2022

An interview with Ryan Lee, co-founder and CEO of the MEESE brand

The founders of
MEESE: Mo Zheng
and Ryan Lee



Sex toy design is one of the focal points of our industry, and we talk a lot about how the look and shapes of products have changed over the years. But how much of a role does design still play in the market today seeing how technology-based features seem to become the main selling point of more and more modern toys? As far as Ryan Lee, co-founder and CEO of MEESE, is concerned, the answer to this question is clear: Innovative design is key, and there are still so many elements that can be done in new and better ways. In our EAN interview, Ryan explains the philosophy of his brand and the goals that MEESE is pursuing.

Let's go back to the beginnings of MEESE. When was the brand founded? And what made the founders decide to start a new brand in the sex toy market back then?

Ryan Lee: Maybe you won't believe this, but I started the business all because of my wife. In early 2018, we purchased a vibrator from one of our friends, who is a sexologist, and we enjoyed it a lot. Then we did lots of

marketing research about this industry that year and found out there's a need to improve the design of vibrators. Women will be more willing to try a sex toy and less defensive about sex pleasure if the product has decent design. Especially in the Chinese market, there is a new generation that is more open about their personal needs and focuses on innovative design.

What corporate philosophy do you follow in your activities? What does MEESE stand for and how do you bring that to the world?

Ryan Lee: MEESE has been focusing on offering elegant, high-quality products to female customers since day one. Women are our main target group and we always make their user experience and needs as our first consideration when designing a new item.

MEESE sounds like Miss, that absolutely helps us maintain our purpose, i.e. offering elegant looking and high-quality products for women.

We care about our users' health, aiming to inspire their lifestyle and improve their intimate relationships since we believe everyone deserves the best when it comes to pleasure.

With our strong product design team and years of experience in production quality control, we incorporate modern sex-tech into our devices and provide a full line of trustworthy products to our customers, taking every step so our products fulfil their purpose.

What can you tell us about your portfolio? How big is it? What kind of products does MEESE offer?

Ryan Lee: As I mentioned, MEESE focuses on female users and their partners, so we only have female-oriented toys for now. In China's mainland market, we sold 20k pcs each month in general. Vibrators, bullets, and Kegel training balls, etc. are all part of our line of lady products. And now we have oversea clients contact us from time to time, which is a great sign that our products are getting recognition.

What are the unique selling points of your products? What makes them stand out from the mass of sex toys on the market?

Ryan Lee: Our unique selling point is that we always create something different! It is funny that most clients don't know how to use our products when they first see MEESE products. But then they have a super great user experience because we still are all about the features and functionality of MEESE products. Our innovative and fresh designs always excite our customers. Take our latest item, Lora, as an example: Even before its launch, there are lots of customers eagerly looking forward to it. With its quiet-rolling ball mode and vibration mode, Lora is designed as an elegant palm-sized massager while focusing on female external stimulation. Covered in body-safe silicone and contoured surface layers, Lora looks like a seashell swimming underwater. It is so unique and discreet that you cannot tell it's a vibrator!

What are the most important parameters for you? Quality and safety? Design? Functionality? Packaging? Price?



Ryan Lee wants to make MEESE one of the major sex toy brands within the next five years



Ryan Lee: For us, it's definitely quality and safety. Being sex toy, our products get in close contact with customers' private parts. It is important that we guarantee the quality and safety of MEESE products. If those weren't our priorities, it would be a disaster.

At MEESE, we start with quality control from the very first step. The shape of the product draft, the silicone quality, the materials' lifetime, the procedures of production and packaging - we take quality seriously throughout the entire process.

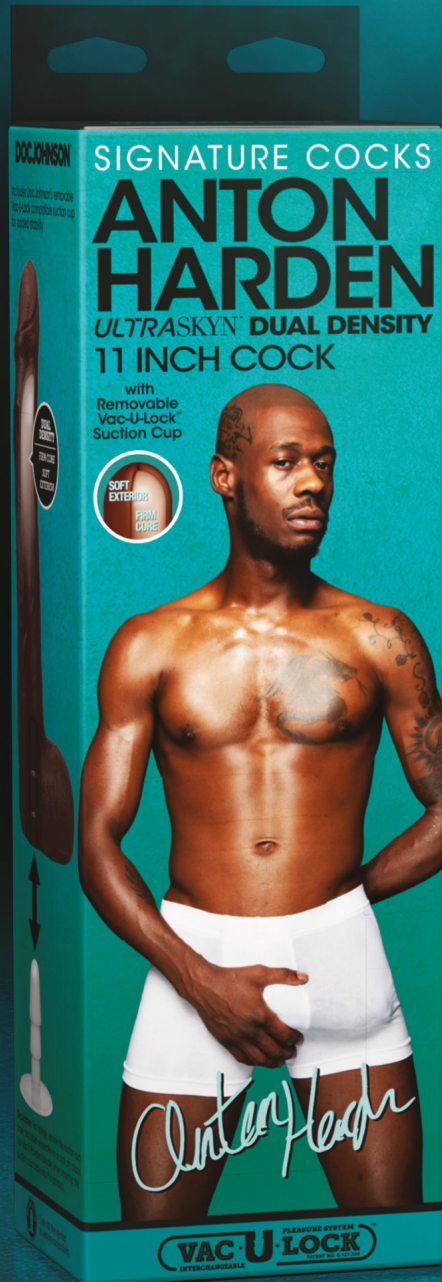
At what intervals do you launch new products? And how should we imagine the development process, from the first drafts to the finished product?

