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letter from the editor
Dear Ladies and Gentlemen

With all the crises plaguing the world right now, it is hard to feel very optimistic as we enter into this new year. Well, at least it doesn't seem like things could get worst in 2024, if you'll pardon the gallows humour. But maybe a little bit of humour is what we need right now. And hope, of course. This being the first issue of EAN in 2024, we'd like to wish you all the best for the new year. As is tradition, we start with some retrospection, looking back on the events and developments that defined the market in the past year. And of course, we ask the question: What's next? Without giving away too much, the general response to that question seems to be that our market is doing quite well even in these turbulent times as it continues to brave all manner of adverse circumstances. So as you can see, there still are positive news to report. Here's hoping we got lots more of them in 2024!

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

COTR ‚Die Cast Collection‘

Now exclusively available in Europe at ORION Wholesale

Flensburg, Germany - ORION Wholesale is the exclusive distributor for ‚Die Cast Collection‘ by Le Wand / COTR in Europe. ORION Wholesale has already been working with COTR for many years and is very excited to now further strengthen this partnership.

“We highly appreciate the team and the high-quality products of COTR and are proud to have the opportunity to deepen our previous cooperation and to exclusively offer this high-quality collection in Europe,” Björn Radcke, Head of Sales & Marketing at ORION Wholesale,



le, is pleased to say. The exclusive ‚Die Cast Collection‘ includes the following products: ‚Die Cast Rechargeable Vibrator Massager‘ Rose Gold, ‚Die Cast Rechargeable Vibrator Massager‘ Silver, ‚Die Cast Plug-in Vibrating Massager‘ Black and ‚Die Cast Plug-in Vibrating Massager‘ Ombre. **e**

CalExotics' Euphoria Collection

Wijchen, The Netherlands - SCALA proudly announces the exclusive availability of CalExotics' latest release – the Euphoria Collection. This collection elevates



intimate experiences to unprecedented heights. The Euphoria Collection features premium harnesses in diverse sizes and an array of provocative

additions such as hogties, masks, and collar & leashes, this collection is poised to cater to the diverse desires of pleasure seekers. CalExotics invites BDSM lovers to “Explore new fantasies”. The Euphoria Collection is not merely a set of products; it's an experience waiting to be explored. **e**

XR Brands expands gender-play accessories with ‚Boner Briefs‘ Penis Panties

Sexy & affirming realistic silicone strap-on undergarment offer seamless fit & authentic feel

Huntington Beach, USA - XR Brands is proud to present the newest addition to their top-selling Master Series collection of advanced fetish and BDSM gear: Boner Briefs.

These silicone panty-shorts make it easy for users to roleplay or play with gender, explore their hottest kinks, live out new fantasies, or simply enjoy a new gender-affirming tool. Boner Briefs are made with premium silicone and feature impressive realistic detail. These stretchy,



phthalate-free panties feature a large, poseable dildo with testicles that can adjust to almost any angle along with an anal opening that makes it possible for the wearer to receive anal stimulation with ease. Boner Briefs are compatible with water-based lubricant and available in three sizes.

e

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,'Obsessive' in selected European markets now exclusively at ORION Wholesale

High-quality lingerie

Flensburg, Germany - ORION Wholesale is now the exclusive distributor of lingerie from the high-class label 'Obsessive' in selected European markets.



“We have had the high-quality lingerie from ‘Obsessive’ in our range since the beginning of 2019, and the special designs are very popular with our customers,” reports Björn Radcke, Head of Sales & Marketing at ORION Wholesale. “We have now extended our offering to include the entire range and are very proud to be the exclusive distributor in selected European countries.” Pat Romanek, the president of Amocarat, the owner of the ‘Obsessive’ brand, is also delighted with this forward-looking cooperation:

“We are extremely pleased to deepen our longstanding collaboration with ORION, which will undoubtedly contribute to the further development of our brand. This is another step in optimizing the distribution of products in Europe. It is crucial for us in light of the planned implementation of a new communication strategy and a new approach to distribution development. With our partner, we can professionally support the brand, its recognition, communication consistency, and I am convinced that it will be beneficial for both companies.” **e**

TOYJOY's Fame Collection sets the stag



Wijchen, The Netherlands - Introducing the Fame collection, a sensational new range from TOYJOY, exclusively available at SCALA. Crafted with ultra-smooth silicone, these toys offer an exquisite touch. Discover a world of pleasure with multiple vibrating speeds and patterns. With an IPX7 waterproof rating, indulge in aquatic adventures. Conveniently USB rechargeable, these toys ensure uninterrupted satisfacti-

on. The Fame collection features five vibrant, high-quality items: The Skyler, a powerful rabbit vibrator; The Dash, designed for precise G-spot stimulation; The Belle, a flexible rabbit vibrator for personalized pleasure; The Evermore, a dual-sided massager for limitless exploration; and The Luna, a versatile G-spot vibrator. Elevate your intimate moments with the Fame collection, where luxury meets satisfaction. **e**

BDSM Line by INTOYOU

Now available from International Lovecherry

Alicante, Spain - With the BDSM Line by INTOYOU consumers can explore the depths of their inner desires and embrace their playful side, International Lovecherry says.

This collection features three leg harness models designed for men and one specifically crafted for women. Here are the details of one of the enticing models for men: Didier. The harnesses are entirely adjustable, thanks to the buckles featured on both the waist and thigh straps. Key Features: waist and leg harness, fully



adjustable with buckles, and one size fits all. They are the perfect fusion of style and functionality, providing a thrilling experience for those who dare to venture into the world of BDSM. INTOYOU's commitment to quality ensures that each harness is meticulously crafted for comfort, durability, and an irresistible aesthetic.

e

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Daring Intimates launches 'Naughty Whispers'

A new collection of sexy wetlook lingerie

Wijchen, The Netherlands - Daring Intimates introduces 'Naughty Whispers'. This isn't just a collection; it's a captivating tale of sensuality and empowerment, designed for the modern woman who dares to feel bold and beautiful every moment of the day, the brand states.



Each piece of the Naughty Whispers collection, from the provocative Wetlook Bustier Body to the enticing Brazilian Panty Wetlook Lace Details, tells a story of confidence and allure. Crafted from high-quality stretchy materials, the collection invites women of all sizes to explore their desires and embrace their curves with pride. Intricate wetlook details, lace embellishments, and playful zippers adorn each piece, blurring the lines between sensuality and fetish, offering a col-

lection that speaks to the bold and empowered woman within. SCALA is thrilled to unveil Naughty Whispers from Daring Intimates. Launched on the 29th of November 2023, this line is exclusively available through SCALA. Naughty Whispers isn't just a feast for the senses; it's a lucrative opportunity for retailers seeking to cater to a diverse clientele. The collection, with retail prices ranging from €17,99 to €49,99, ensures a fair pricing strategy that caters to various consumer budgets. **e**

Sexy lingerie sets from Cottelli Lingerie



Flensburg, Germany - Sensual seduction is guaranteed with the new lingerie sets from Cottelli Lingerie! The lingerie is designed exclusively by ORION and shows off the female assets in a sexy, stylish and self-confident way – and they reveal more than they conceal. The lingerie from Cottelli Lingerie is available at ORION Wholesale. They are delivered in high-quality cardboard boxes that

can also be used as gift packaging. The cardboard packaging is encased in an additional slipcase with detailed illustrations of the respective item as well as the item description in several languages. The packaging can be displayed standing up or hung in the centre. Thanks to their compact size, several items can be presented on one sales floor – and they also save space in storage. **e**

Bruma Sens Cosmetics

New from Dreamlove

Seville, Spain - With Bruma Sens Cosmetics a new 'lube revolution' is now available throughout Europe, Dreamlove says.

The range of highest-quality lubricants of the elegant and appealing Bruma brand is only the beginning of a concept that encompasses various items to optimize the sexual experience. Bruma understands that intimacy is something personal and special. That's why the brand strives to offer high-quality pro-



ducts that provide an unparalleled experience. The first gel in the line has been carefully formulated to provide exceptionally smooth and long-lasting lubrication, enhancing comfort and connection in the most intimate moments. Its water-based formula ensures a natural and comfortable sensation.

e

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Janet Gorman Joins Rock Candy Toys as Sales and Marketing Assistant

Sales, social media, and marketing

Los Angeles, USA – Rock Candy Toys has tapped Janet Gorman as its new Sales and Marketing Assistant. In her new role, Gorman will focus on supporting sales, social media, and marketing initiatives for the Los Angeles-based sex toy manufacturer, in addition to its sister company Bedroom Products.



“It is my absolute pleasure and honor to be joining the Rock Candy and Bedroom Products team,” Gorman said. “The care and nurturing that have been invested in the growth of each company resonates beyond the office walls. I am so excited to be on a team that truly values and appreciates everyone they work with.” Gorman brings with her ten years of sales and retail expertise, which notably includes her role as the Associate Buyer for Shoes and

Accessories at Hustler stores, where she served for a duration of two years. Director of Sales Tracy Leone shared, “We are delighted to welcome Janet to the family! Janet and I previously crossed paths during her tenure at Hustler, and it was always a pleasure to interact with her. I hold Janet in high regard for her exceptional work ethic. She is the perfect addition to the stellar team we have built, and it will be a pleasure to work alongside her.”

e

Dreamtoys Amour: sweet moments of joy



Axel, The Netherlands - With the products from the new Dreamtoys label Amour on shelves retailers can invite their customers to step into a world where pleasure takes centre stage. Amour is designed exclusively for the modern woman who seeks blissful experiences. Amour is a sanctuary of seduction, where desires come to life and exquisite moments of joy await.

The enticing 5 piece Amour collection is made of soft and smooth silicone. The vibes have a ball shaped base for easy manoeuvrability, 5 vibration rhythms and 5 speeds, a flexible shaft, and an IPX6 rating for water resistance. Operation is convenient with 3 buttons and they are rechargeable with a magnetic USB cable. Available at Tonga.

e

Dame's Massage Oil Candle has been honored

Glamour's 2023 Best In Wellness Award

New York, USA - Dame announces that its innovative, pourable Massage Oil Candle as a winner of Glamour's 2023 Best in Wellness Award. This recognition underscores the brand's ethos of enhancing holistic wellbeing through thoughtfully designed, beautiful products.

The candle is Dame's first product to set the mood, and encourages consumers to melt into their senses. The Dame Massage Oil Candle combines the ambient glow of a candle with the luxurious experience of a massage oil. Designed to set the mood and elevate sensory experiences, these cand-



les create three distinct scent stories that evoke the many moods of intimacy: Journey with the tantalizing notes

of Fresh Lime, Rose Petals, Green Tea and Lemon Sfuma in Melt Together; the sultry richness of Benzoin, Ylang Ylang, Sandalwood and Vanilla Orchid in Soft Touch; or the infatuation of Sweet Orange, White Peach, Cedarwood and Suede in Wild Lust. Mindful of naturally derived ingredients, these candles are crafted with nourishing Jojoba Oil and Sweet Almond Oil, Melatonin, and Kava Kava.

e

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Natural Sensation

New from Lola Games

Prague, Czech Republic - Natural Sensation is the latest addition to Lola Games' innovative line of intimate products. This strapless strap-on is designed to provide a unique and pleasurable experience for couples looking to enhance their intimacy.



The Natural Sensation is ultra-lightweight, weighing only 295 grams, making it easy to handle and manoeuvre during use. Its unique design allows it to be held in place by the muscles of the vagina, eliminating the need for straps or harnesses, providing a more natural and comfortable experience. One of the standout features of the Natural Sensation is its inner frame, which allows the user to conveniently fix its position, ensuring that it will not sag

during use. This customization ensures a perfect fit and maximum pleasure for both partners. In addition to its innovative design, the Natural Sensation is made from extra soft and high-quality materials, providing a luxurious and pleasant experience. Whether looking to spice up the sex life or simply want to try something new, the Natural Sensation is a must-have for couples seeking a memorable and pleasurable experience.

e

Mystim visits Babylon stores in France and Belgium



Alzenau, Germany - Mystim went on a training tour through Belgium and France at the beginning of October 2023. For two days, Mystim's Sales Director Patrick Mallaise visited a total of nine Babylon stores to present the company's product range and train store employees. Mallaise was accompanied by Martin van der Hooft, Sales Manager at Mystim's distribution partner SCALA. Together, the duo not only presented a diverse selection of Mystim products,

but also helpful new tools for the POS. Mystim is aware of its responsibility as a premium manufacturer of electrosex toys and is therefore increasingly focusing on staff training. In addition to the perfect product selection, Mystim puts just as much heart and soul into its POS materials, because visual stimuli are also crucial for the sales process – even if only subconsciously. Mallaise and van der Hooft also assisted the Babylon teams in this regard.

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EasyToys secures prestigious 'Groninger Business Award'

Sex toy brand stands up to renowned competition

Veendam, The Netherlands – Sex toy brand EasyToys, member of the EQOM Group, which also encompasses wholesale companies ONE-DC and Ero-partner, has been named the winner of the Groninger Business Award 2023.



The announcement was made on Thursday evening, December 1st at Martiniplaza in Groningen, marking the 25th edition of the award ceremony. Competing with two other prominent online businesses, OnlineVeilingmeester.nl and Wovar, both based in the city of Groningen, EasyToys emerged victorious. Eric Idema, the CEO of EasyToys, was presented with

the award by the Commissioner of the King, René Paas. Idema expressed his gratitude, stating, "This award is a significant achievement for the EasyToys brand and a tribute to the entire team. It's not just about the company; it's about the people who contribute to its growth and success every day. Our employees are our most valuable asset."

e

Nadgerz Inc. announces the Viballdo release



Delaware, USA - Nadgerz Inc, creators of the Balldo ball-dildo sex toy, have released the Viballdo. In 2021, the original Balldo debuted the concept of 'ball-sex' and a new type of orgasm, dubbed 'the ballgasm,' to the world. The Balldo is a unique type of testicle cage featuring a thick, stiff base intended for penetrative play. While wearing the Balldo, a male partner can insert their testicles into their partner's anus or vagina. Balldo creates a whole new kind of pleasure that can be felt by giver and receiver via the toy's open-cage design, which allows the testicles

to be stroked while thrusting into a partner's body. After a successful market run, Nadgerz Inc. has updated their original design and created the Viballdo in response to enthused customers. Viballdo most notably features 10 speeds of vibration, which radiate throughout the toy's tip and down each leg of the cage. Powered by a USB rechargeable battery, Viballdo also features a shorter cage to fit myriad sizes of testicles, an extra 20mm of penetrative length, and 2 additional, soft spacer rings for fit adjustment.

e

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RCC Wholesale experiences market growth with launch of new Oral Jelly

New product wins over retailers and consumers

Geneva, Switzerland — RCC Wholesale is thrilled to announce the success of the newest addition to its renowned supplement range, men's Oral Jelly sachets.



Explosive Market Growth: The strategic inclusion of the new oral jelly sachets in RCC Wholesale's already successful supplement range has resulted in an impressive surge in market spending. Confidence in the brand name, backed by a proven formula and the accolades of an award-winning company, has sparked a remarkable increase in purchases across online shops and traditional brick-and-mortar retail outlets. Surpassing Expectations: The overwhelming consumer confidence in this latest addition is evident from the remarkable rate of repeat purchases. Early indicators suggest

an unprecedented trend wherein the new Oral Jelly is poised to surpass all other products within RCC Wholesale's impressive lineup. Customer Confidence and Loyalty: Customers have already embraced this innovative product, showcasing unwavering confidence and loyalty. The product's efficacy and appeal have resonated deeply with consumers, driving them to return for more. Strengthening Market Presence: The exponential growth in market spending and the overwhelming preference for the new Oral Jelly sachets are testaments to RCC Wholesale's commitment to excellence and innovation. **e**



PULSE SOLO ESSENTIAL – DRAGON EYE

London, England - Hot Octopuss have sold over 2 million units of their Guybrator and on December 1st 2023 they launched a special limited edition for the 10 Year Anniversary of PULSE: the PULSE SOLO ESSENTIAL-DRAGON EYE. The multi

award-winning, 10th anniversary, limited edition toy replicates the ever-changing colors of a dragon's eye, to celebrate 10 years of Hot Octopuss. Encased in a unique iridescent turquoise ombre shell, the DRAGON EYE is both power and sensuality. **e**

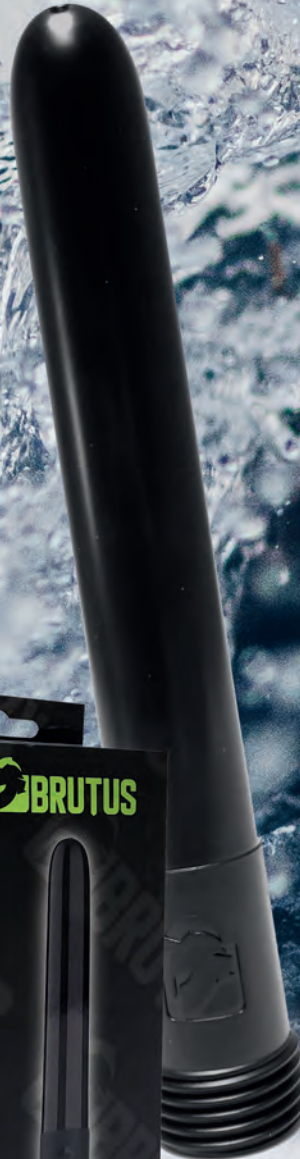
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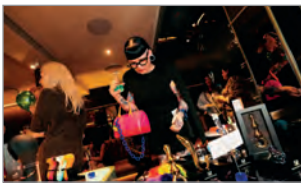


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Share Satisfaction puts on a show for Australian expansion

The sex toy brand is continuing its success story

Wellington, New Zealand - Share Satisfaction officially launched into the Australian market at an extravagant event early November 2023.



