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letter from the editor  
Dear Ladies and Gentlemen

A lot has been said about the bricks-and-mortar retail trade, and most of this conversation tends to focus on the problems that retailers have been facing for the past several years. So, it is only fair that we also highlight the success stories that still happen in this segment, such as Saints & Sinners celebrating their 20th anniversary. 20 years is a long time in any market, especially in one that is still relatively young - and that has been faced with all manner of challenges throughout the years. The fact that Sue Judge and Mark Entwistle, the founders of Saints & Sinners, have braved all of these adverse circumstances and keep pushing ahead is truly laudable, and it shows just how much of their hearts and passion they pour into their business.

That's it for this month!  
Matthias Johnson

## Orgie presents: Dual Vibe! Kissable Liquid Vibrator

Pinã Colada & Sex On The Beach

**Caldas da Rainha, Portugal - Dual Vibe! is the perfect fusion of tantalizing flavors and gentle vibrations, making it a must-have addition to any intimate encounter.**

In the opposite of all liquid vibrators in the market, Dual Vibe! delivers its effectiveness and genuine flavors, no trace of taste from any other ingredient of the formulation. Crafted with care, these arousal intimate gels are infused with the same active ingredients sourced from the Amazon Rainforest region that have made Orgie Company's Sexy Vibe! line of liquid vibrators a best-seller. "Our goal was to create a line of liquid vibrators with lower vibration intensity to be more comfortable for oral sex, delicious and genuine taste - without crossing with other ingredients of the formula, and still maintain the effectiveness of the sensory sensations that make our line Sexy Vibe! line



and our other liquid vibrator products Hemp! Intense Orgasm, She-Spot, Electric Fellation, Orgasm Drops Vibe!, and

Touro XXXL so prestigious in all the markets we serve," Raquel Shaw, COO Orgie Company, says. Drawing inspiration from the tropical allure of classic cocktails, Dual Vibe! Pinã Colada with vibration intensity 4 and Dual Vibe! Sex on The Beach with vibration intensity 3 bring a touch of sophistication to intimate moments. Each product offers a unique flavor profile designed to titillate the taste buds while the milder, yet very satisfying, vibration effect of Dual Vibe! adds an extra layer of excitement to oral sex, making it more comfortable and pleasurable.



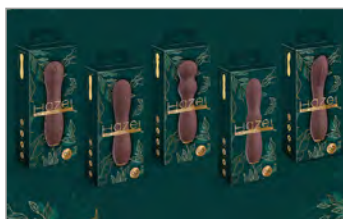


## HAZEL vibrators from You2Toys for versatile love games

New at ORION Wholesale

*Flensburg, Germany - ORION Wholesale is now launching HAZEL, a new You2Toys series of impressive little power vibes for breathtaking pleasure.*

The collection consists of five compact sex toys in the colour hazelnut. They have a velvety Soft Touch texture as well as little extras for that special pleasure experience. The head of the vibrators is also flexible, making it easy to reach every external and internal hot-spot. Each toy has 10 vibration



modes that can be conveniently controlled with a one-button control. The powerful motors are charged via the included USB cable.

The sex toys from HAZEL are delivered in a cardboard packaging with multi-lingual product descriptions. **e**



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# Nuei Cosmetics consolidates its presence in Europe

Participation in the recent edition of 'Shots Goes Wild'

**Barcelona, Spain - Nowadays, understanding and connecting with the target audience is crucial for success.**



That's what Nuei's participation in the annual SHOTS fair has been about—a three-day event where customers have been able to delve deeper into the participating brands. Nuei Cosmetics was present and confirmed that the brand continues to position itself throughout Europe, offering its high-quality products to new markets and establishing new business relationships with international clients. Among its entire catalog, Naturfluid, Nuei's new water-based lubricant, surprised attendees by offering a

highly competitive alternative to silicone-based lubricants at a time when silicone prices are skyrocketing. Additionally, the two new additions to the Oh! Holy Mary line generated great interest and anticipation. This is how Nuei Cosmetics continues to bet on innovation and differentiation, offering its customers products created in Spain and developed with natural ingredients, without parabens, gluten, or sugars. These products are developed without any animal cruelty and are 100% vegan.