Ryan Lee: To be honest, we are not super-productive to that point. Launching 1-2 new items per season, that is our pace. We have our P&D team for product design. Before a new item is launched, we still need to go through different stages. Some market research, feedback from our partners and customers about the previous product, checking the updated needs or the predictable data of the market, taking into account the opinions from our staff. As I mentioned, MEESE products are about creating something new, so every new item has to go through lots of stages before we get to the final production. But we feel this is the right approach for us. Each product we have launched has received positive feedback and our brand has a good reputation in this market.

Which trends and developments have the greatest impact on your products at the moment?

Ryan Lee: I would say more and more brands realize how important design is for a sex toy, ►

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especially those for female users. This growing awareness and the resulting wave of innovative and versatile products is definitely becoming a challenge for us. Still, we at MEESE feel it's a good thing. We take it as motivation to further develop and optimize our P&D team, to make sure MEESE is competitive in the market.

What target group does MEESE have in mind? Who do your products appeal to?

Ryan Lee: Our target audience is women and also their partners. MEESE products are designed for women but not exclusively for women. We provide elegant quality products to enrich their sexual life and intimacy. It is an honour that our consumers love our brand and enjoy MEESE products, be it alone or any other way they want to.

Through which distribution channels do you offer your products?

Ryan Lee: For now, we have distributors in Russia, Korea, and Taiwan, and we are still talking with some potential partners. We are also looking for more opportunities, so please contact us if you're interested in bringing MEESE to your market.

Are you looking for business partners such as distributors, wholesalers, and retailers?

Ryan Lee: It is our goal to make MEESE go global in 2022. We welcome any partners who want to help MEESE reach more consumers.

What do you expect from new distribution partners? What criteria do you use to select them?



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Ryan Lee: It would be great if our distribution partners have well-established sales channels and strong marketing in the European market. We are also willing to work with our partners to promote MEESE. It is also important that our distribution partners are dedicated and believe in the MEESE products. That makes all the difference.

What are your plans for the future? Are you going to expand your product line?

Ryan Lee: The future is looking bright, and we have a great vision: We aim to become one of the most influential sex toy brands within the next 5 years. To achieve this goal, we will be growing our profile in the sexual wellness industry with intelligent technology products. That will be the focus of our next product line. For example, Kegel training balls with tech interaction, remote control, and customized vibration modes, etc.,. These are our next steps.