Founder Taslim Parsons is the visionary force behind Share Satisfaction, and extremely eager to spread the company's love across the Tasman Sea. "Aussies are some of the biggest buyers of sex toys in the world," Parsons says. "We are over the moon to share the joy our products bring with a new market, especially one that has already demonstrated its desire for a sophisticated approach to sexual wellness." The launch event held at Sydney's The aVenue featu-

red entertainment by the renowned Drag Queen Betty Blackheart, a burlesque performance from Natalya Alessi, informative presentations from Parsons and Sex Educator and host of the Electric Rodeo Podcast Emma Hewitt. "It was brilliant to be in Sydney and have the opportunity to show Share Satisfaction's brands to an open-minded market that is hungry for a variety of toys, whether that's discreet and convenient or wild and naughty," says Parsons. e

Eye of Love join Little Leaf Agency's client roster



Dachau, Germany - The sexual wellness PR and Communications company Little Leaf Agency is thrilled to announce the latest addition to its diverse roster of health, wellbeing, and pleasure clients – Eye of Love, an internationally renowned brand of pheromone perfumes. Kathryn Byberg, Founder and Managing Director at Little Leaf Agency says: "Eye of Love's commitment to creating products that contribute to meaningful and intimate

connections aligns perfectly with our values. We look forward to leveraging our expertise to propel the brand's growth." Sold in over 20 countries, Eye of Love is the leading global pheromone perfume brand, acclaimed for its finest quality vegan, cruelty-free pheromones and seductive fragrances. Little Leaf Agency will work on further expansion of the brand, providing Public Relations and Affiliate Marketing services in the USA. e



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Besharam's Raj Armani Featured in India's Sex Toys Industry Report

Shaping the future of pleasure

Delhi, India - Besharam & Raj Armani featured in Deccan Herald's Pleasure Meets Business, Sex Toy Industry Report for its path breaking journey over a decade in India.



The India Sex Toys Industry Report, featured by Deccan Herald, provides a comprehensive overview of the evolving landscape of the adult pleasure industry in India. It explores market trends, challenges, and the impact of industry leaders like Raj Armani in shaping the future of sexual wellness in the country. The India Sex Toys Industry Report delves into the industry's rapid growth,

evolving consumer attitudes, and the potential economic impact. It explores the diverse range of products available, market trends, and the challenges and opportunities faced by entrepreneurs in navigating this unique sector. The report recognizes his efforts in challenging societal norms and fostering an environment where individuals can explore their desires without judgment. **e**

XR Brands introduces the 'Bucking Saddle' ride-on sex machine



Huntington Beach, USA - XR Brands is proud to present the Bucking Saddle 10X Thrusting & 10X Vibrating Saddle Sex Machine from their Lovebotz line. This lightweight, remote-control machine is equipped with a powerful plug-in motor that boasts three speeds and seven patterns of vibration – plus 10 speeds of thrusting! – and comes with four premium silicone attachments so users can grind, hump, or ride. The Bucking Saddle can be controlled with the included battery-operated remote

from up to 32 feet away. Its plush silicone attachments include a phallic dildo; a dildo with a rounded ball end designed to target sweet spots like the A-spot, G-spot or P-spot; a ribbed dildo; and a non-penetrating clitoral stimulator that is perfect for grinding. The Bucking Saddle delivers full power all the time. This rideable machine is also lightweight and portable with handle straps on either end, which makes it easy to carry and put away when it's not in use. **e**

nude

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a wonderful
new collection

by
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dreamtoys




Mystim decorates shop window at G. Erotic Store

'Happy Lock-tober'

Alzenau, Germany / Flensburg, Germany - The new G. Erotic Store in Flensburg, which opened summer 2023, has brought Mystim, a prominent brand, into its shop window!




In keeping with the 'Happy Lock-tober' motto, the penis cages of Mystim's Pubic Enemy line was on display for passers-by in the Flensburg Galerie from October until sometime in November 2023. "We are very happy about the cooperation with G. Punkt Erotic Store. Gabriel and his team have done an excellent job and opened a modern shop at a prime location. Of course, don't forget Mystim's premium toys!" Mystim's Sales Director

Patrick Mallaise explained, who was on site for the window's installation. The collaboration between Mystim and G. Erotic Store does not end here. Through online training sessions Patrick Mallaise will teach the shop staff everything they need to know about Mystim articles in order to best prepare them for sales. Mystim and the G. Erotik Store also organised the 'Mystim Day', where consumers could learn a lot about Mystim products first hand. 

'Secura Condoms' in a new design



Flensburg, Germany - The condom brand Secura has stood for the highest quality for over 50 years and is still one of ORION Wholesale's bestsellers today. Now, 'Secura Kondome' has been renamed 'Secura Condoms'. The packaging design has also been given a makeover with a new logo and new icons. The slogan "Choose your EXTRA" is also

new, and the range has been adapted to match. The following options are now available in pack sizes of 12, 48 and 100: Secura Condoms 'Original' (also available in a 1000 pcs bag) / Secura Condoms 'Extra Feel' / Secura Condoms 'Extra Fun' / Secura Condoms 'Extra Large' / Secura Condoms 'Extra Wet' / Secura Condoms 'Extra Safe' 

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Discover the entire collection on **Shots.nl**

Now available: OUCH! Xtreme

SHOTS

Beneden-Leeuwen, The Netherlands - SHOTS is super excited to announce that they are adding a very thrilling addition to the current OUCH! portfolio: OUCH! Xtreme, designed for the more experienced BDSM product users.



OUCH! Xtreme offers a wide range of items that go beyond traditional handcuffs and ball gags – think of funnel gags, labia spreaders, body bags and more. It's for those who don't mind turning up the heat a notch, embracing desires, and ride that wave with a burst of energy. Therefore, the brand understands that comfort and safety are essential, especially during intense (BDSM) play, and its designs reflect that commitment. OUCH! Xtreme ensures a perfect fit for every user with

adjustable features on all products. In addition, these items are made from premium PU leather, ensuring good durability, allowing users to explore their desires with confidence. With OUCH! Xtreme, retailers expand their product range to cater to the more adventurous customers. Diversifying the offerings enhances customer loyalty and attracts a broader audience to your store. These items are presented in a distinctive packaging that combines dark grey with bold yellow stripes placed as a big X. **e**



The Kisser from TOYJOY's Designer Edition

Wijchen, The Netherlands - SCALA is presenting a whole new level of ecstasy with TOYJOY's newest, revolutionary clitoris stimulator. Designed to replicate seductive oral stimulation, the Kisser from TOYJOY's Designer Edition collection

will unlock a world of unparalleled pleasure. Its lifelike lips move gently with tantalizing grace, mimicking the motion of lips as they open and close. The discreet vibrating thong adds an extra layer of euphoria, intensifying the experience. **e**

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Galactic Bliss with Dreamtoys Startroopers

New at Tonga

Axel, The Netherlands - Startroopers by Dreamtoys is the ultimate range of high-quality male pleasure toys designed to take satisfaction to intergalactic heights.



Users are invited to experience a level of stimulation that's out of this world, and to embark on a journey of exploration like never before. The product line was designed to elevate intimate moments and redefine satisfaction. With Startroopers it's time to claim a place among the stars and to experience pleasure reimagined for the modern man. Anyone interested in anal sex or prostate stimulations who's ready to embark on a Startroopers adventure can explore the stellar

collection and reach for the stars in style. The Startroopers have a strong motor offering 3 - 5 vibrations speeds and 4 - 7 vibration rhythms. Their soft silicone exterior is pleasant to touch and they're IPX6 water resistant. Each Startrooper comes with a charging cable for easy recharging via USB and four of them come with a remote for convenient operation. The Startroopers collection by Dreamtoys features a fleet of six spaceships to explore the world of anal pleasure. **e**

Doc Johnson and OhMiBod forge innovative alliance

DOC JOHNSON
AMERICAN PLEASURE PRODUCTS

X
OhMiBod

North Hollywood, USA—Doc Johnson and OhMiBod are thrilled to announce a strategic partnership that designates Doc Johnson as OhMiBod's master distributor. Key highlights of the partnership: Efficient Ordering Process: Customers can now easily order and stock OhMiBod products through Doc Johnson, streamlining the purchasing process and ensuring timely product availability.

Enhanced Distribution: Doc Johnson's extensive market reach and dedicated sales team will contribute to expanding OhMiBod's distribution network, bringing their innovative products to a broader audience. Suki Dunham, CEO, and Founder of OhMiBod, says: „This new partnership will allow OhMiBod to do what we do best, focusing on creating and releasing cutting-edge sex tech products.“ **e**



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- 3 speeds
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- Intensely stimulating G-spot shaft

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Suction base



Flexible



Rechargeable



Shaking
function



Soft Touch

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Tronik by Tardenoche

International Lovecherry presents new masturbator

Alicante, Spain - International Lovecherry is proud to present Tronik, the latest masturbator sensation from the renowned brand Tardenoche.



Tronik is not just a masturbator; it's an immersive journey into pleasure with its cutting-edge features. Here's what makes Tronik a must-have for those seeking the pinnacle of satisfaction: Tronik offers a range of 10 powerful vibration settings, providing a customized experience for every user. Whether you prefer gentle pulsations or more intense vibrations, Tronik has you covered. But that's not all – Tronik takes pleasure to the next level with three distinct suction modes. Inside Tronik, a textured tunnel, brimming with tantalizing protrusions, enhances the

overall pleasure, creating a magical experience that transcends ordinary sensations. With just a press of a button, witness and feel the magic as Tronik's tunnel inflates and deflates in three different modes, delivering a delightful sensation of suction. For those seeking an extra powerful experience, the 'boost' button provides an even more robust inflation. Equipped with two motors, Tronik allows users to indulge in the suction and vibration functions separately or simultaneously, creating a symphony of pleasure tailored to individual desires. **e**

Nexus adds the new Wave edition to its popular Simul8 range



London, England - Designed to cover all bases with four points of pleasure, Simul8 has fast become a Nexus best-selling range. The latest launch contains 5 modes of 'waving' technology in the tip that moves back and forth for precision prostate stimulation. In the base there is a strong motor which simultaneously delivers 6 vibrating modes for perineum stimula-

tion and the cock and ball rings are designed to give maximum support to keep the wearer going for longer. Whether alone or with a partner, Simul8 Wave has been designed to optimise the user's experience to its full potential. "Customers love our Simul8 range and they now have another option to choose from", says a Nexus rep. **e**



SHAKE IT, BABY!



0558702



- Ultra powerful shaking vibration
- 3 speeds
- Two useable ends
- Powerful pleasure alone or a with a partner

Long and thick or short and narrow:
the TURBO SHAKER offers both and makes
even the most sensitive spots quiver and
quake!



Flexible



Rechargeable



Shaking
function



Soft Touch

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Sportsheets celebrates the end of their 30th Anniversary

A year full of success and expansion

Cerritos, USA – Sportsheets International celebrates the end of their 30th Anniversary with a year full of success and expansion.



The company proudly recognizes numerous successes throughout 2023, including the launch of over 50 new items to their award winning brands and collections. Their best-selling Brat Collection within Sex & Mischief quickly became the fastest sellout of the year. The groundbreaking Sensory Fingertips, with both a variation within the Brat Collection and standard S&M, has become a must have item in stores around the world. Additionally, the launch of the newest collection under the Sportsheets banner, Pivot, expanded their reach to

include even more positioning items to help create accessible pleasure for individuals of varying bodily needs. Made with the intent to provide access to new positioning methods for all, Pivot embraces comfort and body guidance with each new item, allowing for every user to find uniquely customizable opportunities for them to explore in the bedroom. The interconnected products also create revolutionary new experiences for users who can gain multiple benefits when pairing different products within the collection together. **e**

Dreamtoys Nude - Discover the world of nudelicious ecstasy



Axel, The Netherlands - Dreamtoys Nude was designed to experience a pleasure revolution. „Let's get naked“ is the tag line of the collection and users are encouraged to unleash their most audacious fantasies with Nude's premium range of sensual delights. The Nude collection by Dreamtoys brings you 8 toys in natural colours: Ivy G-spot vibrator, Ace Tra-

vel Massager, Laurel Travel Massager, Aulora Travel G-spot Vibrator, Hazel Rabbit Massager, Jade Mini Torp Vibrator, Luna Mini Wand Vibrator, and Sierra G-spot Duo Vibrator Each of the Nude vibes offers 3 speeds and 7 rhythms of strong vibrations, IPX6 water resistance, a silicone exterior that is soft to the touch and a USB cable for convenient recharging. **e**



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SHAKE IT, BABY!



0558710



- Ultra powerful shaking vibration
- 3 speeds
- Springy suction base
- Intensely stimulating rounded base

Each setting floods the anal canal with a new sense of pleasure: the **TURBO SHAKER** makes even the most sensitive spots tremble!



Suction base



Flexible



Rechargeable



Shaking function



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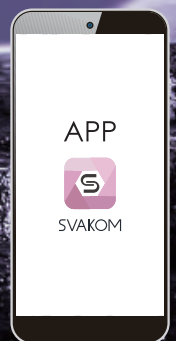
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(Not) A market like any other

Do brand names have an impact on the consumers' purchasing decision?

Yes



Colleen Godin,
EAN U.S. Correspondent

Trying to figure out why consumers pick a certain product over another is a science in and of itself. Fortunately, the price is not always the main factor in this complex equation. There are many things that play a role, and a brand name is definitely one of them. But how

Can we finally stop pretending that countless companies aren't selling carbon copies of existing products via marketing aesthetics and brand names and then passing them off as new designs via said marketing? "Do we really need hundreds of ,new , releases each month?" asks Retail Manager Jimmy Roark-Gruender of Passions Video in Missouri, USA. "Most of them are the same stuff in different package or multiples of the same item under different brand lines." However annoying for B2B pros, it seems this approach doesn't bother end consumers. Though consumer's concerns over quality have pointedly risen, few seem to care about duplicated products sold through crafty photography, new packaging, and clever social media campaigns. As long as the company's marketing messages and values align with a consumer's point of view, most consumers

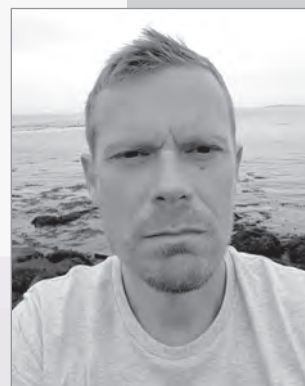
could not care less how or why a product exists elsewhere. Marketing (obviously) matters, and in many cases, even more than good, unique designs. If you have no way of promoting your product to an audience that cares and in a way that resonates with this audience, your well-engineered and unique design (likely) won't sell anyhow. But when marketed correctly, why not sell, for example, the exact same, basic butt plug to gay men, married women with a pegging kink, and pseudo-spiritual 20-somethings? Just flip the branding script and you can sell the same product to multiple markets, multiple times. It makes business sense for manufacturers, and it's a tactic that works on consumers. Whether your product is truly fresh and innovative or a re-play of what's already been done, a well-curated brand aesthetic is what will convince consumers to buy.