e

## Graphity and Silvery



Alicante, Spain - International Lovecherry launches Graphity and Silvery, the new wands from the Action brand. Graphity and Silvery have a powerful engine to create a supreme pleasure with incredible pleasurable features. Product: characteristics: 20 vibration modes, 8 adjustable speeds, hyper powerful vibrations, silky smooth high quality silicone head, flexible neck/head, user friendly panel, wireless, USB

rechargeable, noise level: <40, total measurements: 29.5 cm x 5.5 cm Graphity and Silvery have a flexible neck/head that moves back and forward for impressive stimulation and to enjoy the wonderful vibration modes and speeds. Available in both graphite and chrome finish. Like the rest of the Action family, Graphity and Silvery are USB rechargeable, made of extra soft and high quality silicone and very silent.

e



## Le Wand debuts Petite Wand in new navy color

Rechargeable Massager now available in timeless midnight blue shade

**New York, USA - Le Wand's award-winning Petite rechargeable wand massager is now available in a classic navy-blue shade that represents the essence of the famed Christian Dior quote, 'Midnight blue is the only color that can ever compete with black.'**

The timeless color exudes sophistication and elegance with its simplicity that also appeals to a broad range of consumers. The versatile shade is stylish and associated with relaxation as it offers a calming effect that can help facilitate a pleasurable masturbation ses-



sion. "The new navy shade will be a hit with any consumer looking for a versatile, sleek massager that matches their own personal chic, classic style," Le Wand founder and CEO Alicia Sinclair Rosen said.

e

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# SHOTS is distributing Doc Johnson's Ritual line

6 bright-coloured vibrators

***Beneden-Leeuwen, The Netherlands - Doc Johnson has announced the release of its highly awaited product line Ritual. As the exclusive distributor for Doc Johnson and its entire collection SHOTS is excited to announce that for Europe the products are now available for shipping.***



The Ritual product line includes 6 bright-coloured vibrators that are a sight to behold. With the shiny gold details on the colourful packaging, these vibrators are sure to catch the eye of all costumers. Not only are they visually appealing, it's also about delivering a meaningful pleasure product experience. With the remarkable design, high-quality soft silicone, and waterproof construction these vibrators are a must-have addition to any collection, the company says. According to Roos-Anne, Head of

Marketing at SHOTS, we should celebrate every day as a new beginning with soulful moments: "Transform daily routines into meaningful rituals with Ritual! Take a moment to set your intentions, breathe in positivity, and let go of any negativity holding you back. Find happiness in the smallest things and turn everyday routines into more meaningful rituals." SHOTS is celebrating the launch of Ritual with a special promotion: order 6 pieces and receive 6 free Ritual lubes along with one free display. **e**

## The Endless Orgasm Vibrator from XOCOON



Wijchen, The Netherlands - XOCOON's newest product, the Endless Orgasm Vibrator, is a flexible G-spot vibrator with a clitoris stimulator. This remarkable design redefines the boundaries of ecstasy, providing an unrivalled experience for both solo explorations and shared intimacy. Designed to maintain

constant contact with the clitoris, even in the most intense moments, the Endless Orgasm Vibrator boasts an innovative design that flexes effortlessly to deliver powerful vibrations simultaneously to the G-spot and clitoris. XOCOON's Endless Orgasm Vibrator is available at SCALA. **e**



## INTENSE PUMP

Dreamlove releases new penis pump line

**Seville, Spain - With INTENSE PUMP Dreamlove want men to discover the best way to improve their sexual performance, penis size and stamina.**

INTENSE PUMP pumps offer authentic benefits and real satisfaction, the company says. They help to achieve an erection more easily using a vacuum system that causes blood to concentrate in the penis when it is still flaccid. The erection is achieved and maintained by means of a comfortable and hermetic seal at the base of the body, just



at the junction of the penis with the pubis, thanks to which the blood is kept in the trunk. Thanks to the sleeve, the seal is firm, comfortable and tight without squeezing. In addition, all products can be combined with the pump vibrating bullet and with the pleasure sleeve masturbator sleeve. This accessory turns the pump into a masturbator. **e**