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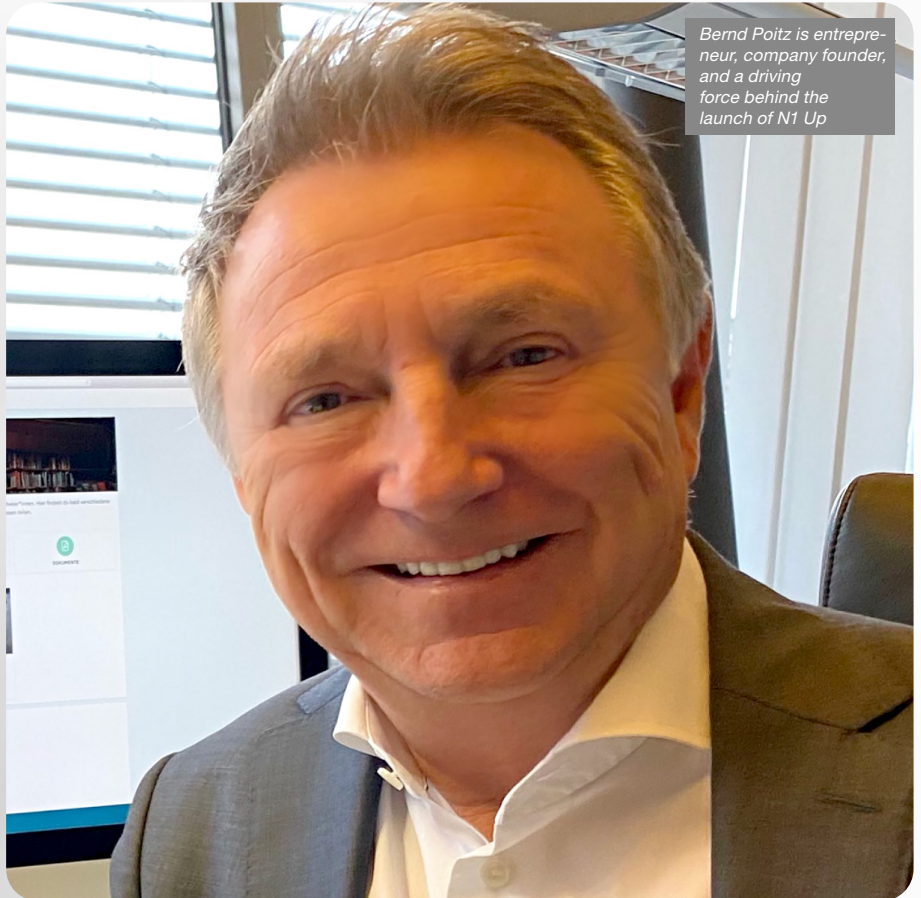
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N1 Up will certainly add mainstream appeal to the erotic market

Bernd Poitz and Frank Soetekouw on the creation of N1 Up

Many years of experience in the food supplement industry and a far-reaching network of business contacts in the erotic market can never hurt if you want to establish a new power booster on the market. In the case of N1 Up, there are also a lot of other factors that have contributed to the success of the product. Here to provide more details are Bernd Poitz and Frank Soetekouw. In our interview, they talk about the launch, the distribution strategy, the target audience, and they explain why N1 Up is a perfect fit for the erotic market, especially since this market is becoming increasingly more modern and mainstream.



Bernd Poitz is entrepreneur, company founder, and a driving force behind the launch of N1 Up

Before we talk about your product, would you mind telling us a bit about yourselves. For instance, did you already have experience in the food supplement or even the erotic market before N1 Up?

Bernd Poitz: I had a company that provided services and distribution support to renowned clients in the health care and pharmaceutical industry. Consequently, there were points of contact with

the food supplement market. At some point, I started thinking about creating my own food supplement and marketing it through pharmacies and drugstores. I told Frank about it - we had known each other for a while - and he was immediately on board. Since he already had lots of connections in the erotic market, he suggested we should also bring our product to that market. And the rest is history.

Frank Soetekouw: We are a perfect team. Bernd has years of experience and success in the health care market and a high-quality, certified product. I on the other hand have my contacts in the erotic industry. So, we have complemented each other wonderfully.

Now let's talk about N1 Up: Food supplements have been available in the erotic market for many years, and there is a huge number of products in this category. How does your supplement, N1 Up, stand out from the crowd?

Frank Soetekouw: Initially, we weren't even thinking about the erotic market as a priority. As Bernd already mentioned, the idea was to take the usual route, marketing the product via pharmacies and drugstores. So, getting the product into erotic stores began as an experiment. We wondered if N1 Up would be accepted in this particular market, if there would be demand for a power booster, and if we could manage to build a brand in this marketplace, seeing that it was a product aimed primarily at men. Looking back, there was a lot of finetuning and adapting, but the success we see now shows that our little experiment paid off.

Did you engage in market research while developing your product? If so, what results did this research yield?

Bernd Poitz: Yes, we did. We spoke to doctors and pharmacists, and of course, we took a close look at the food supplements that were

already available in the market. Our main priority was to develop a power booster that felt fresh, with a new mix of ingredients, not just the same substances that the industry has been using for most of their supplements for years.

The market for food supplements seems to be close to saturation but in spite of the fierce competition, you managed to quickly establish your product in the market. How did you pull that off?

Frank Soetekouw: That's where my contact to key accounts in the erotic market paid off. We were able to get several big-name companies on board very quickly, and they took care of distributing N1 Up in the erotic market. These companies appreciated the level of professionalism we were offering; for instance, we left nothing to chance when it came to the ingredients and the certification of our product. Our approach is to make sure that we offer a top-notch product of the highest quality, and it is greatly appreciated by our distribution partners because they know they can trust us and our products.