There still don't seem to be too many consumers who purchase sex toys because they know the brand, let alone because they have a favourite brand and make it a point to seek out those products. There are other factors that carry much more weight in the consumers' mind (at this point, at least). Whether the product is made by producer A or part of brand B is secondary to them. Some may argue that the importance of certain factors varies greatly depending on the sales channel, and that is absolutely true. For instance, in the bricks-and-mortar segment, suggestions and advice from the sales personnel play a big role, whereas things are quite different in the world of e-commerce. However, brand names are generally not at the top of the priority list in any sales channel. This indifference certainly sets the sex toy market apart from many other marketplaces as brands normally play a big part in the consumers' purchasing decision, no matter where they shop for new products. As far as the sex toy space is concerned, the question if –

and which – brands find their way onto the consumers' night stands seems to be determined by supply rather than demand. That said, the situation may well change. Looking at the past few years, brand building and brand awareness in the sex toy market have been on the rise, and it may well be that this trend gains more momentum in the future. As the old saying goes: The market is always changing. **e**



*Matthias Johnson,
editor in chief*

Scoring Isn't Just for Football: Newsjacking for the Goal of Brand Differentiation

A column by Kathryn Byberg

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



Brand awareness isn't for the faint of heart. It requires continuous engagement not just in the industry where your brand exists, but within the culture at large. Tiktok, Instagram, and SM in general aren't separate from the news cycle. They are an integral part of interpreting complex topics for the new generation.

The demand is almost insurmountable yet inescapable as a brand that wants to achieve success. The demand to provide answers for a generation that wants to make an impact, seeks authenticity in their consumerism, yet may not know how to be conscious consumers poses a threat to the profits of most brands while offering an opportunity to differentiate themselves as a sexual wellness brand.

Achieving the delicate balance of injecting resources into PR activities that will both meet the demands of this upcoming sexually aware yet sensitive demographic of consumers while meeting the pragmatic needs of a growing brand is a significant part of what we do here at the Little Leaf Agency.

One way to achieve this goal is to be hyper aware of what is happening in the here and now (aka newsjacking). Here we discuss how to incorporate this effective strategy in your brand's PR strategy.

Newsjacking: What it is and How it Elevates Your Brand Awareness

Newsjacking is the act of taking a piece of news and interpreting it in a way that promotes or highlights your brand. So, yes, the definition sounds just as shady as the term itself. The fact remains that the way you leverage this strategy is up to you. It's as schemy as you make it.

You can choose to leverage this strategy authentically by assuring that you only jump on the stories that make sense for your brand. Brand integrity is always greater than any tactic that emerges. Any short-term strategy that doesn't align with brand values is always sure to hurt your brand in the long-term.

The advantage of brands in the sexual wellness space is that their mission is generally tied to being authentic.

Jumping onto a breaking news story and providing solutions that align with your brand's mission and values is a proven way to keep connected to your audience in a way that inspires them to push your brand forward to their connections.

We see this in Oreo's rapid fire response to a power outage during the American Super Bowl's power outage in 2013. They not only took advantage of what was happening, they told the audience

what to do in that exact moment to take comfort. "You can still dunk in the dark."

How the Newsjack Benefits Your Brand

Reach New Audiences

The most obvious benefit of newjacking is the potential to launch your brand in front of a new audience. An example is if your posts start trending under popular news related hashtags on Twitter.

This result may seem far-fetched, but is ultimately just a natural result of vigilance. If you pay attention long enough and respond consistently to news that aligns with your brand, the result is exposure.

A Chance at a Viral Campaign

Newsjacking increases the chance that your brand will become viral. PR by nature is unpredictable. There isn't a guarantee of ROI. A reality that is better stated than ignored.

A way to increase the success of your campaign is to keep your hands on the pulse of what happens cyclically every year. An example of this is the promotions that happen on Black Friday and Valentine's Day every year.





An elevation of this strategy is to keep tabs on news alerts. You can't deny the effectiveness of cyclical campaigns. A campaign launched regularly based on emerging, immediately relevant news is hard to ignore and increases the likelihood that your campaign will go viral.

Brand Credibility Through Thought-Leadership

Much like Oreo's example, newjacking offers the opportunity to direct your audience on how to respond to an emerging situation. This guidance, like advice on how to deal with the emerging AI trend, is an opportunity to elevate your brand into the role of a sexual wellness industry leader.

Though generating answers to challenging emerging trends might take time and forethought, it's exactly this investment of thought and responding in an a timely, integrated, and creative way that aligns with your brand's message that will make you stand out from not only your competitors, but will make you a thought-leader in your industry and beyond.

Integrating Newjacking into Your Content Strategy

Don't Plan for It

This advice may seem counterintuitive based on the above advice. News, by virtue of being news, can't actually be anticipated. Though an inconvenience, ►

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it also means that whatever spit fire response you generate is automatically authentic.

What you can prepare for is seeing this reality for what it is and being willing to be ready to leverage a response when a news story allows for it. This attentiveness and willingness to tap your team to provide a ready response is the why your brand will stand out.

Make Sure the Story Aligns with Your Brand Values

Your brand values are the core qualifiers you use to determine whether a breaking story is worth leveraging or not. If you just do it for the potential of coverage, your brand will lose credibility in the long-run rather than build it.

Never sacrifice your brand's message for a short-term boost. As a fast-paced PR agency in the sexual wellness space, there is always a temptation for a quick win. It's not worth it. Stick to your guns.

Build a Story that Aligns with Your Message

When you do come across a story that aligns with your brand's message, move fast. If you know what that message is, you should be able to spot that alignment in a flash. You want to get ahead of any journalists that can grab the attention of your audience.

Grab onto your angle and get it out there. This takes trusting that your team is knowledgeable and creative enough to just ship.

Newsjacking isn't a guarantee, but with a generation that increasingly leans on SM for authentic guidance, authentic newsjacking offers the chance to elevate your sexual wellness brand into differentiated thought-leadership.

e

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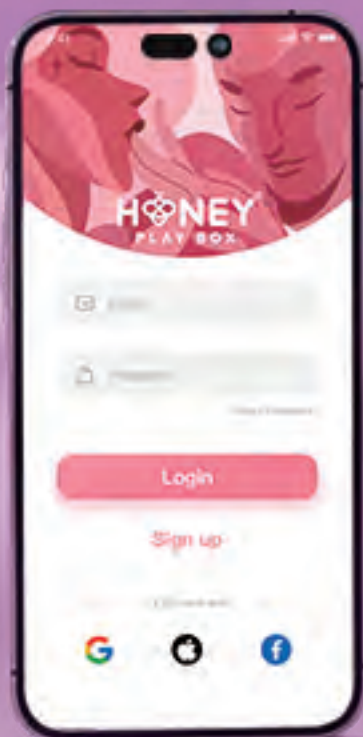
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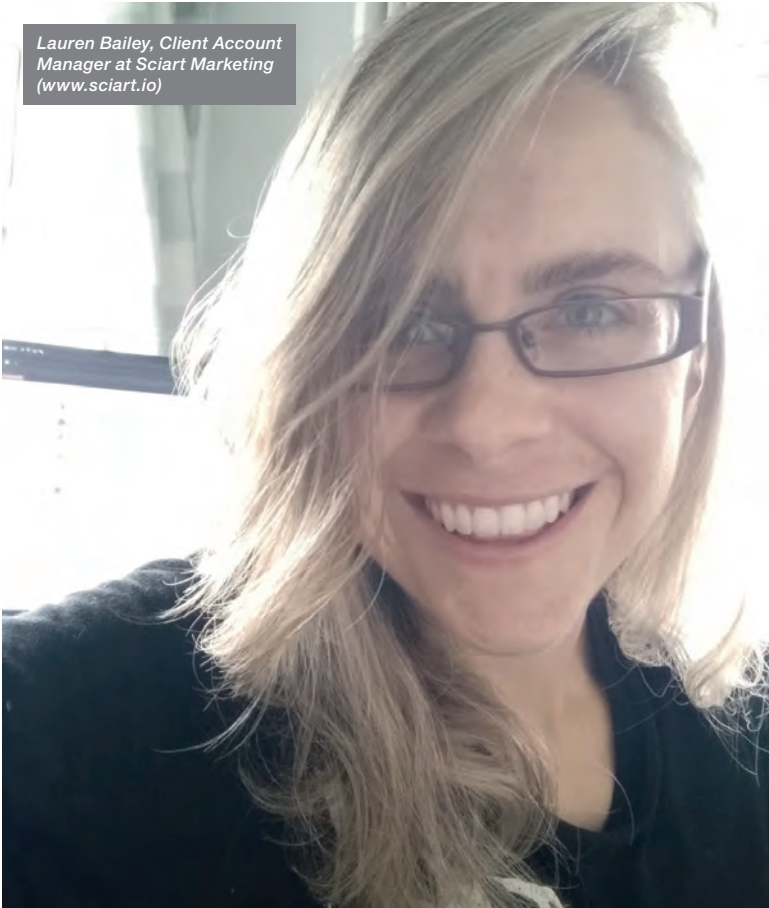
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Love is in the Air: Innovative Strategies for Boosting Your Brand This Valentine's Day

A column by Lauren Bailey

Lauren Bailey, Client Account Manager at Sciart Marketing (www.sciart.io)



Have you ever found yourself rushing to grab last-minute flowers from a corner shop, the petrol station, or even plucking them from your own garden because the realisation hit — it's Valentine's Day? And speaking of unexpected surprises, ever strolled through a supermarket only to spot Easter eggs on display whilst Christmas is still in full swing? Brands are seizing the opportunity to promote holidays and events earlier than ever, abandoning the slap-dash approach for a more strategic one that yields optimal results.

Whether your business is directly linked to traditional Valentine's products or not, this love-filled holiday provides a golden opportunity to get creative, connect with your audience, and drive some serious growth. Here are some of Sciart's top strategies to infuse a bit of Cupid's magic into your brand's digital marketing playbook.

Trust me, This is the Real Thing

Particularly in sensitive industries like sexual wellness or CBD, trust is the bedrock of customer relationships. Here, it's vital to showcase your commitment to quality and compliance. Whether it's flaunting certifications or emphasising discreet packaging, these details reassure customers, strengthening the trust bond.

Be My Valentine

Valentine's Day isn't just about chocolates and roses; it's an opportunity to connect with your audience on a more personal level.

In the world of digital marketing, personalisation is akin to a love letter. It shows you know and care about your audience. Our data indicates that dynamic, personalised content can lead to significantly higher engagement



and people making purchases on your site. Use Valentine's Day as an opportunity to delve deeper into your audience's preferences, segmenting and tailoring your communication for a more intimate conversation.

Popups - More than Just a Quickie

For every brand, a robust and engaged eCRM database is your treasure chest and it's important to always be growing this. One way is through a signup form, sparking digital chemistry with your site's visitors.

Picture this: A visitor arrives at your site and, instead of the usual product pitch,

they're greeted with an invitation to join a unique community. This is where the art of creating enticing sign-up popups comes into its own. It's akin to extending a hand for a first dance; you aim to be charming and irresistible. These popups aren't just about signing up; they're a gateway to a world of exclusive deals, engaging content, and a sense of belonging. We've also seen an uplift in the number of people making purchases through popups, but that's a story for another day.

True Love Might Wait, but the Postman Can't

Nothing says "I Love You" like an IOU. With your emails, it's worth highlighting the last delivery dates or having a countdown



for when your customers need to order by in order to receive for Valentine's.

Sealed with a... Countdown

Harnessing the power of urgency can be a game-changer, compelling your customers to take that crucial step. The key here is positive framing – nudging your audience towards a decision that feels like the right and timely choice.

By highlighting limited-time offers, exclusive deals, or a unique Valentine's

edition product, you're not just signalling urgency; you're presenting an exciting opportunity. Craft your message with positivity, emphasising the joy of seizing this special moment and making a choice that aligns with their desires. This approach not only propels action but also cultivates a sense of satisfaction, ensuring your customers feel empowered and delighted by their decision.

Love at First Swipe

With the increasing use of mobile devices for shopping, ensure all your Valentine's Day content is mobile-friendly. From emails to landing pages, every interaction should be seamless, ensuring that love at first swipe does indeed lead to more purchases.

As Valentine's Day approaches, remember: your strategies should do more than just drive sales; they should nurture lasting connections with your audience. Whether you're inviting new visitors into your world with sign-ups, building trust in niche markets, creating engaging popups, personalising content, or harnessing the urgency of love, let each interaction resonate with the warmth and sincerity of this special day. Every click, a love note; every purchase, a testament to your brand's allure. Let the spirit of Valentine's guide your digital marketing efforts, turning every campaign into a love story worth remembering.





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New Year*

2024

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MADE IN FRANCE

Let the trade shows begin...

A column by Peline Kurtdarcan

Alas starts the Trade Show season...and yes ask anyone and they will tell you that they are a well seasoned trade show go-er. However, no matter the number of trade shows one has gone to...there are some things that we always forget. So, I thought I would round up the most important ones.



The beginning of the year also marks the start of the trade fair season for the Allure Lingerie team

The basics would be in the pre planning phase of determining which clients you want to prioritise and making sure you have your appointments set up well in advance. Usually Trade shows have special room rates so it is always a good idea to book early to avoid paying the listed room price, as the number of rooms are limited.

I have no idea why but every year there is a last-minute scramble to print cards before the show, I am still old school and prefer actual cards, but it is probably time that we all switch to digital cards or a QRC code for contact details.

Even though fist pumping has become the common way of saying 'hi', there are still those hand shakers & huggers that will most definitely come your way, so a mini hand sanitizer is golden. (Or you could just wear the blue gloves.)

Of course dress for success, but when it comes to your shoes...I hate to say it... but comfy ones are the only way to go, (no pun intended) Thank God sneakers are now worn with everything, but still toss in a few Band-Aids in your handbag because they are most definitely hard to find if a blister should pop up.

Throat spray is a total must; I am obsessed with the Beekeepers throat spray (not an ad I swear) seriously it stops me from getting any sort of virus during a show. With so many people, talking loudly, sleeping late, (maybe extra drinks) you want to keep your immune system in high gear.

Since we are basically talking about a small 'trade show emergency kit'; add Advil, eye drops (dry eyes are the worst) and a good probiotic. (Because let's face it, the average trade show is 2.5 days...during which you are probably not consuming any greens or enough water... so things can tend to 'not function optimally' so...add that probiotic and take it religiously;)

Sometimes depending on the trade show venue, snacks or food stations are not always close by or they offer ultra sugary snacks. A bag of almonds is great for keeping you satiated and a great way to avoid being Hangry.

Long story short, of course also have fun... and strengthen your networking muscles by hanging out with people you don't know, instead of with those that you do.

e



Peline Kurtdarcan, Sales Manager Allure Lingerie

Indian sex-tech startup Sassiest raises pre-series led by IMbesharam's Raj Armani

Advancing sex-tech, sexual health, and wellness in India



The founding team of Sassiest: Karishma Chavan, Aishwarya Dua and Dr Nikita Dound

Sassiest, a sexual-health based start-up, is a vision of Aishwarya Dua (CEO), Karishma Chavan (CBO) and Dr. Nikita Dound (CHO), whose combined expertise shapes the essence of the brand. Their leadership spearheads Sassiest's comprehensive approach to sexual health and wellness. Ms. Aishwarya Dua, Founder & CEO of Sassiest, emphasized, "In India, there exists a significant gap in awareness among women regarding avenues to address their sexual health and communicate their desires effectively, while recognizing the need for improvement in their relationship not only with their partners but also with themselves. Many are unaware of where & how to seek assistance. We, at Sassiest, see immense potential in technological advancements to bridge this gap, estimating an untapped market worth \$5B awaiting innovative solutions."

In a significant start for an all women founding team in the sexual wellness industry in India, Sassiest has secured pre-series funding led by investor and industry pioneer, Raj Armani, propelling women driven startups forward in the otherwise conservative and controversial category of consumer goods industry.

Raj Armani, an early founder & prolific voice in the sexual wellness industry and the driving force behind IMbesharam, has invested in 'Sassiest' to further bolster his commitment for advancing sex-tech, sexual health, and wellness



in India. With a decade of experience, Armani's involvement and investment is for fuelling growth for Sassiest, and his staunch support for Women led entrepreneurship in India. "I believe 2024 will be the golden year for sex-tech in India, sexual wellness will take the forefront and have the same priority as physical and mental wellness in the coming days. The struggles we face today to normalize this aspect of our lives will make 'living' better, balanced and fulfilling for the next generations who may not have to overcome similar stigmas in societal

perceptions and will be able to make sensible and better choices for themselves. This is the purpose why we together as a community are fighting today's demons for a brighter tomorrow. I believe women founders and leaders like Aishwarya, Karishma & Dr. Nikita in this ecosystem can deliver this message more holistically and organically than any brand, leader or voice. And for this purpose we have invested in the blossoming journey of Sassiest, so we can in part fuel their vision that this 'trio' is committed 100% to. Their success is the success of a 1.3B ►



nation that is due its time in the sun and learns to separate taboo from fun.”