**Lola** games

# FANTASY

Discover Ducky 2.0 - now with super powerful motor,  
10 vacuum-waved patterns, rewind mode and magnetic charger



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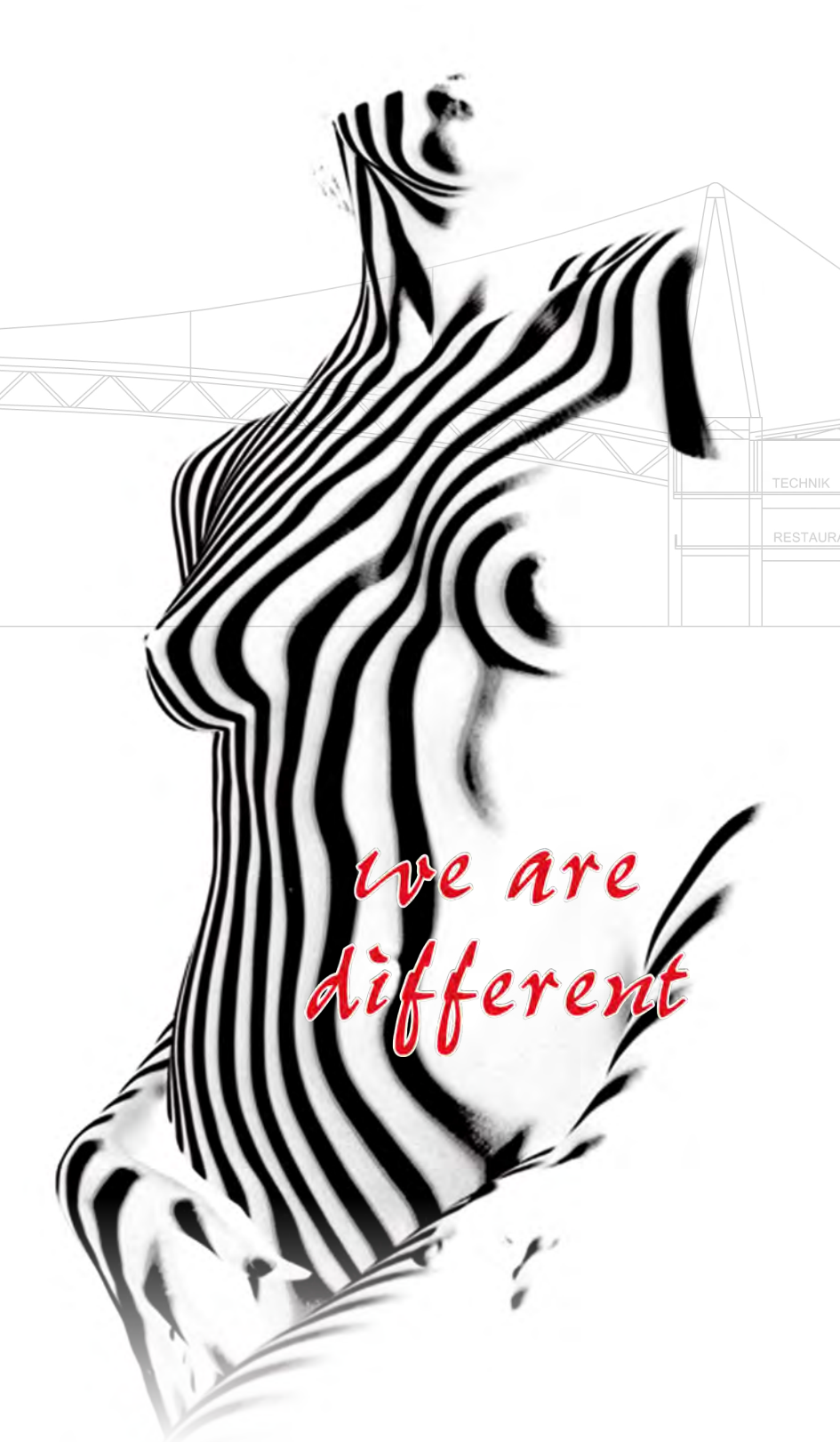
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As of June 29th, 2023