Bernd Poitz: You may be right about the market being saturated, but people are still, and will always be, open to new things. Therefore, we aim to create interest and make the consumers curious about our product and its qualities.

N1 Up is a great example of a one-product brand. Why did you choose to go this route?



N1 Up's brand ambassador, Frank Soetekouw

Bernd Poitz: Actually, we will only follow this route until the brand is established in the market. Beyond that, there are plans for more products we want to launch. For instance, we are contemplating a power booster particularly for women, but we are also experimenting with other forms of ingestion. Our high-quality ingredients can't just be consumed and resorbed as pills, you see; you could also drink them in liquid form, so that is something we are looking into right now.

Which channels do you use to get N1 Up to the consumers?

Frank Soetekouw: We are active in the b2c and b2b segments, relying heavily on e-commerce, distribution, and direct sales to get N1 Up to the consumers. In the case of the erotic market, we are working with large-scale distributors and we also supply retailers directly.

How important is the distribution strategy for the success of a product compared to things such as marketing and branding?

Bernd Poitz: The distribution strategy is immensely important, especially in the case of N1 Up because our brand is still relatively unknown in the market. We are looking for organic growth, and setting up the distribution structure was one of the first steps we took. At present, it is our wholesale and retail partners who engage with the consumers, introducing them to N1 Up. One of the next steps on our list is growing the name recognition of the brand, and we will implement a corresponding strategy when the time is right.

Who is the target audience for your product? How would you describe a typical N1 Up buyer?

Frank Soetekouw: Who buys N1 Up? Men, for obvious reasons, but also women. Basically everybody who does not want chemicals but only plant-based ingredients in their supplements. As for the age pattern, I'd say between 18 and 80. The male consumers buy our product to boost their sexual activities while women use N1 Up more like a 'feel good pill' – something to give them extra energy and add to their overall wellbeing. Some people also take N1 Up to boost their

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performance during sports or at the gym, or to power through a stressful day at work, etc.

What does the modern customer expect from a food supplement regarding its effects and ingredients, and how have these expectations changed over the course of the years?

Bernd Poitz: Quality – at the end of the day, it is always about quality. This means: They want ingredients with beneficial properties and high bioavailability. The bioavailability defines to what degree the substance will be absorbed into the systemic circulation of the body. Another expectation that more and more consumers have is that food supplements should be vegan.

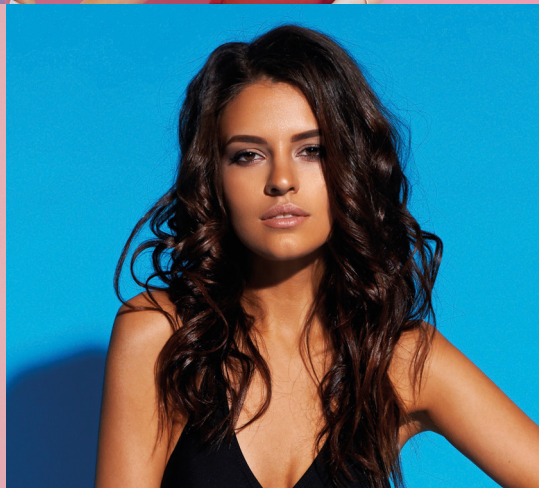
When people talk about the big trends in the erotic market, they usually mention lifestyle, sexual health, etc. Does N1 Up reflect these trends, and if so, how?

Frank Soetekouw: Yes, N1 Up absolutely reflects the current trends of the market, and not just the product itself but also in terms of brand communication and the way we position N1 Up in the market. Consumers perceive N1 Up as a trendy lifestyle product

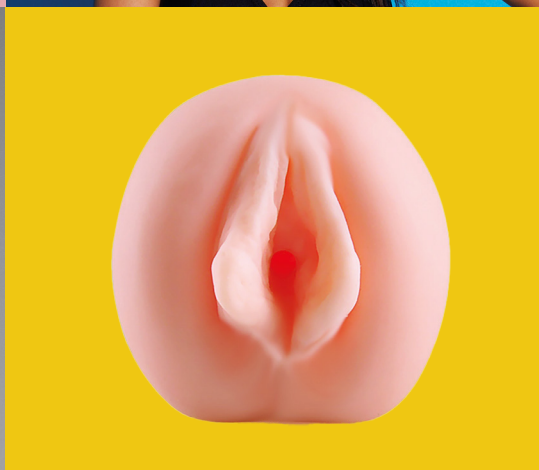
whose plant-based ingredients boost their personal well-being and make for balanced energy levels. And if you feel well, you have more confidence, feel more in balance, and you can get greater joy out of life and/or sex. In short, these aforementioned trends are all working in N1 Up's favour.