Karishma Chavan, Co-Founder & CBO mentioned, “Appearance of our products in the recent movie ‘Thank You for Coming’ is just the beginning. Our goal is to become a household name in the near future, contributing not only to the sexual

wellness industry but also to cultural conversations around intimacy and well-being and this is just a start. there is a lot more to come.”

“With 80% of women facing some sort of sexual dysfunction, Sassiest Health-care aims to change this narrative by not only creating awareness but also providing safe and non-judgemental support throughout. Currently, 90% of our consultations are initiated by women, reflecting a growing demand for holistic, inclusive and proactive solutions” added Dr. Nikita, Co-founder & CHO at Sassiest.

Sassiest prides itself in being India’s first doctor-backed sexual health and pleasure brand. The team is committed to empower and provide comprehensive solutions that cater to diverse needs of various individuals. Their offerings include a diverse range of science backed pleasure, health & hygiene-focused products, complemented by guidance from experts such as gynecologists, sexologists, and relationship coaches, catering to women aged 21 and beyond.





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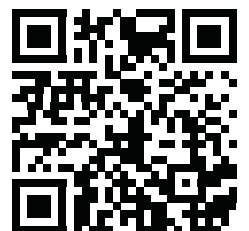
Blowcast is perfect for all men,
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The sleek designs mimic the way you hold various gaming consoles.
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"I don't sell wellness machines, I sell jerk off machines and I'm ok with that."

14 propositions with Brian Sloan

Brian Sloan, creator and head of the Autoblow brand



EOA confronted Brian Sloan, creator and head of the Autoblow brand, with 14 potentially controversial statements regarding long-term changes in the market and the developments of the past year and asked him to tell us how he feels about them.

eroFame 2023 was no revelation in terms of new and innovative products.

Brian Sloan: Agree with this but with the exception of our Autoblow AI Ultra and VacuGlide. I did not notice any true new inventions that were not recycled old releases with new packaging.

'Masturbation' replaced 'sexual wellness' as the buzzword this year.

Brian: I didn't notice this but I hope so. I don't like that we have to euphemize masturbation under the generic umbrella of wellness. I don't sell wellness machines, I sell jerk off machines, and I'm ok with that. I think the public should be too.

Some products that can undoubtedly be described as game changers are currently celebrating their tenth anniversary (such as PULSE or Womanizer, for example). That says a lot about our market.

Brian: Yes, innovation is rewarded by consumers, and the market continues

to grow to where we can sell the same items to more and more new customers. It's great.

The sex toy market held up well in 2023 despite many global crises.

Brian: If by held up, you mean it went back to slightly bigger than 2019 levels, then yes. I think even though it was not a banner year like the COVID years, the sales for most people were still fine and people are still making money, just maybe less.

The sex toy industry continued to move towards the mainstream in 2023.

Brian: Fully agree. We have been contacted more in 2023 to be on TV shows than ever before which demonstrates this trend.

'Male toys' were once again the most dynamic product category in 2023.

Brian: I agree that the male category is where we are seeing actual new technology implemented. I think this is simply due to the fact that video sync requires cutting

edge technology and that is what men want. Women don't want video sync – they just want orgasms.

The wait for the prophesied 'golden years' continues.

Brian: I think every year people make money and enjoy themselves in this industry is a golden year.

Modern technologies in sex toys were a major factor in consumers' purchasing decisions in 2023.

Brian: Most female toys use updated types of motors and now many connect with apps, and from what I heard, customers expect apps even if they don't use them. I think more than anything a modern appearance is what's expected from customers along with modern packaging.

The bricks & mortar adult retail sector experienced something of a 'small renaissance' in 2023.

Brian: From what I heard in the USA, they are not doing any better than before. Maybe in the EU it is different.





If there was a book about the history of our market, the chapter on 2023 would be titled 'Business as usual'.

Brian: Agree!

The dominance of so-called 'private brands' and private label products in the market has continued to grow this year.

Brian: This is a key concern of ours in Europe where we rely on distributors. We have noticed particular distributors heavily moving towards private label to copy more basic products they previously purchased from known brands. But now we have seen distributors trying to enter the higher end toys with their own private label. I am not sure how well the strategy will work because brands like ours put in 2 years of work to make a single product, and the

consumers understand the difference in performance between a product that is ours and one that just looks like ours. The private label type copies are relatively low quality and without brand recognition. I think consumers would notice but maybe not.

The topic of sustainability only played a subordinate role in the sex toy market in 2023.

Brian: Yes, it's not really on our radar and I have not heard it discussed.

The sex toy market is not (or no longer) the focus of investors and financiers.

Brian: It still is, I see still companies buying up smaller brands or affiliate websites in higher numbers than previous years. Maybe it slowed down in Europe, but I think it's just started in the USA.

The B2B market is maintaining its position despite growing competition from the D2C business model.

Brian: About this, we will see. The future is B2C, but only for brands that make something interesting, innovative, and relatively expensive due to customer acquisition costs. For average types of bread-and-butter SKUs, B2B will still be strong always.



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Pulse Queen – Hot Octopuss reinvents the wand vibrator



Julia Margo, co-founder
and Chief Operating
Officer of Hot Octopuss

Start with a bang and then ramp things up from there. That seems to be the motto of Hot Octopuss as they usher in the year with a big product launch. Harnessing the Pulse Plate Technology, Pulse Queen is made for all vulva owners and seeks to redefine the segment of wand vibrators. Julia Margo, co-founder and Chief Operating Officer of Hot Octopuss, tells us more about the product.

When did you come up with the idea of incorporating your successful Pulse Plate Technology into a product for vulva owners?

Julia Margo: To be honest we always intended on employing this tech in the vulva market and have been logging customer interest for years. It's actually proved incredibly complicated to implement and that's why there has been such a long wait for this toy!

The Pulse Plate Technology is already part of other Hot Octopuss products. Why did you wait so long before using it for a vulva product?

Julia: We've always wanted to create a vulva toy that uses this tech, but it has taken us years to perfect it. Some readers may remember our first attempt at a vulva toy with a Pulse Plate, that product took a year to develop and it just didn't meet our expectations. We went back to the drawing board, did a huge amount more research, and four years later...

How long did the journey from initial idea to launch take? What hurdles did you have to overcome during the development process?

Julia: Like many of our toys, this one has been built on sweat and tears. It took us more than four years to create our Queen. But she was worth every second!

A classic - the wand vibrator - meets modern technology: Pulse Plate. Is that the Pulse Queen in a nutshell?

Julia: Yes!!!

Why you decide to go for a wand vibrator to introduce vulva owners to the Pulse Plate Technology?

Julia: Once we had really identified our priorities for this toy, it clearly pointed to a wand style. We'd love to create an insertable G spot toy with a PulsePlate, but the tech is too chunky. We've long been fascinated in the different approaches to vulva stimulation, such as pubic mound stimulation versus pinpoint. Oscillators can feel much more intense and powerful than vibrators, due to the depth the oscillations travel into the body. We knew from our focus groups that users wanted to be in full control of their masturbation, to have maximum flexibility in terms of pressure and intensity and also in positioning. All of this pointed to a wand. Although a wand with a PulsePlate is VERY different to the traditional.

The Pulse Queen delivers high-amplitude oscillations. What makes it different from 'conventional' vibrations and what other features does the Pulse Queen offer?

Julia: An oscillation is like a two-dimensional vibration! A vibrator moves from side to side but an oscillation moves up and down, which movement also creates a secondary vibration as well as a stronger amplitude - pressure, creating a much deeper and more intense stimulation.



The Pulse Queen is the marriage of classic design – the wand vibrator – and modern technology – Pulse Plate



Which target group do you have in mind for the Pulse Queen?

Julia: As a brand our mantra is PLEASURE FOR EVERY BODY! And we really mean that! We encourage our customers to explore with our products, and they often come back to US with new amazing ways to explore with our toys, that is the reason a lot of our products have what we call a cult following. A lot of them don't look conventionally like other sex toys so we feel, along with our mantra this is a great way to get people to let their imaginations run wild.

Will there be Pulse Queen marketing and advertisement materials for retailers?

Julia: Absolutely! We have gorgeous in-store displays, point of sale, amazing lifestyle images that we are so proud of and animated banners. Pulse Queen even has her own look book <https://heyzine.com/flip-book/5951468d37.html>

How should retailers present and advertise the Pulse Queen in order to generate the best-possible sales?

Julia: It's simple really, this is award-winning tech, inside of a much-loved product type (the wand)! This product is designed to bring users a sensation that they have never before experienced, a sensation that (hopefully!) will make Pulse Queen the toy that customers reach for every time they open up their toy box. There really is nothing like it.

Are there plans for special campaigns to create awareness for your new product among the consumers?

Julia: Absolutely, we have a lot of tricks up our sleeve for a formal, and very exciting launch in Q1, don't worry, you will be the first to know!

Are there plans for more products equipped with Pulse Plate Technology?

Julia: Haha, see you in four years!





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"There is something destructive in the very act of waiting."

Robert Strzelecki takes a close look at the market

Robert Strzelecki,
Vice President of the
Board of PLAYROOM



If the quote above has piqued your curiosity, this interview with Robert Strzelecki, Vice President of the Board of Polish company PLAYROOM, is for you. Robert offers lots of thought-provoking observations about the developments of the past year and the changes that the future of the market may hold.

When you look back on 2023, what sticks out in your memory?

Robert Strzelecki: First of all, I hoped the war between Russia and Ukraine would come to an end. It brings a lot of suffering, generates political and military uncertainty in Central and Eastern Europe, and has an influence on the economies of numerous European and non-European countries. Sadly, the war is still going on. Secondly, our industry recorded a noticeable boost in trade and mobilization for a peak sales period around Valentine's Day and International Women's Day. Many stores wanted to be first with their offers, spending funds on marketing a month before Valentine's Day and expecting a return on their investment.

Will we look back on 2023 as a typical year of the 'post-Covid phase'? Another year of transition, so to speak?

Robert: As far as our industry is concerned, we started 2023 with a lively discussion in which we concluded that the coronavirus had not in fact wiped out humanity from the face of

the Earth, yet there was a growing number of reports of post-vaccination complications. It was obvious from the very outset that we would not talk about coronavirus as a thing of the past from 2020 or 2021 because, as doctors say, it is still out there, among us, and is doing quite well. At present, the number of COVID-19 cases and hospitalizations is on the increase in Poland.

Our market has managed to withstand many adverse circumstances this year (inflation, energy crisis, war in Europe, etc.). So, is it crisis-proof after all?

Robert: Our industry does not differ substantially from other sectors, so it is obviously subject to the same laws and processes. We may be more flexible as an industry, or at least we should be. The coronavirus caused a lot of damage to us, as we already discussed on the pages of EAN in 2023 and before. Firstly, there is the personal damage because it affected our health and caused the premature deaths of thousands of individuals. Secondly, there is professional damage because it prevented people from earning a living in view of lockdowns and restrictions. Many small brick-and-mortar stores

were simply closed as a result of the pandemic.

In recent years - and especially during the pandemic - there has been a lot of discussion about the fact that our market is rapidly moving towards the mainstream. Was this also true in 2023?

Robert: It all depends on how you define 'the mainstream' and what economic point of view you have. I think our industry was off to an optimistic start in 2023. We hoped for a fresh start, we hoped for a wow effect to boost the sale of erotic products. Plus, we got excited about new trade fairs in Barcelona and Prague and predictions regarding eroFame in Hanover. There is no doubt that our industry is getting closer to the so-called mainstream, and it is more and more often associated with the cosmetics or wellness industry. It is also because many company owners do their best to destigmatize our industry. The stores do not want to be sex shops anymore, instead aiming to be erotic showrooms. Since the internet provides diverse entertainment, there is also less demand for pornographic content in stores, reflecting the diminishing interest in such films.



Did e-commerce maintain its dominant position as the be all and end all of sex toy sales channels in 2023?

Robert: E-commerce rules and there are no symptoms indicating that this trend is going to change. It is kind of a continuation and I believe there is a huge developmental potential. What is more, thanks to AI, e-commerce is evolving into a zone that nobody took seriously just a year ago – autonomous e-commerce management by AI. And it is not just about serving stores and answering customer requests - we are talking about an advanced system that is perfect for analyzing data, collecting information from the global network, sifting through cultural filters and micro- and macro-economic indicators, as well as ordering products and getting them to the fulfillment

warehouse. Yes, this is already happening... I am wondering how we will adapt to this over the course of the next one or two years. Will AI take over business management entirely?

Was the B2B market able to defend its position in 2023 despite all the competition and changing distribution channels?

Robert: In the traditional understanding, the B2B market virtually does not exist anymore and is more of a diversification of business activities. This subject has been discussed many times. Unfortunately – I will stick to my claim – it is harmful both to company owners (i.e. manufactures and distributors) and consumers. One thing has not changed: Large business entities

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Robert wonders what role artificial intelligence is going to play in the future of companies and their decision-making process

still operate in the combined model. They still want to be manufacturers and retailers, and they still want to get rid of distributors, even though they are an important element of the chain. I think they will reconsider and not continue in this manner once they have properly calculated costs, especially complaint procedure expenses, returns, uncollected packaging, and marketing costs.

2023 saw the introduction of a new trade show in Europe. So, is there room for two big trade fairs in our market after all or is it still too early to tell?

Robert: The significance of industry trade fairs cannot be overlooked, especially for

B2B. I am happy that you are asking this question because it means that we are not going to skip this subject. Barcelona is a fact. They used the best they had to offer, and the weather was a big part of it! I am not joking. For many people, Hanover seems like a gloomy and rainy autumn place (and that is what it was like this year). Barcelona on the other hand welcomed visitors with sunshine and the typical southern easy-going approach. As it was a novelty, the organizers were successful, which can be measured by the number of exhibitors and visitors. I believe that it is a good sign for 2024, but there is a catch. After all, next year, the guests will expect something new and better. The novelty effect will be replaced by a hunger for attractions and opportunities. Is Barcelona going to make it and how much does good weather add to the most important aspects of B2B fairs – the possibility of meeting businesspeople, existing partners, new prospects and having substantial talks about details? Do you need sun for all of this? I don't think so.

Let's look at the topic of product development: Did we wait in vain for 'next big thing' in 2023?

Robert: We have been waiting for the 'next big thing' for a long time and nothing seems to come of it. I believe that it is somehow related to a lack of investments in research and development in our industry. Large enterprises are now managed

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by trusts and funds that are focused on quick profits only. Our industry is short on extensive research that would prove beneficial to manufacturers.

New products emerge from time to time, but a brief analysis of the manual will usually leads you to the conclusion that it is just another toy that feels very similar to previous items. Perhaps a lack of visionaries is the reason behind the problem...

Do you agree with the statement that the product category of sex toys for men is currently the most innovative?

Robert: I do, indeed. Products for men are more innovative and widely used. It is probably because more and more men abandon their traditional social roles (such as a parent, student, lecturer) to explore other roles. This includes the development

and exploration of their own sexuality. Women have done it for a long time already, and very successfully so. Now, it is time for men to follow suit.

As there is demand - after all, men can use any erotic toy - there is supply as well. Looking at it from the point of view of a retailer with a brick-and-mortar store, I can confirm that men have fun more often, more intensively, and in a more sophisticated way. Today, a simple toy like a dildo is no longer enough.

As far as products for women are concerned, are suction toys still the top priority in 2023?

Robert: When we talk about a specific type of products, I would rather talk about details instead of using the term 'I think' to make blanket statements. And the de-



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tails are about data, numbers, indicators. Across all sales channels covered by business, 'suction toys' represent over 70% of overall purchases. So, the answer is yes, it is still a big seller. Women love these toys and nearly all companies specializing in manufacturing and distributing around the world know it. Some enterprises have even started an exhaustive journey through patent claims to save their budget. However, I don't think this struggle will be favorable to either party.

The trend of incorporating modern technologies into sex toys gained even more momentum in 2023, do you agree?