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Germany

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## Womanizer is launching 'Wave'

The first ever showerhead made specifically for masturbation

**Berlin, Germany - Womanizer has announced the launch of the world's first showerhead created specifically for masturbation, in collaboration with premium bathroom products manufacturer hansgrohe.**



With jet settings created for the most pleasurable sensations via the natural element of water, Womanizer Wave allows vulva owners to now masturbate in their shower with a showerhead created exactly for this purpose. Compared to a normal showerhead, the User Research Team survey reveals that Wave's stimulation is 94% more pleasant, 88% more arousing and 86% more suitable for masturbation. The three patented pleasure jet types have been created for dual purposes – for stimulation and use in showers.

Among these, PleasureJet is known for its constant, rhythmic stimulations, while PleasureWhirl is appreciated for its stimulating and surprising movements. Meanwhile, the 2-in-1 Wave can also be used for a normal shower experience; PowderRain has become hansgrohe's most popular jet, offering a gentle and calming showering experience. Users can conveniently adjust the intensity using a slider element, while easily changing between the jet settings by briefly pressing the switch – all with one hand.

e

## Sex & Mischief Brat – misbehaving has never felt this good



Axel, The Netherlands - Tonga is adding a new Sex & Mischief collection to the range, called Brat. Brat is a fresh take on Sportsheets' celebrated line of affordable bondage toys and accessories designed to introduce customers to new play and enhance their sexual experiences. The collection includes 10 products, such as paddles,

handcuffs, and sensory fingertips, which are the first of their kind in the mass market. The Brat collection caters to both beginners and experienced BDSM users, with clear instructions to ensure ease of use. Sportsheets wants to provide a fun, flirty, and slightly naughty line of products that can spice up bondage and role play.

e

# Female Libido Boosters

## Ducky 2.0

New from Lola Games

**Prague, Czech Republic - Lola Games has upgraded their popular Fantasy collection leading to the introduction of their newest product – the Ducky 2.0 vacuum wave stimulator.**

The stimulator boasts ten vibration modes with two buttons to make adjustments. Additionally, one button allows for easy mode switching in reverse order. Thanks to its magnetic charging capabilities, the device is charged using the package-included USB cable in a mere hour. The device also has a low noise level making it comfortable to use anytime, anywhere! As before the Ducky 2.0 vacuum wave stimulator is made from



eco-friendly hypoallergenic silicone, providing users with a soft, delicate touch. Its nozzle diameter is just 1cm, making it the perfect guide to pleasure and effectively targeting the most sensitive female organ. With IPX7 water resistance, users with all sensitivities can even experience multiple orgasms underwater. To enhance the user experience, the stimulator comes in three color variations – violet, blush pink, and yellow. e



**Wholesale**

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# Revolution from NS Novelties now available at SCALA

Earthquake, Hurricane, and Tsunami

***Wijchen, The Netherlands - SCALA announces the arrival of Revolution from NS Novelties, the latest collection of powerful gyrating vibrators from NS Novelties.***



With their groundbreaking motors and innovative design, Revolution vibrators offer an unprecedented level of pleasure and satisfaction for the advanced player. The three models available, Earthquake, Hurricane, and Tsunami, promise an exhilarating ride on the merry-go-round of pleasure. Revolution vibrators have been meticulously crafted to deliver unmatched movements and sensations. Whether you prefer gentle waves or intense pulsations, Revolution has something to fulfill every desire. Each vibrator features an ergonomic design, ensuring a comfortable fit and effortless maneuverability. The premium silicone construc-

tion adds a luxurious touch and feels velvety-smooth against the skin. One of the most exciting features of Revolution vibrators is their wireless remote control, allowing users to explore hands-free pleasure in a new and exhilarating way. Whether you're enjoying a solo session or inviting a partner to join in, the remote control adds an element of surprise and excitement to your playtime. Revolution vibrators are rechargeable, ensuring that you never run out of power in the heat of the moment. With three speeds to choose from, you can customize your experience to suit your preferences, whether you're seeking a slow build-up or an explosive climax. **e**