Will products such as N1 Up become more important to the erotic retail trade as the market evolves and moves closer and closer to the mainstream, ?

Bernd Poitz: N1 Up will definitely add mainstream-appeal to the erotic market. The big topic right now is lifestyle products, and they have made the erotic market much more accepted and appealing. Everybody is more open to the idea of buying and using these products. As a result, the overall product landscape changes, as does the viewpoint of the consumers. They experiment more, they experience new things, and they encounter new brands that they will remember. They are even becoming more used to conversations about their sexual needs. All of which is great for this market. However, this development also raises the consumers' expectations regarding erotic products. And with its great quality, N1 Up is poised to benefit greatly from this development. **e**



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We address all men who want to improve their sexual life and reach their next sexual level

Inside the MYHIXEL Clinic

Patricia López,
founder and CEO
of MYHIXEL



Male sexual health has always been a main focus of MYHIXEL. Now, the brand has launched an online consultation service titled MYHIXEL Clinic to provide help and suggestions to men so they can improve their sexual health. In our interview, the founder and CEO of MYHIXEL, Patricia Lopez, talks about the importance of reliable information on this topic. She explains that there is still a stigma surrounding male sexual health, and that conversations aren't as open and unbiased as they should be. The goal of MYHIXEL Clinic is to help and change that.

How did you come up with the idea for the MYHIXEL Clinic?

Patricia Lopez: Only 20% of men with sexual problems or concerns go to a specialist or talk to someone they trust about it. At MYHIXEL, as a company specializing in men's sexual health, we treat with special importance the need to talk to specialists about any sexual concern in order to improve male sexual health. After more than three years of scientific research and experience in cooperation with the Miguel Hernández University of Elche (UMH) and the Sexology Institute of Murcia (ISM), we considered it necessary to create MYHIXEL Clinic and help men to improve their sexual health through physical and mental health, and in this way, open a new way for men to achieve their full sexual well-being.

How does the clinic fit into your brand, which is mostly associated with physical products (like MYHIXEL MED, MYHIXEL TR, MYHIXEL MAX etc.)?

Patricia: At MYHIXEL, we are certified as a health manufacturing company by the Spanish Agency of Medicines and Medical Devices (AEMPS), we also have the CE mark as a medical device and we are registered by the FDA, also as a medical device. This means that we are not a brand of products, but a company whose goal is to open the doors of men's sexual health in the market and cover any of their

needs. To do this, our solutions for ejaculatory control, whose methodology has been created by scientists, sexologists, and medical experts in men's health, have been offered to more than 2000 patients in clinical consultation and the effectiveness of the methodology has been demonstrated through scientific research. All this work has led us to have a team of professionals with which to create any service aimed at improving the well-being of men. In addition, our physical products (the solutions) are always accompanied by the app that includes the therapy, we now also offer consultation services with MYHIXEL Clinic, and soon, we will offer educational content of interest through the app. MYHIXEL is therefore evolving into a global men's sexual health brand, where this large portfolio of products and services responds to our holistic vision of sexual health. So, it's a perfect match.

*What is the goal of the MYHIXEL Clinic?
What exactly do you want to offer to your
customers/patients?*

Patricia: Considering that psychological causes influence sexual health more than physical ones, men need to address their concerns and share them with someone who can help them overcome their problems. Since only 20% of men who suffer from any concern or have any problem of a sexual matter, go to a specialist or talk about it with someone they trust. With MYHIXEL Clinic, we seek to break the taboos surrounding men's sexuality, offering a safe and discreet space where they can get information and seek solutions to any sexual worries from the hand

of certified professionals. We want to offer all men the possibility to improve their sexual health with the help of qualified experts in the international market. We offer 100% confidentiality, trust, peace of mind, and, of course, sexual health.

The MYHIXEL Clinic has three different elements: 'Clinical Consultations', 'Sexual Coaching', and 'Nutrition and Fitness' - what can you tell us about those?

Patricia: There are different factors that influence sexual concerns and problems. Every man is different and has different concerns. That is why we offer a wide range of international specialists to address each case in a personalized and confidential manner. In the case of Clinical Consultations, we have qualified sexologists and urologists who will address any medical situation, and our sexual coaching service specializes in addressing psychological concerns. As our goal is to improve men's sexual health, in addition to doing so through consulting and coaching, nutritionists and personal trainers have developed a health plan focused on improving intimate health with specific workout and nutrition plans, with which men will gain confidence and self-esteem, also boosting to improve their quality of sexual life.