Robert: Indeed, but I need to stress that 'modern technologies' are not so modern

these days. New technologies have been evolving so fast that a 2-year-old product must be considered old in terms of sales. And two years is not enough to come up with, analyze, evaluate, and produce an innovative item. We, the industry, have missed out on at least 5-6, years and now we have to face that fact.

Many companies and brands are working to reduce their carbon footprint and become more sustainable. Are consumers rewarding them for it? Did you notice these issues driving sales in 2023?

Robert: We have heard and seen a lot regarding this matter, particularly in the aviation, automotive, and cosmetics industries. Sweden is about to intro-

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duce a DO Black pay card that will reject a transaction if a citizen exceeds the assigned carbon footprint. So, it is already happening. As usual, not all consumers are of the same opinion. Some say that it does not concern them because nobody will be alive on the Earth in 150 years' time... But others are more concerned about the future of our planet and about future generations, and they wish to counteract our detrimental impact on the climate. The thing is that the zero-emission idea is wishful thinking. Society cannot exist without emissions.

As the number of private brands and/or white label products continued to grow

in 2023, there was once again criticism about there being too many same-y products. So, was 2023 it 'business as usual' in that regard as well?

Robert: Unfortunately, this is true. Just have a look at advertising announcements or press releases or trade news, and you will notice that nothing novel has entered our market.

Manufacturers were previously only responsible for production, but now? Now, they also sell, they deal with manufacturing and marketing, logistics, customer service, etc. This is why they have little time for what should be their main priority – manufacturing.

Manufacturing niche products as private label solutions is popular because everyone wants to introduce a product that is profitable enough without there being markups for others. The problem is that such products often end up being of low quality, with quality and sanitary inspectors even rejecting some of them. So, the answer is yes, business as usual.

And now on to the new year: Will we have to wait much longer for the 'golden years' of our market that was announced during the pandemic?

Robert: There is something destructive in the very act of waiting. My advice is not to wait but take action now. Waiting itself is a waste of time. We should all have

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an impact on what we sell, but there is no platform for exchanging experiences, thoughts, know-how. Maybe there will be someone who can figure something out? Invite us to a discussion maybe?

When you look into your crystal ball, what do you see? What challenges will our market have to face in 2024? What major changes do you expect to see? What trends will shape our market?

Robert: I am looking into my crystal ball, and I see a growing disparity regarding how much manufacturers can earn, especially when comparing the situation in China to how difficult it is to run a business in the Old World of Europe. 2024 will reveal the direction our market is going to take: Is it going to be stagnation or growth? Focusing on old markets or investing in new, unknown avenues? I hope everyone will discover new possibilities for running their business in 2024 and achieve their business goals. **e**

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"That's the key: Keep improving every week!"

Miguel Capilla details Fleshlight's plans for 2024



Miguel Capilla,
Sales Director
Fleshlight International

Right now, sex toys for men rank among the most dynamic and exciting product categories on the market. But growth and popularity breed competition, which is one of the topics of our EAN interview with Miguel Capilla, Sales Director of Fleshlight International. In it, he tells us why he welcomes more competition in the industry, how brand recognition contributes to the success of Fleshlight, and why you need to work on yourself in order to get better. Of course, we also seized the opportunity to ask Miguel about Fleshlight's plans for 2024.

Looking back at the market in 2023, there is little doubt that male toys ranked among the most dynamic product categories. Was this both a blessing and a curse for Fleshlight?

Miguel Capilla: I learned a long time ago that competition is good for you. Back in the days, at the beginning of my career in the industry, which is currently spanning 13 years, I used to be really angry when someone copied our products one-to-one. That still happens nowadays, but I learned a long time ago that it is better to look at this as a compliment because everyone tries to copy what works and generates business, of course. It is better to be filled with positive energy instead of negative emotions. Also, it is important to focus on what really matters! Some companies are out there just copying whatever is successful without adding any additional value, and in my personal thinking, that really tells you a lot about those companies. They don't know how to do anything else or bring something different to the market - and I am not talking just about products but also packaging, customer service, quality service, etc. In the end, the best thing you can do is focus on what you are capable of

doing and give your best every single day, or at least try to do so!

Constant improvement is the key, and MAKING A BRAND is the big difference. Launching new quality products and offering great service – that is the goal. People who just copy other people's products don't realize that this won't make them successful at all. Keep working on yourself and be better every day, that is the key! We share nice margins with your partners so both sides can make money - which is what we are in business for!! We offer good service to quickly solve potential problems, and we release new products with the same or better quality that has always characterized Fleshlight. These things are key, as far as we are concerned. We keep getting better and better at them every year, I think. And not just because of product development - there is much more.

This is something that really helps us in the European team. I think that all our partners are quite happy with us, and we are happy when they are happy. We want long-standing business relationships where you work together to make products better and generate great business for BOTH sides. That is why we have been working with the same partners in Europe for years. To sum things up, competition is good.

Because of competition, we continue to bring out the best in us, and we have with many nice new things lined up for the next 2 or 3 years that we are currently working on.

At the end of 2022, you announced that 2023 would be a very important year for Fleshlight. Looking back, are you satisfied with your results of 2023?

Miguel: Yes, even though I have conflicted feelings about that. On the one side, our numbers are positive again this year. But on the other side, growth was not quite as big as in previous years percentage-wise. This was due to the current market situation. We have continued to grow in Europe and we have seen major improvements internally; it's just that these successes can be felt more in our processes and not so much in gross sales. But again, the profits of the European company mark the best results of the whole group. We have implemented new strategies after listening to our clients, and they have worked wonders, helping us achieve success not just in the short term but yes, in the mid to long term, which is what we are always looking for. Therefore, we listen to the feedback of our customers and partners, and we always try to innovate. This year, we will continue along the same path!





In 2023 you released several new products, including the Fleshlight UNIVERSAL LAUNCH, the first automated Fleshlight experience. How has the market responded to your new products?

Miguel: To be honest, we expected more but at the beginning when we launched it, the unit margin was not that great and the price was perhaps quite high. After working on that and again listening to the feedback of our partners - how important that is! - we have been able to reduce the cost and the retail price so we are able now to offer a more competitive version and share a better margin with our partners. We relaunched the product with those new conditions last November and since then, it has been working much better, with higher sales numbers every month, and we expect good things for 2024. Because of those positive expectations, we

also launched the Quickshot Launch with similar conditions. Let's hope it continues performing like it has in the coming months!

As mentioned, the range of sex toys for men is growing by the minute. How important is it to be recognized as a brand in order to stand out from the crowd?

Miguel: It's the key! Without a doubt, creating a name or a brand awareness are the most important things. To have your brand name associated not only with high product quality but also with good service, not just in the US but especially in Europe - that has been the key for us all these years.

It all comes down to the hard work of the teams we have in Spain and US, from picking and packing to production, buying, ►



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They have been the key to making our brand well-known, not just for the product quality as I said before, but also for fixing problems really quickly in the whole Europe, for our nice presentation, and for always being helpful no matter what our partners need.

I am really proud of how quickly the Spanish team can respond to and fix any problems that our customers or partners may have. We are always willing to help with any issue. The goal is to let our partners obtain a bigger margin with the fewest problems possible.

The brand and its awareness are what differentiates us and what makes Fleshlight customers come back for repeat purchases - once they try a Fleshlight, they keep buying more textures and more products from us, which is the key of our core business globally! Over time, this generates an incredibly high recurring benefit to our partners and ourselves.

Fleshlight has differentiated itself from the competition not just because of our nice products but by being a market leader and in how we treat certain issues in the industry, which I feel include the battle against fakes, management issues, marketplaces problems, and much more.

“That is what it’s all about, being better every single year.” That’s a quote from your interview with EAN a year ago. Apart from product development, in what other areas did Fleshlight improve in 2023?

Miguel: We have improved a lot internally in the Spanish organization, not only at the factory level but also when it comes to the expansion of tasks and roles in our teams.

I think that this is noticeable for our partners in many small details like customers complaints, the speed of processing and shipping orders, marketing actions, stock availability... We now have a great team!. It is consolidated and every person knows their role and what to do in every single

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situation, which makes everything easier for everyone, not just for us!.

We have also improved 31% in efficiency in production processes and in picking and packing, which means that we ALWAYS have stock ready to be shipped so our orders will be out in 24-48 hours, even if they are over 100k euros or higher. We are faster and more efficient, with the same people, and as I already mentioned, stock is not an issue for us even during the busiest months.

But the best news is that we continue to improve on a daily basis. We keep thinking about ways to make things better for next year... That's the key: Keep improving every week!

As we stand at the cusp of a new year, what plans and goals are on your agenda for 2024? Where do you (still) see a need for optimization?

Miguel: We need to work on being more active in advertising campaigns – like marketing activities on social networks with our partners or by ourselves - to make a more visible impact with the brand. Along that way, we will make people more aware of the best masturbator in the world, especially in those countries where Fleshlight is not that well known. Also, we would love to improve the communication about new products and the new qualities that they bring to the market.

I think that in 2023, we started with a few new things that are creating good results both in physical stores and online, for instance Fleshlight corners or our Wall of Desires. This way, we created an opportunity for the consumers to touch the product without any cost to the store, and it made a real difference. Also, online and mainstream campaigns in specific countries have been successful. We are working hard to improve all the time!

Fleshlight spares no effort to support wholesalers and retailers. What plans do you have on that front in 2024?

Miguel: We are making an aggressive marketing plan to have a more professional roadmap for 2024, with actions that ensure a certain revenue for our partners instead of being too subjective and based only around discounts. We are looking for a higher margin for everyone involved in business with us, using the idea that carrying Fleshlight is a must if you are looking for quality service, great margins - not a tight margin anymore - recurring sales generated by loyal customers, keeping things smooth and free of problems – and working to quickly find a fix if there ever is a problem. Basically, we are trying to be the best choice for our customers when it comes to health or sexual play.

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Team Fleshlight at eroFame 2023: Alfonso Cala, Miguel Capilla, Rocio Olivera, and Juan Ziena



Can you already give us a small preview of new products that you will be launching throughout 2024?

Miguel: We will bring some short-term novelties to Wholesale, which have already proven to be great seller in our retail stores - products such as the QS Turbo or QS Stoya, Kazumi from the Fleshlight Girls range or the Fleshlight Air. But in the medium/long term, we are working on two big projects that have the potential to change the market again, the same way the Universal Launch did back in the day. We really hope that by autumn 2024, we can provide details on these projects. Stay tuned for more Fleshlight!

Will the market for sex toys for men continue to grow in 2024? What trends will shape this product category in the new year?

Miguel: I think that the market will stabilize a bit during 2024 and 2025 and that is why we are looking to release something really new to reach a larger audience, creating many new repeat buyers - which is what usually happens when people start buying Fleshlight. Without a doubt, we are trying to reach a new type of customer whom we have not been able to reach so far in order to continue growing in the upcoming years.





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"The incorporation of ChatGPT into dolls opens up a realm of new possibilities for doll manufacturers."

Cloud Climax launches a ChatGPT-powered doll

Thanks to modern technology, 'Alice' is capable of having complex conversations about a wide range of topics



Over the course of the past few years, the market for sex dolls has evolved by leaps and bounds as the product category harnessed the potential of modern technologies. Now, even ChatGPT has found its way into the doll market - in the shape of 'Alice', a ChatGPT-powered conversational doll that represents a milestone for the industry. To learn more about 'Alice', EAN jumped down the rabbit hole of modern sex dolls. Joining us on this journey is Mark, Sales Manager at Cloud Climax (www.cloudclimax.com).

What does the introduction of 'Alice' mean for the sex doll category? Has ChatGPT opened up new possibilities for doll manufacturers?

Mark: The introduction of Alice signifies a transformative shift in the doll product category. It moves the concept of dolls from being mere inanimate objects to interactive, conversational partners. The incorporation of ChatGPT into dolls like Alice opens up a realm of new possibilities for manufacturers, enabling

them to create products that can engage users in meaningful dialogues, adapt to their preferences, and provide a more immersive and interactive experience.

Please, explain what exactly ‘Alice’ can do and what capabilities the doll has thanks to ChatGPT and Large Language Model AI?

Mark: Alice is an advanced conversational robot powered by ChatGPT and Large Language Model AI. This technology enables her to understand and engage in complex conversations across a wide range of topics. Alice can adapt her conversation style, remember previous interactions, and personalize the dialogue based on the user’s preferences and history. This makes each interaction with Alice unique, relevant, and engaging.

Is it possible to talk to ‘Alice’ about politics or football?

Mark: Yes, it is possible to talk to Alice about various topics that interest you. Her AI is designed to handle a broad spectrum of subjects, providing users

with an informed and responsive conversational partner. Alice can engage in discussions on current events, sports, culture, and more, making her a versatile companion.

Can ‘Alice’ remember, learn, and adapt?

Mark: Absolutely. One of Alice’s key features is her ability to learn and adapt to her conversation partner. She can recall past interactions, preferences, and conversational topics, which allows her to tailor future conversations to be more personalized and intuitive. This capability enhances the user experience, making each conversation with Alice feel more connected and unique.

Which target group does ‘Alice’ appeal to?

Mark: Alice is designed to appeal to mature audiences who value sophisticated, nuanced human-like interaction. She is ideal for tech enthusiasts, AI and robotics aficionados, and individuals seeking a high level of engagement and interaction beyond what traditional dolls offer.



For more information about 'Alice',
go to www.cloudclimax.com

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Waist	62cm	Feet size	21cm
Hips	100cm	Weight after reduction	31.5kg
Hand	64cm		

ChatGPT

CLOUDCLIMAX

What does 'Alice' cost? Can we expect dolls equipped with technologies such as ChatGPT to become more affordable in the future?

Mark: The cost of Alice reflects the sophisticated technology and design involved in her creation. While she represents a premium segment of the market at present, it is reasonable to expect that as technology advances and becomes more widespread, dolls equipped with technologies like ChatGPT will become more affordable and accessible to a broader audience.

How is 'Alice' prevented from becoming a chatterbox and divulging information entrusted to her?

Mark: Alice is programmed with sophisticated algorithms that balance engaging conversation with respect for privacy. Her design includes encrypted data protocols to ensure that all interactions remain confidential. Moreover, her AI is calibrated to avoid over-communication, ensuring that she respects the boundaries of the conversation and maintains user privacy.

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VIGOERECT is marketed as a quality food supplement, made with carefully selected ingredients combined to achieve the best results. This product has undergone rigorous quality controls and complies with all the rules and regulations established in Spain for food supplements.

It is important to note that **VIGOERECT** is not a medicine and is not intended to replace medical consultation in cases of sexual dysfunction. In the event of any health problem, it is always recommended to consult a professional and follow his or her indications.



In conclusion, **VIGOERECT** is a dietary supplement designed to improve sexual relations in men with erection problems or lack of sexual desire. With a unique combination of amino acids, vitamins, minerals and plants, this product **helps to enhance blood circulation and promote a better sexual response**. Its commercialization in Spain has been carried out by **INTERNATIONAL DREAMLOVE S.A.**, recognized for its commitment to quality and the health of its customers.

VIGOERECT is available in Sexshops, Pharmacies, Parapharmacies, Gas stations and in more than 400 points of sale throughout Spain.

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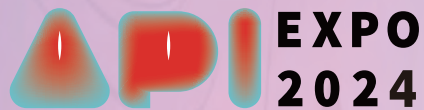
Besides the ChatGPT technology, what other advantages does 'Alice' offer?

Mark: Beyond her ChatGPT technology, Alice boasts several other advantages. She has a full-bodied, yet stationary design that adds a physical dimension to AI interaction. Alice is multilingual, able to converse in several languages. Her sleek, futuristic design makes her an attractive addition to any modern environment. Additionally, her connectivity features ensure that she stays updated with the latest AI advancements.

What influence will AI have on the development of dolls in the future?

Mark: AI is set to have a profound impact on the development of dolls in the future. It will enable dolls to become more interactive, responsive, and personalized. AI can transform dolls into educational tools, companions, and interactive partners, offering new dimensions in play and learning. As AI technology evolves, we can expect dolls to exhibit enhanced capabilities in terms of emotional intelligence, autonomy, and adaptability, further enriching the user experience and expanding the functional scope of these products.





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A woman with dark, wavy hair is shown from the chest up, looking slightly to the side. She is wearing a black leather collar with gold studs and a gold chain leash. She is holding the end of the leash in her right hand. The background is a solid, light brown color.

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"Womanizer revolutionized the industry and created a whole new category."