## The Festival line



Alicante, Spain - When looking for an adult toy that is out of the ordinary, International Lovecherry ([www.lovecherry.es](http://www.lovecherry.es)) offers the Festival line from the Latetobed brand with special shapes, innovative designs and made of high quality materials. Festival toys with their smart designs and colours

provide extra stimulation many people expect from sex toys. Festival toys come into play showing a complete range of stylish, innovative and funny stimulators: different sizes, ergonomic shapes, made of soft premium silicone, different colours, USB rechargeable, fine packaging, etc. **e**



# PLEASURES

L I N G E R I E

*New lingerie collection*



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## BUSINESS meets PLEASURE

Training Days 2023 at ORION Wholesale

***Flensburg, Germany - On the 15th and 16th of June 2023, the ORION Wholesale Training Days went into the third round.***



More than 80 guests from 15 countries followed the invitation to the company headquarters in Flensburg and were enthusiastic about a successful, relaxed event with great conversations and discussions under the best summer weather in Flensburg. True to the motto 'BUSINESS meets PLEASURE', the guests at the third ORION Training Days were once again able to take part in workshops and product training sessions in various small groups. They were given exclusive insights into the upcoming ORION Wholesale

innovations as well as tours of the company. To round off the whole event, partner companies such as Pipedream, Shunga, COTR, Fleshlight, SVAKOM, Lovehoney and The Handy also gave product trainings at the ORION Training Days and presented new products. Fun was also on the menu during the third ORION Training Days: while the first evening was celebrated with a regional barbecue buffet directly at the ORION headquarters, the second evening was spent traditionally at 'Mäders' directly at the Flensburg Fjord. **e**

## Oh My G! exclusively available at SCALA



Wijchen, The Netherlands - SCALA is thrilled to present the newest addition to its exquisite lingerie assortment: Oh My G! This exclusive lingerie brand brings three distinct collections to the market, each featuring unique styles and crafted with the utmost care using high-quality fabrics. The Las Vegas collection is designed to rock the world. Perfect for clubbing or setting the mood for a night of passion,

this collection offers sexy bodies, glittery tights, and more. The Tokyo collection is inspired by the vibrant energy of the city. Unleash your inner sensuality with these captivating designs that will make you look and feel incredibly sexy. The Paris collection transports you to the city of love. Indulge in luxurious lace and golden details that exude romance and elegance. **e**



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# SCALA



## Patrick Mallaise appointed new Sales Director at Mystim

A new challenge after 16 years working for SIGN Magazine

**Alzenau, Germany - Mystim GmbH has signed up Patrick Mallaise, the former Director of Sales and Marketing of SIGN Magazine, and appointed him as its new Sales Director International.**



„I have known Patrick for many years and we have had a sincere friendship for a long time. Apart from the mutual friendship, I have always appreciated Patrick for his commitment, his diligence and his work ethic,“ says Christoph Hofmann, Managing Director of Mystim GmbH. „We are very happy that we were able to win Patrick for Mystim and we are looking forward to working with him.“ Patrick, who has already made a name for himself in the industry in recent years as Director of Sales and Marketing of SIGN Magazine, began his career in 1995

with the Dutch Army, where he was employed until 2005. Between 2005 and 2007, the father of 3 daughters hired out in the egg - wholesale trade and gained his first sales experience here, until he finally moved to SIGN Magazine in 2007, where he has worked for the last 16 years. „After 16 years, it was time for a new challenge. I am very happy to join Mystim and to stay in touch with many people in the industry,“ says Mallaise, who speaks German and English as well as French and Dutch. Patrick can now be reached at [Patrick@mystim.com](mailto:Patrick@mystim.com). **e**