You advertise MYHIXEL Clinic a very individualized and personal service? How do you make sure the experience is indeed individualized and personal?





Patricia: We place special emphasis on the privacy and tranquillity of the patient, we understand how important it is that they feel comfortable and safe, as it is not easy to talk about sexual concerns and we strive to help them and achieve the goal of improving their sex life and resolve their concerns. Therefore, it is important to treat each case in an individual and personalized way, with the right specialist. They themselves choose the service and the professional, as well as the language and the schedule, and our specialists reserve the appointment to attend in an individualized and confidential way.

Now on to the information shared at clinic: How do you ensure that it is always up to date with the latest scientific findings? As we all know, there are many charlatans and self-proclaimed experts lurking on the internet...

Patricia: At MYHIXEL, all our professionals are qualified and certified. We make sure that their profile fits and adapts perfectly to our objective. For our part, we have been carrying out lots of research related to sexual health and technology. Our first internationally renowned and revolutionary research on ejac-

ulatory control was developed in collaboration with the Miguel Hernández University of Elche (UMH) and the Sexological Institute of Murcia, Spain. Our last clinical trial research has been published at PLOS ONE scientific magazine, called 'Efficacy of Sphincter Control Training and medical device in the treatment of premature ejaculation: A multi-centre randomized controlled clinical trial.'

Who is the target audience for the MYHIXEL Clinic? Who do you want to reach with this service?

Patricia: We address all men who want to improve their sexual life and reach their next sexual level. There is not a specific target, we offer this service to all men, as male sexual wellness is as important as female.

How much information and awareness is there about sexual wellness among men right now?

Patricia: Unfortunately, there are still many stigmas surrounding male sexual health. Most men are resistant to talk about their sexual concerns, considering it something embarrassing and 'not masculine'. This is why we work hard to normalize their sexuality, trying to make aware-

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SEXUAL COACHING →

The three areas of the Clinic mentioned in the interview: 'Clinical Consultations', 'Sexual Coaching' and 'Nutrition and Fitness'

ness in society and showing how male sexuality is as important as female and there is nothing to be ashamed about. There is a lack of information and bad education in terms of sexuality, we must work to educate society. Therefore, we think and want to transmit how important it is to go to a specialist to address these issues. For our part, we work to create educational content on sexuality with our specialists, offering a wide range of digital content on different platforms that teach and raise awareness about everything that surrounds men's sexual health.

*How much does it cost to access the clinic?
Do your clients sign up for memberships?*

Patricia: The price depends on the specialist and duration of the consultation; it is the user who chooses the subject and the professional, as well as the date and time of the consultation. As our goal is to reach all men, MYHIXEL Clinic is a professional and guaranteed service accessible to all men - the sexual coaching service starts from 25€ for half an hour. The process to book the consultations is very easy, and the user can book the number of consultations desired. There's no registration required.

Are you planning further extensions of the MYHIXEL brand in that direction (consulting and/or medical)?

Patricia: Of course! We keep working and innovating in our products and services to cover all the needs men have to improve their sexual health. Taking into account that our products are already on medical consultation, and the specialists offer our solutions to their patients and that MYHIXEL Clinic count on professionals that alternate their medical consultations with their patients, with the users of MYHIXEL Clinic, we are motivated to keep extending these services, as well as to increase the number of professionals in the different countries to be able to attend any men all over the world, as we do with our products, which are available in more than 42 countries.





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Family is one of the big themes in this latest edition of Monthly Mayhem, and that is not a coincidence. After all, our interviewee, Sebastian Tiburtius, is the son of Werner Tiburtius, one of the two founders and heads of ST RUBBER, one of the most renowned companies of the European erotic market. Following the family tradition, Sebastian also works at ST RUBBER, helping their e-commerce and marketing activities. Consequently, that company also plays a big role in our interview – as do South Africa, Leonardo DiCaprio, and R&B music.

What is it like working side by side with your father? A blessing or a curse?

Sebastian Tiburtius: Definitely a blessing! I am very happy and thankful to have learned so much from my father. He has 40 years of experience in this industry and he is a great 'teacher.' He has seen and done so much, and his work has a big, big impact on our industry. I am very proud of what he has achieved! Of course, you don't always agree on everything, and sometimes you butt heads, but having fact-based, constructive discussions is never a bad thing. On the contrary, it helps us achieve even greater heights. And at the end of the day, my father and I ALWAYS stick together - at work and in our private lives as well.

What was your childhood ambition?

Sebastian Tiburtius: When I was a kid, I dreamt about being a race driver.

How did you get into the industry?