Binh-An Dang, Director Global Sales at Lovehoney Group, on 10 years of Womanizer

Binh-An Dang, Director
Global Sales at
Lovehoney Group



It may sound like hyperbole but the launch of Womanizer a decade ago was indeed a game changing moment for the sex toy market. In our interview celebrating the brand's tenth anniversary, EAN and Binh-An Dang, Director Global Sales of Lovehoney Group, take a closer look at the impact that Womanizer has had on the market, and we also look at the road ahead because the story of Womanizer is far from over.

Congratulations on ten years of Womanizer! What does this milestone mean to you?

Binh-An Dang: Thank you very much! It is hard to believe that Womanizer has already been around for ten years now. It has made the lives of many women happier, and I am very grateful to be a part of this story. I am still thrilled every time we receive positive feedback from the consumers and our business partners.

Looking back, the evolution of the brand has obviously been very impressive, with all the great products we've developed since the first Womanizer. We kept exploring and optimising the Pleasure Air technology, for instance offering more intense stimulation with the Womanizer OG. Ten years ago, nobody would have thought that one day, we would work with Hansgrohe to create a showerhead or that Lily Allen would be talking about masturbation with us! Celebrating 20 years of Womanizer is a great opportunity to look back at the successes we've had so far and to take stock of all the things we've achieved. But of course, we won't be resting on our laurels. On

the contrary, we're already busy putting exciting plans into place for 2024.

How will you celebrate this birthday?

Binh-An Dang: The next year will be very exciting. Apart from the anniversary, we are currently working on exciting new products to further expand the Womanizer range. We already presented Womanizer Next and its new 3D Pleasure Air technology at this year's eroFame, and the product will officially launch in January. The Climax Control feature creates a brand-new experience as it allows the user to choose how deep the stimulation goes, making it a perfect tool to experience multiple orgasms.

I can't give away too much information about the other projects we have in the pipeline at this point, but you will be seeing several new products in 2024. Among other things, we will be taking a bold new step and introduce an entirely new stimulation technology.

Moreover, we are looking forward to exciting campaigns with our partners. For instance, there will be a display contest for bricks-and-mortar stores, so our retail partner can show off how they present Womanizer in their stores. In addition to that, there will be other campaigns and events to involve all of our partners around the world

in the Womanizer 10-year anniversary celebration. It is going to be an exciting year!

If someone wrote a book about the history of the sex toy market, Womanizer would undoubtedly get its own chapter. But what should that chapter be titled?

Binh-An Dang: 'Closing the orgasm gap: How Womanizer changed female masturbation' or 'Pleasure Pioneers: Womanizer and the redefinition of female pleasure' - or how about 'From niche market to mainstream: Womanizer and the evolution of the sex toy industry.'

When the original Womanizer launched ten years ago, did you already expect that this product would have such a profound impact on the market?

Binh-An Dang: When Michael Lenke presented the first Womanizer to the world after 18 months of designing and tinkering, he probably didn't expect his toy would create this kind of hype.

But once the product launched, it became obvious very quickly that Womanizer would change the entire industry. Finally, here was a product that did more than just imitate penetration. Instead, the main goal was



Brigitte and Michael
Lenke with the first
Womanizer products



stimulating the female pleasure centre, the clitoris. Back then, we received countless messages from consumers who had experienced their first real orgasm thanks to Womanizer. The product quickly became a top-seller in sex shops around the country, and a guarantor of female satisfaction. When Michael Lenke started looking for a buyer for his invention, our CEO, Johannes Plettenberg, saw the potential of Womanizer and its global appeal, and he seized the opportunity. Since then, we have sold

over 10 million Womanizers across more than 90 markets.

In what ways did Womanizer change our market? Which kind of developments and advancements did it inspire?

Binh-An Dang: Womanizer revolutionized the industry and created a whole new category. This category has since then grown to become one of the biggest and most important categories of the entire market. I also believe that this category and people's interest in it played a pivotal role in getting sex toys onto the shelves of supermarkets and drugstores.

Womanizer did its part to create a more open conversation about masturbation and female sexuality in many countries. And the modern, discreet design helped push sex toys closer to the centre of society.

How is the 'Womanizer legacy' reflected in today's market?

Binh-An Dang: The 'Womanizer legacy' and the introduction of the Pleasure Air technology have greatly contributed to taking female sexual pleasure to a new level. The innovative Womanizer products are geared entirely to the needs and wishes of women. During product development, the focus has always been on the female anatomy, and there is a lot of expert knowledge at play. This focus has had a major impact on the sex toy market, and as a result,

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women can choose from a much greater variety of products today. For that same reason, there are also much more women who are interested in sex toys than there were a decade ago, and that is a really great development in and of itself.

The history of the sex toy market is shaped by brands and products that broke new ground, be it in their design, the technology, etc. The pioneers include the first We-Vibe and brands such as LELO and Jimmyjane. Is the impact of Womanizer comparable or maybe even bigger than that of these trailblazers?

Binh-An Dang: I feel we definitely belong in that same category! By developing the Pleasure Air technology, we introduced contactless clitoral stimulation via pressure waves, laying the foundation for this entire category which is now populated by lots and lots of products and producers. The market keeps growing and the products keep getting better and better. We invest more into product development than any other company in this business, and our global MasturbaTEAM, which includes more than 17,000 testers, makes sure that the products we make really hit the spot with the consumers. Of course, there are many companies that have contributed greatly to the positive developments within the industry. It is important to have players like that - players that pursue a unique vision to innovate and keep the industry moving forward.

The story of Womanizer is clearly far from over. What can we look forward to in the next months and years?

Binh-An Dang: The story of Womanizer will most definitely continue. There are still so many exciting ideas to pursue. The Pleasure Air technology has been groundbreaking, but we will continue to do our best and bring more innovation to the market.

We believe that innovation is a process that never tops, and we are listening closely to our panel of testers. The feedback and suggestions of these 17,000 people are crucial as we look to optimize our products and develop new ideas. By now, we have proven that Womanizer also excels outside the category of clitoral stimulation. Womanizer Duo offered dual stimulation, one of our top-sellers, Womanizer OG, was all about internal stimulation, and then, we presented Womanizer Wave, a showerhead developed in collaboration with hansgrohe. These examples show that we don't limit ourselves in any way as we pursue new ideas.

Obviously, the Pleasure Air technology has set the bar pretty high, but there is still so much potential for innovation in the future of this industry. We are committed to redefining the limits of self-pleasure and sexual satisfaction. This commitment is also reflected in the launch of the new Womanizer Next as 3D Pleasure Air ushers in a new world of possibilities for the Pleasure Air technology!



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Share Satisfactions enter the Australian market



Taslim Parsons, the founder of Share Satisfaction, at the launch event in Australia

At the beginning of November 2023, Share Satisfaction crossed borders and oceans as New Zealand's most prominent sex toy brand entered the Australian market. This big step was duly celebrated with an event in Sydney where the brand presented itself to the public. Taslim Parsons, the founder of Share Satisfaction, tells us about the expansion, the team's strategy to create more brand awareness, and Australia's hunger for sex toys.

You hosted a big event to celebrate the launch of your brand in Australia. What can you tell us about the event?

Taslim Parsons: Our launch event was designed to showcase us as an organisation, our products, and our ethos to retailers in Sydney, media, and influencers. It was fantastic to meet those people face to face and have the opportunity to discuss our brand with them. We also got to experience some amazing local Sydney entertainment during the event as well.

What does this step mean for Share Satisfaction?

Taslim: Hopefully, following on from this event, a number of the Sydney (and broader Australian) adult retailers will be stocking Share Satisfaction moving forward. We've already had some awesome media, resulting from our event meaning our name is getting out there. Our influencers also had incredible engagement and Australian consumers are now asking where they can buy our beautiful Share Satisfaction range.

The Share Satisfaction story started in 2020 and the brand has been growing ever since. Could you give us a brief overview of your product portfolio?

Taslim: We have grown rather rapidly and now have eight sub-brands. Apart from our Premium black box hero range, these sub-brands include:

- Lucent - Stunning glass and crystal toys
- Kinki - Anal chastity and fetish toys (largely in steel)
- Bound - Beautiful entry-level soft bondage range
- Bound X - Advanced leather bondage
- Nood - Real feel dildos, strokers and masturbators
- Play - Entry level toys
- Eyden - Pelvic wellness range
- Essentials - Condoms and lubricants

How would you describe Share Satisfaction's philosophy in a nutshell?

Taslim: Share Satisfaction is a sexual wellness range. We have amazing products that are well priced and available to all genders. We want to enable everyone to have incredible sex regardless of their relationship status, gender, or pleasure preferences.

Back to your expansion into Australia: Can you tell us about the distribution strategy you are following to establish your brand in this market? Do you rely on distributors and wholesalers or do you work with retailers directly?

Taslim: Wholesale Solutions, our parent company, is a distributor of adult toys and will have the exclusive distribution rights to Share Satisfaction. They will ship directly to retailers.

Which markets do you want to serve in Australia? Is your focus only on the sex toy market or will your products also be available at mainstream retailers sooner or later?

Taslim: Ideally, we'd like to work with all markets in Australia. We are initially starting with Sydney and Melbourne, but we will ship to any retailer in Australia. Currently, we already have retailers in Perth, Tasmania and Western Australia.

What activities are planned to create more awareness of the Share Satisfaction brand in Australia?



Sex educator Emma Hewitt presents Share Satisfaction's Sutra



Taslim: In 2024, our activities will be heavily focused on the Australian market with in-market visits, retail promotions, and events in the works.

In the official press release regarding your market entry in Australia, you say that Australians rank among the most avid buyers of sex toys in the world. How can this be explained?

Taslim: In the second quarter of 2023, approximately 35 per cent of shoppers in Australia indicated that they purchased sex toys via online channels, ranking the country among the top five of countries. Additionally, in 2022 Australia ranked among the top 10 of countries that were most interested in sex toys, based on online searches.

What potential do you see for your brand in the Australian market, which is known to be highly competitive?

Taslim: The Australian market is competitive, however, it's also very big in comparison to New Zealand and we've already seen so much interest in Share Satisfaction from consumers and retailers that we know the appetite is there for our stunning ranges. We expect it to be a successful market entry.

From New Zealand to Australia, from Australia to... Will Share Satisfaction continue its international expansion in 2024?

Taslim: I think 2024 is going to be about ensuring we service the New Zealand market very well and grow our brand within the Australian market. We don't have plans to go further afield just yet.



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"The potential of Slow Sex is endless."

Bijoux Indiscrets add three new products to the successful Slow Sex collection



Elsa Viegas, co-founder and designer at Bijoux Indiscret

You have added three new products to your very successful SLOW SEX product line. What can you tell us about these products?

Elsa Viegas: I'm a huge fan and heavy user of CBD oil to reduce inflammation, pain, and stress. And it is known how much of ourselves we put into everything we do at Bijoux Indiscrets. I really wanted to mix CBD and pleasure products but it was not an easy road. All that is new is also a bit more complicated when you want to do things right. Finally, in 2023, we got the results and the formulas we were looking for: good and natural and full of pleasure. We have an Arousal oil with CBD that invites you to explore intimacy and intimate massage; An Oral Sex Oil with CBD that adds a relaxing but exciting aspect to this pleasurable act, and a Full Body Massage Candle that we are very proud of as its formula allows for full body pleasure exploring massage.

The success story of Slow Sex began in October of 2019, and now, Bijoux Indiscrets add another chapter as they present three new Slow Sex products. In our interview about these latest additions, Elsa Viegas, co-founder and designer at Bijoux Indiscrets, explains why two of the three new additions contain CBD and how they all reflect the core philosophy of the brand.

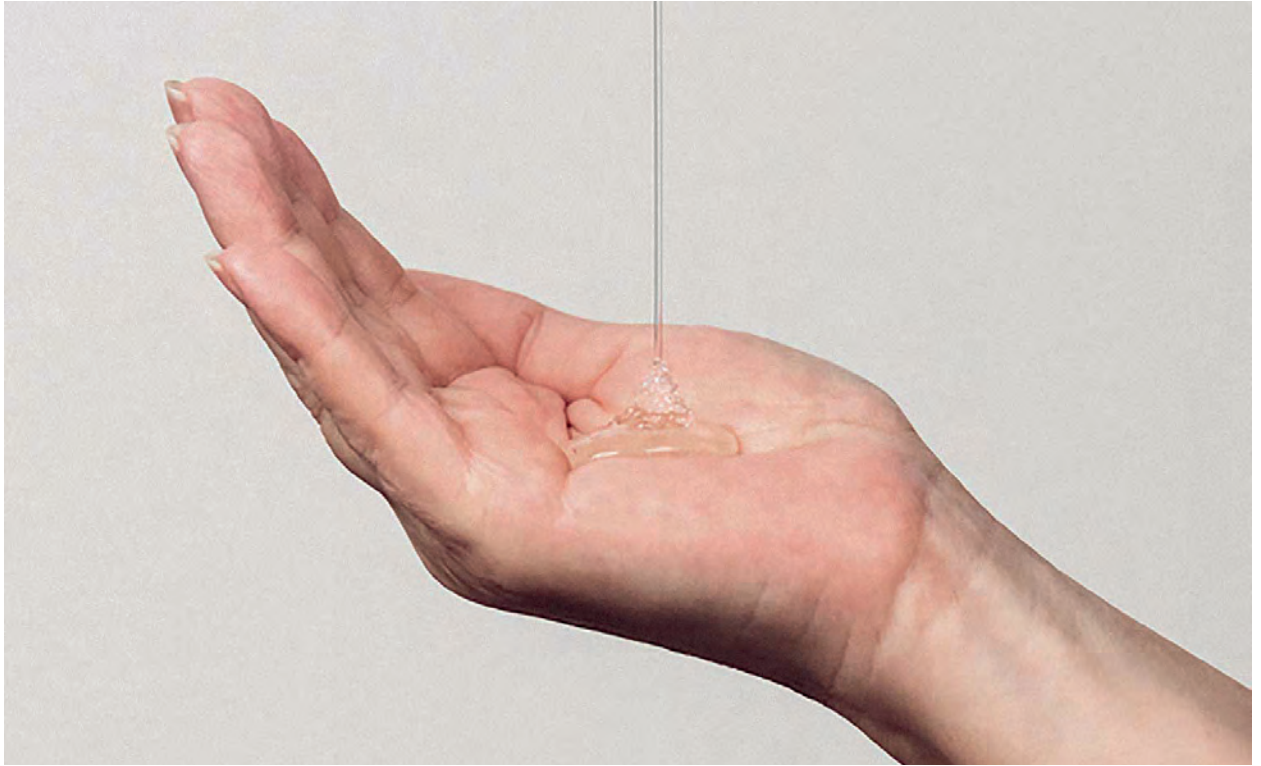
The last addition to the SLOW SEX line arrived in November 2020, now it's November 2023... Does the motto 'less is more' apply to this line?

Elsa: We do believe that less is more when it comes to ingredients, packaging, and all things that we can skip and reduce to have a more positive impact on our planet, but that was not the reason. We need new challenges, making new things, new collections! Slow Sex was launched in 2019 and updated shortly after, and it was huge success. Its eleven products were part of a revolution, a statement regarding foreplay and pleasure and sex and lived happily on its own! In 2021, we decided to give it a twist, focus on self-care and self-pleasure, and we launched the eight products of Sex Au Naturel. Pleasure as part of your wellness rituals. And now, in 2023, we decided to add three new essentials to Slow Sex - three products that lower the stress levels, enhance pleasure, and create a connection between partners.

SLOW SEX was launched in October 2019. Are these new additions centred around the original theme of the brand or are you responding to current market trends or consumer and/or retail demand?

Elsa: Both. Reclaiming foreplay (and pleasure) is an ongoing behaviour change and we will keep on adding more and more





products to the Slow Sex collection when it makes sense and when the ideas align with its own philosophy. We're constantly in the know about the latest lifestyle trends, adapting to how we connect and relate to each other, how we find pleasure, and stay updated with innovation and new ingredients. We then mix it all together, knowing it is the right time to present new things.

Back to the new additions: What unique selling points of the SLOW SEX line are reflected in the three new products?

Elsa: With Slow Sex, we are committed to reducing the use of plastics, reducing

packaging, and being even more aware of the formulas and its ingredients. The new products remain true to this commitment. All three are natural, vegan, inclusive, and safe for all bodies

Two of your new products contain CBD. For those of our reader who are not so familiar: What is CBD and why is it suitable for products such as arousal oils, lubes etc.?