Sebastian Tiburtius: I did a commercial apprenticeship at ST RUBBER. During that time, I learned about all the teams and what they do, and the marketing and e-commerce departments immediately caught my eye. It just felt like a fun field to be active in. Some time later, I did take over the online department of ST RUBBER and I have been continuously working on Strubbi.com, which has grown into a very well-structured and successful b2b online shop.

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

Sebastian Tiburtius: Something creative. I think I'd probably be in advertising or marketing.

What was the biggest step in your career?

Sebastian Tiburtius: One thing that definitely left a lasting impression was my seven months in South Africa. I worked at the South African branch of ST RUBBER. I lived in Durban, getting to know the country and the people first-hand. What a great place and what a great experience!

Where do you see yourself in 10 years' time?

Sebastian Tiburtius: Personally? Hopefully, I'll still be happy and healthy. And on a professional level? I would hope that ST RUBBER continues to be successful and that we will still be delivering innovative high-quality products. Oh, and that our customers are satisfied with our work, of course.

How do you envision the future of the industry?

Sebastian Tiburtius: I think the industry will keep shifting toward online sales and e-commerce. There is still going to be a place for well-run bricks and mortar stores, but I feel that the key to success on that front will be offering the consumers a great shopping experience. That includes well-trained sales staff who know what they are doing and what they are selling. Great service is definitely a prerequisite, and you'll also need a combination of appealing product presentation and thought-out assortment.

Sebastian Tiburtius

Questions & Answers

What is your idea of a perfect working day?

Sebastian Tiburtius: Being productive at the office. Having satisfied customers at the end of the day. And making progress on all of my projects.

How do you relax after work?

Sebastian Tiburtius: I go to the gym on a regular basis, and apart from that, I spend a lot of time out and about with my girlfriend. Being in the countryside is a great counterbalance to work, and it allows me to really unwind. Also, I love travelling.

Who would you consider your role model and why?

Sebastian Tiburtius: My grandfather, because he was such a great person, in his private life as well as in his job. He had a very special aura about him, and he was such a warm and loving person. You could always trust him. If he gave his word he stuck by it, no matter what! He was the personification of trust and loyalty - values which my father has also imprinted upon me and my sister. As a matter of fact, these values have even become cornerstones of ST RUBBER, and our customers really appreciate that.

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

Sebastian Tiburtius: I think that every doctor, nurse, and caregiver out there should get a medal. The past two years have been particularly demanding for those professions, and we should all be grateful that they are still giving it their all, day in and day out. That is certainly deserving of recognition and respect.

Which personal success are you proud of?

Sebastian Tiburtius: Well, I am very proud of the entire ST RUBBER team! Each member goes above and beyond the call of duty, and that is why we have been so successful in the marketplace for more than 40 years, developing great products and offering world-class service to our customers. This kind of commitment is by no means a given! And being part of a company that brings out such dedication is something one can be proud of.

What do you particularly like about yourself?

Sebastian Tiburtius: I am not one to pat myself on the back but if you put me on the spot, I'd say I am fair, loyal, reliable, and empathetic. But ultimately, others should be the judge of that ...

Which vice could you never forgive?

Sebastian Tiburtius: Telling lies. That's something I have a hard time forgiving.

What song do you sing in the shower?

Sebastian Tiburtius: I feel my girlfriend wouldn't like it if I started belting out songs in the shower. But if I did, I'd probably pick an R&B song.

Who would you never want to see naked?

Sebastian Tiburtius: I have never really thought about that. But I feel there are a lot of people I'd rather not see in their birthday suit.

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



**"WE SHOULD BE MORE THANKFUL
AND MORE AWARE OF HOW
PRIVILEGED WE ACTUALLY ARE."**

SEBASTIAN TIBURTIUS

Sebastian Tiburtius: Leonardo DiCaprio, he is a brilliant actor! And I would pick the movie Inception.

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

Sebastian Tiburtius: That is a tough question. There are so many great places. I would fly to Australia for two weeks and spend the other fortnight in New Zealand. Or how about a four-week trip around the world? Naw, that probably wouldn't be enough time.

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

Sebastian Tiburtius: Swiss army knife, hammock, und obviously the latest issue of EAN Magazine!

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

Sebastian Tiburtius: Nobody, really. I am quite happy with my own life.

Is there anything you would never do again?

Sebastian Tiburtius: Honestly, I couldn't think of anything. I believe that everything serves a purpose. Maybe not spend so much money on material things such as technical gadgets because they become outdated so quickly these days.