Elsa: Stress can significantly impact our sexual well-being, leading to tension and anxiety that affect our pleasure. CBD oils, with cannabidiol, reduce stress and



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Elsa: We wanted to develop a massage candle that was both playful and good for the skin. That's why our candles have no wax in their formula. Candles made of oils melt at a lower temperature, which is more comfortable for the skin, and they don't leave behind any waxy residue. This ensures a mess-free experience, without pore-clogging. The Slow Sex Massage Candle is made of almond oil, coconut oil, and shea butter. The natural oils deeply moisturize and nourish the skin, leaving it feeling soft, smooth, and hydrated.

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com), which contains all photos, texts, banners, social media files, and technical sheets - all information needed to start selling our products. At the same time, we have displays and visuals for brick-and-mortar stores and other physical locations.

How should retailers market your three new products in their stores?

Elsa: I would highlight a couple of points that are important to me as a consumer and that I believe are important for our loyal customers and the new ones too: Ingredients and eco consciousness: The natural ingredients good for you and the planet, and the products are wrapped in recyclable and recycled packaging (paper, metal, glass). Safe for your body: The natural vegan formulas respect your skin and natural PH without nasty BS. Inclusive: The products are made for every body so no one is out of the game. Best value for your money: These are high quality products with an affordable price point.

Are there plans to expand the SLOW SEX line even further? If so, what kind of products are you thinking about?

Elsa: Always! The potential of Slow Sex is endless. This collection is all about pleasure and exploring pleasure beyond genitals and penetrative sex. We have so many ideas to expand it, and we will keep working on it!



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"BSwish and Zini will continue to prioritize innovation and expansion."

Ian Kulp on the success story of Bonner Trading USA, Inc. and how it will continue

Ian Kulp, Global Sales & Marketing Director of Bonner Trading USA, Inc.



It was a busy and successful year for the BSwish and Zini brands. First, there was a change in ownership at Bonner Trading at the beginning of 2023, followed shortly after by the acquisition of the Zini brand, and in the following months, the team announced a whole series of partnerships with renowned distributors and wholesalers from around the world. Ian Kulp, Global Sales & Marketing Director of Bonner Trading, puts these events into context in our EAN interview, and he tells us how the BSwish and Zini success story will continue in 2024.

Which feeling dominates when you look back on 2023: pride, a sense of satisfaction or the certainty that you have laid the foundation for future success?

Ian Kulp: The predominant feeling when looking back on 2023 is a strong sense of satisfaction. While pride is present in our achievements, the primary sentiment is satisfaction, knowing that we have successfully laid the foundations for future success.

There are countless products and brands on the market, and competition is fierce. Nevertheless, you have managed to build up a more than impressive distribution network for your BSwish and Zini brands in a very short space of time. What is the secret of your success?

Ian: Our success in building an impressive distribution network stems from a strategic combination of factors. Key elements include a deep understanding of market dynamics, a commitment to product quality and innovation, and proactive collaboration with dedicated

partners. Timely adaptation to market trends and maintaining open communication channels with our network have also been crucial.

BSwish and Zini are not new brands, even though they weren't in the public spotlight for a while. Was that an advantage or disadvantage?

Ian: The period of relative quiet for BSwish and Zini in recent years proved advantageous. It allowed us to reposition the brands, leveraging existing recognition while presenting a refreshed image to the market. This approach helped us effectively reintroduce our products and engage with both new and existing customers.

Going back to your distribution agreements in 2023, you seem to prefer working with multiple partners in a territory rather than opting for exclusive distribution. Why is that?

Ian: Our preference for working with multiple partners in a market territory instead of granting exclusive distribution rights is rooted in the belief that this approach leads to a more diverse and

expansive market presence. It enables us to cater to varied consumer preferences and ensures a more comprehensive reach.

As already mentioned, your brands are currently available from many well-known distributors worldwide. Many of our readers will be curious to know: Who are your partners in the European market?

Ian: In the European market, our brands are strategically championed by essential key partners who have played a pivotal role in solidifying and extending our footprint in regions where our brands resonate most strongly and demand is highest. These collaborations underscore our dedication to collaborating with esteemed distributors, retailers, and agencies that align with our vision of delivering top-quality products to the discerning European market.

How did the international sex toy market do in 2023? Do you agree with the statement that it managed to weather the difficult circumstances (crisis-ridden global economy, inflation, etc.) rather well?





Ian: Our experience in the international sex toy market in 2023 was positive. Despite challenging circumstances, including a crisis-ridden global economy and inflation, the market demonstrated resilience. The adaptability of the industry and our commitment to quality played key roles in navigating these challenges successfully.

What were the defining product development trends in 2023?

Ian: Key trends in product development for us in 2023 included integrating tech-

nology, sustainability, and inclusivity. We focused on creating innovative, body-safe products that cater to a diverse customer base.

What is next for BSwish and Zini in 2024? What are your plans and goals?

Ian: BSwish and Zini will continue to prioritize innovation and expansion. Our goals include diversifying our product range, strengthening existing partnerships, exploring new markets, and maintaining our commitment to quality and customer satisfaction.



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Ian: Our primary focus for 2024 continues globally whilst ensuring active, key markets are supported entirely. We are attentive to the 'white spots' in brand availability and are actively working to ensure a more comprehensive global presence.

Can you also tell us about the new products you have planned for the new year?

Ian: We are excited to unveil brand-specific innovations in the coming year. These new offerings will showcase our dedication to staying at the forefront of industry trends and meeting the evolving needs of our diverse customer base. Stay tuned for exciting developments that will further elevate the BSwish and Zini experience.

What will be the biggest challenges for you in 2024 as you strive to continue the success story that began in 2023?

Ian: The biggest challenges for us in 2024 will be navigating market dynamics, maintaining the high quality and innovation that define our brands, and effectively responding to any unforeseen external factors while continuing the success story we started in 2023. 

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"I think 2023 has been an unusual year for the sex toy market."

Danny Miller on what is, what was, and what lies ahead

Danny Miller knows many aspects of the market which makes him the perfect choice for an interview about the events of 2023 and the developments we may see in 2024. After all, he is the Director of DD Trading Ltd., a company whose activities span both, retail and wholesale, online and offline. So, as one year ends and another begins, we ask Danny about the past, present, and future of the market.

Danny Miller, Company
Director of DD Trading Ltd.



Danny, when you look back on the year 2023, what will you remember? Which developments and events in the sex toy market defined the past year?

Danny Miller: I think 2023 has been an unusual year for the sex toy market. Although the technology in products is always improving, the world economy has had shockwaves sent through it

by world events like the Energy Crisis and war, resulting in the reining back of customer spending. I think it has perhaps hampered the sale of sex toys and possibly even slowed the progress and development of technology within our industry, although there have still been some amazingly memorable products that have hit the shelves and customers are still excited for the next new thing.

What is your overall verdict? Are you satisfied with your company's performance in 2023?

Danny: My company has innovated and adapted to a shift in the market. Our consumers seem to be less enthusiastic about sex toys and more interested in bondage and fetish items currently. We have been busy manufacturing these products in-house, fulfilling the requirements of our customers and maintaining sales.

And now for the bigger picture: How did the UK adult market fare in 2023? Was it able to withstand the difficult circumstances (international crises, inflation, rising energy and living costs, etc.)?

Danny: The circumstances hit sales hard and many of our retailers found it tough to battle through. I think it's a classic case of 'adapt or die' and those that didn't stay ahead of the game faced the consequences. We re-analysed our customer buying habits and shifted our focus more towards the areas they were spending in, which helped us to remain in a positive position. I do feel that the UK adult market as a whole did flatline a little in 2023, but the key for us is to stay a step ahead and not lose focus. We're looking forward to 2024, which we

predict to be our most successful year to date in the wholesale market.

Knowing both the distribution and retail side of things, you have a good view of the trends in our market. Can you confirm that sex toys for men were the most innovative and dynamic product category in 2023?

Danny: I would say that it felt more like 50/50 to us. There were a lot of new and exciting male masturbation devices that hit the market, but there were also many new female products which landed on shelves. I think it's hard to decide whether male or female products were more innovative in 2023 as both sell very well, but I personally feel that the bigger trend was bondage and fetish products.

What else was popular among your customers? Suction toys? Vibrators that are controlled by an app?

Danny: In the retail area, I am still constantly educating customers on clitoral stimulation and they often want to begin with a basic stimulator to try it out. (I'm still shocked as to how many people are still yet to discover clitoral stimulation!)



„Eva Amour“, the brick-and-mortar store of DD Trading Ltd., can be found in Barmouth, Wales



They usually ask for a suction toy that I would recommend, and my 'go to' is always the Inya Rose, thanks to it being instantly recognisable when it went viral on TikTok. Customers instantly fall in love because it is familiar and very pretty.

Did the trend towards conscious consumption and sustainable products gain further momentum in the UK adult market? Is this something that influences consumers' purchasing decisions?

Danny: Although I fully support the idea of sustainability and conscious consumption, I don't think we're there yet.

The UK doesn't really offer enough in the way of recycling to be able to recycle a 'recyclable' toy. You can't put them into your

household recycling, so you usually have to return it to the store you purchased it from (which most customers just won't do) or take it to a specialist drop-off point, which are few and far between. The hassle and effort needed to recycle the toy at the end of its life is often more than the customer can be bothered to do, and if they're having to drive miles to reach a recycling point to drop off the toy, they're not doing the environment any good and may even end up causing more pollution than if they were to just throw it in their household waste.

There are toys on the market that are sustainable, ethically produced and designed to not harm our planet and this is great news. Sadly, I don't think there are enough of them on the market just yet to make enough of an impact. I feel that in a lot of cases, customers buy these products



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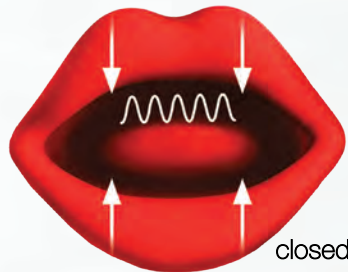
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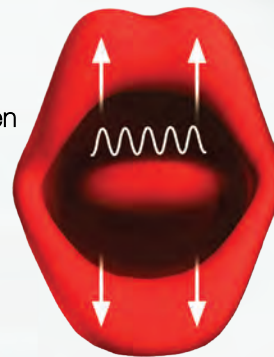


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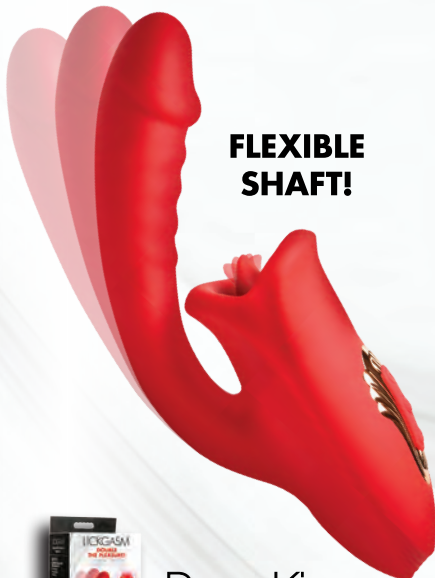
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because it makes them feel good, rather than it actually making a difference to the environment. And it only works if what they're buying is something they were going to buy anyway, rather than an impulse buy. We're still a way off, but I think we will eventually get there one day.

You run online shops and a brick-and-mortar store. After the pandemic years, there were quite a few people who predicted that e-commerce would become the sole sales channel for sex toys. Did we get closer to that scenario in 2023?

Danny: I won't pretend that brick-and-mortar sales outnumber online sales. They just don't. I wouldn't be in the industry if customers spent the majority of their

money in brick-and-mortar stores – I started out with my partner over 10 years ago as an online retailer. We opened our brick-and-mortar store several years ago, but we do not rely on the income from it. It is used as a warehouse that customers can shop in. Yes, it looks like a retail store. It has a shop frontage, a stock room, and a till. But the primary use of the building is to fulfil online orders. It just happens to look like a retail shop too. We have built up our companies via e-commerce, and the buying behaviours of customers are only going to further strengthen the world of online shopping. There will always be a place for a brick-and-mortar store – to provide customer support, to help with questions and advice and to allow consumers to see the product in person, but the future is absolutely in e-commerce.

Sex toys are becoming more and more mainstream and can now be found on the shelves of large mainstream retailers in many countries. What is the situation in the UK? Was there a tangible shift in this direction in 2023?

Danny: Personally, I haven't seen a great deal of sex toys in supermarkets yet. I have, however, seen an increase in lubricants and sexual products hitting the physical shelves of mainstream stores. Tingle lubes, sexual enhancement pills and potions and small bullet vibes can now be found in the medical aisles. It's a positive thing as it means that sexual health and pleasure is

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becoming more prominent within everyday life, although for retailers of sex toy specific stores, it does result in more competition. The supermarkets can't provide the sales advice or support that an adult retailer can, but if they can undercut adult retailers by buying in bulk, this could be a future problem as many consumers go for price over anything else.

Let's talk about the B2B market now. Being a distributor/wholesaler, which steps did you take to ensure your company flourished in this competitive market in 2023?

Danny: It's important to keep ranges fresh and exciting. Although retailers are looking to have a consistent supply of product that they can rely on, they also need to be able to refresh their ranges and have access to products and brands that customers haven't seen before. Searching out for brands that are new, unusual and trending is what works well. We recently signed an exclusive deal with the adult actress Dani Daniels to bring her quirky fashion line to the UK market. Dani's fan base is huge, with millions of followers across the world just on her Instagram page alone! We teamed up with the fabulous VibeZ Adult Store in Kent and hosted a meet & greet for fans who could purchase the new line and get it signed by Dani herself. One of our Instagram posts even received over 32,000 likes! Evidence of the power of trending brands and the reason why we try to make them available to our retailers.

What expectations, goals, and hopes do you have going into 2024?

Danny: We are expecting to increase our variety of brands in 2024, with a few surprises up our sleeves. We're also going to be refreshing some of our ranges to offer our partners something different and exciting. We predict that 2024 is going to be hard work for our team with everything we have planned, but we know we can do it and we'll be making sure we are doing our best to provide support and help our retailer's businesses to thrive. **e**



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"The sexual wellness market in Poland is expanding notably"

Kamila Hrecka, founder of Polish retailer N69, enlightens pleasure pros on the Polish market

Kamila Hrecka, founder of retail shop N69 in Warsaw, Poland



As sexual health makes its way around the world, more conservative and traditionally religious European countries are moving towards a more open, accepting view of sex toy retail. According to Kamila Hrecka, founder of retail shop N69 in Warsaw, Poland is no exception, and Polish youth are ensuring their country stays ahead of the game. Hrecka founded her retail business on the same type of values that commonly fuel modern adult businesses. N69 aims to dissolve taboos and stigmas while providing authentic, accessible sex education to both in-store shoppers in Warsaw and visitors to N69's online shop.

Who founded N69? What was the original philosophy behind the business?

Kamila Hrecka: I am the founder of N69, Kamila Hrecka. I am the visionary behind its inception, and I conceptualized and initiated the venture. I am responsible for setting the business's tone and establishing its core values. I possess a deep understanding of the industry



with knowledge for products and service.

I am a professional sex educator who specializes in providing comprehensive and accurate information about various aspects of human sexuality. My commitment to sexual education helps make successful enterprise of N69 and for our clients make a way to dispel taboos and stereotypes surrounding sex, encouraging healthy communication, exploration, and experiencing intimacy and pleasure.

Is it difficult to open and run an adult business in Poland? How

do Polish people feel about sexual wellness in general?

Kamila: Community attitudes and sensitivities can vary, and it's important to be aware of and respectful toward local cultural norms. Polish communities may be more conservative, and understanding the local context can be crucial for the success of the business. It's important to be aware of any limitations on marketing and promotional activities. Undeniably, the sexual wellness market in Poland is expanding notably in the realm of sexual health and enjoyment. Also, there's an increasing interest in sexual wellness items like sex toys, lubricants, and personal care



Kamila is a professional sex educator

products. This rise is fueled by reduced social stigma and greater recognition of the advantages they bring in terms of pleasure and well-being.

Are new, younger generations bringing new attitudes about sex to Poland? How do young people feel about discussing sexual health?