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

Sebastian Tiburtius: Number one, travel as much as you can! Get to know other countries, people, and cultures. I feel this really broadens your horizon and your view on the planet and your own actions in life. We should be more thankful and more aware of how privileged we actually are. Many of the 'problems' we have in Europe are not really problems. Moreover, I would like to wish all of your readers the best of health, happiness, and success in 2022!



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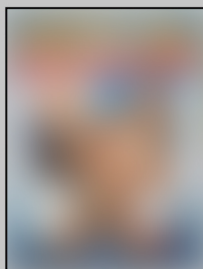


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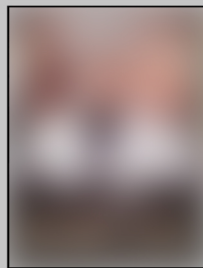


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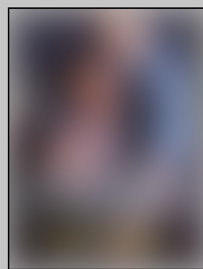


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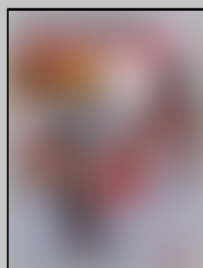


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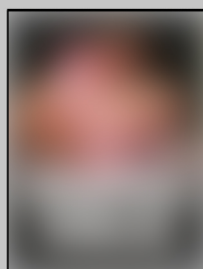


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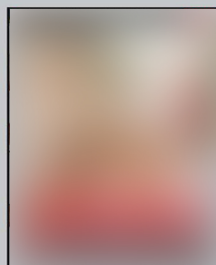
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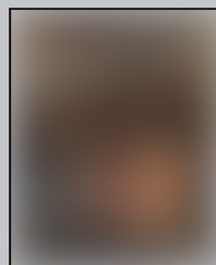


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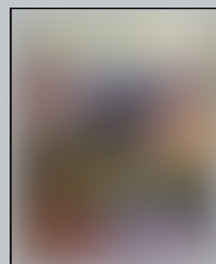


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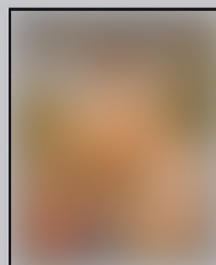


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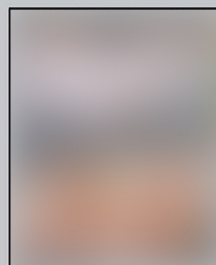


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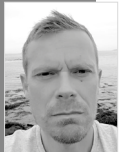
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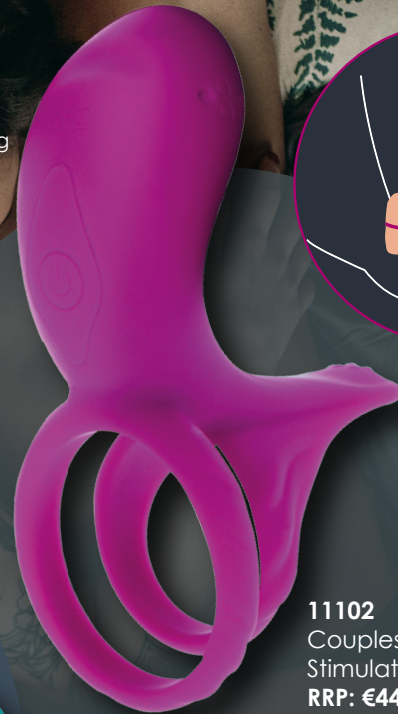
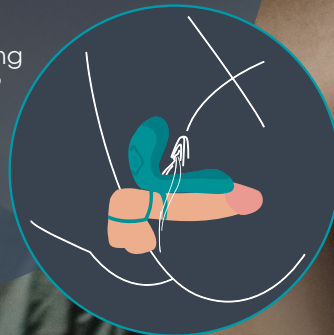
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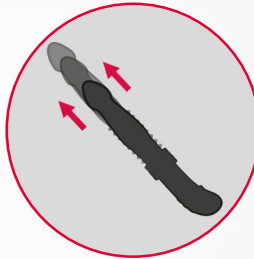
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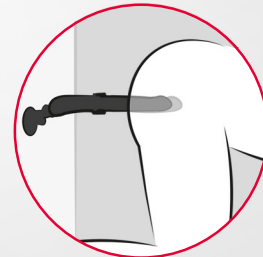
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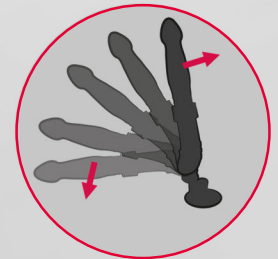
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