Kamila: Poland, like many other countries, has seen some changes in societal attitudes towards sex. Younger generations tend to be more open-minded and progressive on matters related to sexuality. They often display a greater level of openness and awareness and they may be more willing to talk about topics such as contraception, sexually transmitted infections, and reproductive health, contributing to a more informed and empowered approach to sexual well-being. Many young people advocate for comprehensive and inclusive sex education that covers a wide range of topics, including consent, LGBTQ+ issues, and relationships. While there is progress, challenges still exist. It's important to note that attitudes are diverse, and individual experiences can vary widely.

What kind of sex toys are most popular with your customers? Are there any particular types



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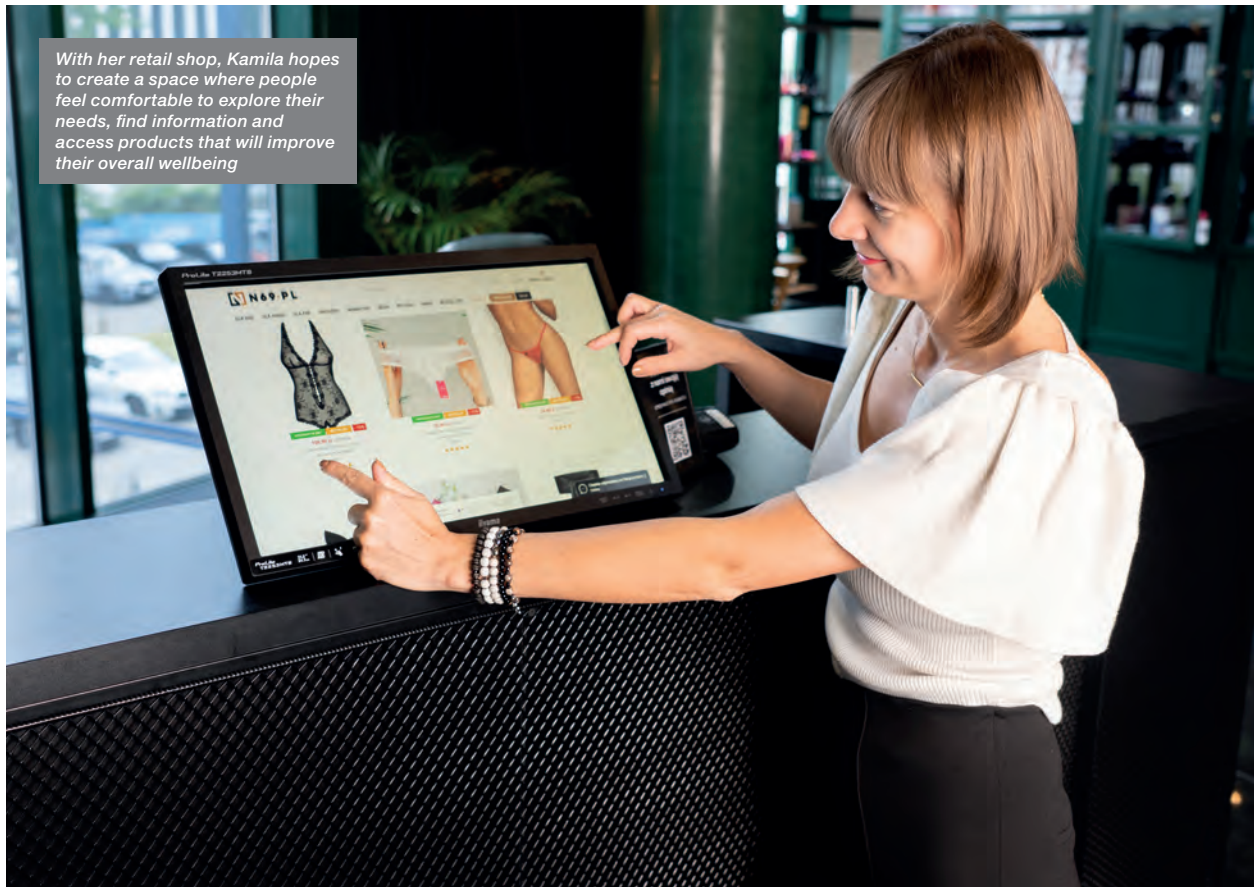
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With her retail shop, Kamila hopes to create a space where people feel comfortable to explore their needs, find information and access products that will improve their overall wellbeing

of toys or categories that sell the best?

Kamila: Probably sex toys for women are the most popular category. Sex toys offer a safe and private way to explore what feels good and discover different sensations. They provide a means for women to achieve sexual pleasure and satisfaction on their own terms, without relying on a partner. For many women, it's about pleasure, exploration, and a means of taking control of their sexual experiences. This autonomy can be empowering and liberating. Sex toys aren't just about pleasure; they can also contribute to sexual health. As women become more informed about sexual

wellness and the variety of available products, they might be more inclined to explore and incorporate sex toys into their lives.

What kind of retail shop is N69? Is there a certain vibe or feeling about sexual wellness you hope to show to customers? And what does the store name 'N69' mean (though we can probably take a good guess)?

Kamila: N69 is an abbreviation of NUMBER 69 :) We want customers to feel welcomed, understood, and respected, free from any stigma or taboos. Our hope is to create a space where

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people feel comfortable exploring their needs, finding information, and accessing products that enhance their overall well-being. Ultimately, We aim to foster a positive, inclusive, and empowering experience around sexual wellness, promoting healthy communication, self-discovery, and pleasure without any pressure or discomfort. Our aim is to assist each customer in discovering the ideal erotic accessory. Our consultants are ready to offer guidance and support in making a selection, whether it's online or at our fully stocked boutique located in Warsaw.

Where do you hope to take your career with N69 over the next few years? What do you hope to accomplish for yourself and your staff so you can continue to find success?

Kamila: The company plans to expand its operations over the next few years by diversifying its product offerings, targeting new markets, and potentially opening new locations. For the staff, we aspire to create a work environment that fosters growth, where they feel valued and motivated to achieve success. N69 is a unique place where professionalism goes hand in hand with eroticism. We aim for the company to become a leader in the adult shop industry through innovation, excellent customer service, and a wide range of products that cater to diverse customer needs.

How does the N69 team stay involved in the industry? How do you interact with your colleagues and clients to maintain positive business relationships?

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Kamila: The company team stays engaged in the industry through the thematic conferences, trade shows, and events to stay updated on the latest trends, innovations, and market demands. Additionally, they participate in forums, online communities, and professional groups related to the adult industry. Moreover, we conduct surveys to understand consumer behavior and preferences, enabling them to adapt their strategies accordingly. This continuous interaction and feedback loop with both colleagues and clients help the company to stay on top of trends and maintain successful business relationships within the industry.

What are your plans to keep N69 on top of sexual health trends in Poland over the next few years?

Kamila: Keeping abreast of sexual health trends in Poland is essential for any company invested in this field. We also want to collaborate with local health organizations, experts, and professionals in sexual health to gain insights into emerging trends and best practices. We're continuously innovating and developing of products or services that align with evolving sexual health needs and preferences. This could involve technological advancements, new formulations, or adapting to changing cultural attitudes. We will offer educational resources and campaigns to increase awareness about sexual health issues and promote a better understanding of related trends among the Polish population. To us, there's no place for shame in our dictionary, and we want to erase taboo from our client's minds.



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

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of Vinergy GmbH



Being condom experts, did you open a bottle of champagne when you learned about the results of this survey?

Jan and Eva Krause: Over the course of the past few years, it became increasingly apparent that condoms would eventually become the most popular contraceptive in Germany, overtaking the birth control pill. The Federal Centre for Health Education had done a similar study in 2018, and among the 18 to 29-year-olds, condoms had already been more widely used than the birth control pill back then. Since then, this trend has spread throughout all age groups. And to get back to your question, yes, we are happy that condoms are becoming more popular as they also offer other advantages apart from contraception. I'd also like to mention that this development is not just limited to Germany.

On November 16, 2023, the Federal Centre for Health Education, a federal authority within German Federal Ministry of Health, published the results of a survey about contraception and safer sex in Germany. One of the most attention-grabbing details this report revealed was that condoms are now the most popular contraceptive, overtaking the birth control pill. EAN discusses the news with Jan and Eva Krause, who run Vinergy GmbH, the company behind the Mister Size condom brand.

Is it soon to proclaim a 'comeback' or a 'renaissance' of the good old condom?

Jan and Eva Krause: Given that this trend has been gaining momentum for several years now – and considering

that condoms also offer protection against sexually transmitted diseases in addition to hormone-free contraception – we are sure that this ‘comeback’ will continue for years to come, and not just in Germany but worldwide.

The Centre for Health Education stated that the growing popularity of condoms had to do with people becoming more critical of hormonal contraception. Is this an extension of the trend for conscious consumption which can also be seen in our industry, with people looking for organic ingredients, safe materials, etc.?

Jan and Eva Krause: Yes, definitely. We also see this trend in the condom market. We get lots of questions from consumers who want to know more about the materials, etc. Being medical products, condoms generally have to meet high quality standards. Also, the industry is working on new materials that should be even more in line with the changing consumer preferences.

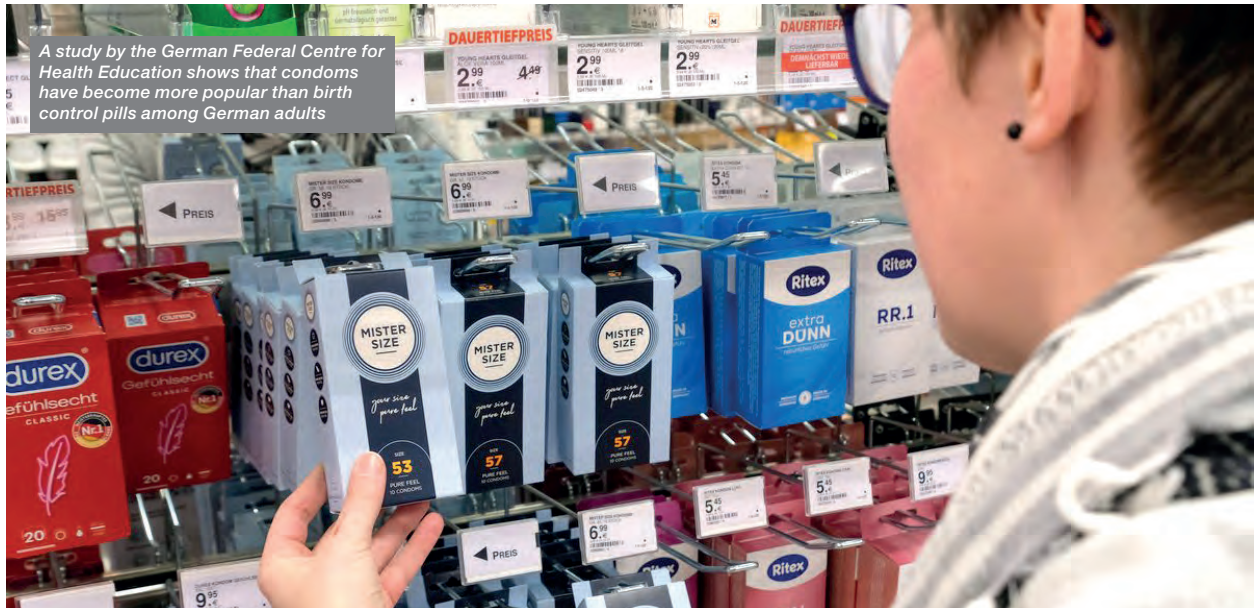
Do the results of this study indicate that the consumers are more aware of the positive aspects of condoms than they were a few years ago?

Jan and Eva Krause: The study of the Centre for Health Education shows which criteria people apply when picking their contraceptive of choice: 1) ‘safe and reliable’, 2) ‘easy to use, comfortable’, 3. ‘body-compatible’, and 4) ‘easy to get.’ However, looking at the results of the survey, < 11 % of the interviewees stated that ‘additional protection against STDs’ was not really an important criterion for them. So, obviously there are still lots of people who underestimate the fact that condoms are the only contraceptive that prevents unwanted pregnancies while also protecting against sexually transmitted diseases. And given that there more than 500,000 new STD infections in Europe every year – with an upwards tendency -, that is a message that we definitely have to hammer home.

The study created lots of media interest. You two were even asked for a radio interview to provide some expert insights. What are your takeaways from this interview?

Jan and Eva Krause: Radio station Deutschlandfunk wanted to use the attention created by the survey to educate people about the importance of the right condom size and how that makes safe sex even safer. The standard condom size only





really fits 50% of condom users (for 40%, the standard size is too tight, for 10% it is too big.) However, having a perfect fit makes condoms safer, and it also makes safe sex more pleasurable; as a matter of fact, many condom users have stated that finding the right condom size is a real 'game changer.' Which brings us back to our own mantra: When condoms are comfortable to wear, more people will use them.

How can or should the erotic retail trade respond to the developments made apparent by the survey? How can they benefit from the new popularity of condoms?

Jan und Eva Krause: For a while, people were primarily picking condoms based on the colour or flavour, but we feel this trend is waning. Of course, coloured and flavoured condoms still have their place in the market, but the customers have

generally "matured" and are now picking condoms based on criteria such as user comfort, which obviously depends on the fit of the condom. The most important thing is to know about this trend and have the necessary information so you are able to provide great advice to your customers and present the products in any business model (B2C, B2B, online, offline.) We have a blog where you can always get the latest information about condom trends - <https://www.mistersize.de/blog> - and of course, we are also here to answer any questions people might have. Plus, when it comes to finding the right condom, we have measurement tools that retailers can use to provide easy and quick solutions to their customers. There is even a dark blue stripe on all MISTER SIZE boxes that indicates the size of the condoms, making it easier for consumers to pick the right product in the store. And if these trends have inspired you to add your own private label condom brand – we can also help you with that.



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Creating something unique with your own two hands that the customers love - as far as Pawel Graczyk and his colleagues at WHIPS Collection are concerned, that is one of the most fulfilling things you can do. As it turns out, this latest edition of Monthly Mayhem is full of unique things, from magical apple pie to Bohemian Rhapsody, from Guiseppe Tornatore to thick beards.

How does it feel to make products with your own hands while we all live in a world of mass-produced goods?

Pawel Graczyk: Well, we are proud of our persistence in delivering something unique, especially since keeping all of these collections handmade is not always a bed of roses. However, we have perfected traditional leathercraft, and our customers love it, which is the best reward for us.

What was your childhood ambition?

Pawel Graczyk: To become a journalist.

How did you get into the industry?

Pawel Graczyk: It was the industry that got us. Our leathercraft caught the eye of Polish companies and we were asked to try to create a unique brand of top quality products

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

Pawel Graczyk: Trying to get into this industry I guess.

What was the biggest step in your career?

Pawel Graczyk: Visiting eroFame of course!

Where do you see yourself in 10 years' time?

Pawel Graczyk: I never look that far ahead; I prefer enjoying where I am now.

How do you envision the future of the industry?

Pawel Graczyk: In bright colours!

What is your idea of a perfect working day?

Pawel Graczyk

Questions & Answers

Pawel Graczyk: To make something that has a lasting impact on the industry.

How do you relax after work?

Pawel Graczyk: Playing the piano and walking the dog.

Who would you consider your role model and why?

Pawel Graczyk: I can't narrow it down to just one person. I have met lots of people who brought something special to my life, and I'm thankful for every lesson I learned from them.

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

Pawel Graczyk: My neighbour for the best apple pies! I mean seriously, pies just don't get that good, there's some sort of black magic going on!

Which personal success are you proud of?

Pawel Graczyk: Getting to know my wife! Honey, I hope you read this!

What do you particularly like about yourself?

Pawel Graczyk: My thick beard.

Which vice could you never forgive?

Pawel Graczyk: Dishonesty.

What song do you sing in the shower?

Pawel Graczyk: I highly doubt we could call it singing, but sometimes I give it a go with 'Bohemian Rhapsody'.

Who would you never ever like to see naked?

Pawel Graczyk: Let's not get political...



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

Pawel Graczyk: I would love everyone to see 'The Legend of 1900' by Giuseppe Tornatore. I'd go with anyone willing to see it.

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

Pawel Graczyk: I love to relax in a house by the lake and spend some time in nature. That's always my first choice for holiday.

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

Pawel Graczyk: - WHIPS handcuffs as it is better to have and don't need than to need and don't have

- Harry Potter books to keep the magic alive
- Maybe a fishing rod - I guess I need some food there, right?

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

Pawel Graczyk: My dog.

Is there anything you would never do again?

Pawel Graczyk: Doubt myself.

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

Pawel Graczyk: Check above ?





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