## Introducing Justin+Simon at SCALA



Wijchen, The Netherlands - SCALA is announcing the addition of Justin+Simon to its collection of menswear brands. Justin+Simon offers a range of ethically made men's underwear that combines style, functionality, and exceptional comfort. In the search for men's underwear that not only looks good but also feels great, Justin+Simon stands out as a brand dedicated to

providing high-quality products. Each piece is carefully crafted using soft, breathable fabrics that ensure a luxurious wearing experience. One standout feature of Justin+Simon underwear is its versatility. While designed primarily as underwear, the styles are also suitable for use as swimwear. The fabric used is chlorine resistant, making it suitable for pool or beach activities. **e**

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## XR Brands introduces 'Vibra-Crescent' from Master Series

Powerful vibrations & premium silicone enhance the fan-favorite curved dildo

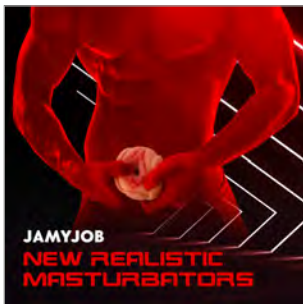
**Huntington Beach, USA - XR Brands is proud to present the newest addition to their top-selling, award-winning Master Series collection of advanced fetish and BDSM gear: the 10X Vibra-Crescent Vibrating Silicone Dual Ended Dildo.**




This exciting new prostate and G-spot stimulator adds powerful vibration and premium silicone construction to the perennially popular crescent shaped double-ended dildo. The signature crescent shape gives users the leverage they need to easily stimulate the prostate or G-spot while the smooth silicone ends offer a softer sensation than those made of metals or plastics. The Vibra-Crescent is covered with smooth, premium silicone that is phthalate-free and body-safe, and its

waterproof and rechargeable shape is powered by 3 speeds and 7 intense patterns of rumbling vibration. "The 10X Vibra-Crescent Vibrating Silicone Dual Ended Dildo is something our customers have been waiting for and we're so excited for them to get it!" XR Brands President Rebecca Weinberg said. The 10X Vibra-Crescent Vibrating Silicone Dual Ended Dildo is made with ABS plastic and silicone. It is available in Black and Silver and comes complete with a USB charging cable. 

## Jamyjob Signature Collection



Seville, Spain - The new collection of realistic masturbators from the Signature Collection range is here! The realistic shape, with a replica exactly the same as the vagina, makes this series an essential masturbator for any man. Made of TPR safe for the body, the realistically designed masturbators simulate an amazing combination of

vaginal sex with anal sensation and offers a stimulating sucking effect. Thanks to the completely manual operation and its compact size, men can easily travel with it, because no matter where they are, the Jamyjob Signature Collection will always be ready to give them and the best part of their body some impressive moments of pleasure. 



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**HOT**

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# High-Quality costumes and accessories for sexy role play

ORION Wholesale

***Flensburg, Germany - Hot role play and the thrill of slipping into a different role are becoming more and more popular.***



That's why ORION Wholesale has once again expanded its broad range with new costumes: whether sexy nurse who gets the pulse racing, a permissive waitress with that certain something extra or a naughty dominatrix for special kinds of play – there are no limits to the imagination! All costumes are made of the highest quality materials with great attention to detail and are available under the 'Cottelli Costumes' label in promotional and environmentally

friendly packaging. To complete the transformation, the wigs from 'Cottelli Accessoires' are the perfect choice: whether playful lolita, platinum blonde vamp or lascivious seductress with a long, black mane – wigs highlight and enhance the look. And the masks, also from 'Cottelli Accessoires', are the icing on the cake for the perfect masquerade – elegant, sexy and mysterious, they are also a seductive eye-catcher when worn entirely on their own.

e

## Blush expands 'Anal Adventures Matrix'



Garden City, USA - Blush has proudly expanded the popular Anal Adventures Matrix collection with eight new options made with the brand's signature iridescent platinum-cured Puria Silicone. Featuring two anal training kits and six new shapes, Anal Adventures Matrix boasts greater variety and enhanced pleasure features – including hollow rattle-like plugs with a ball bearing inside that makes a tapping, vibration-like sensation with every move. "Consumers

have really embraced Anal Adventures Matrix and its attention to quality and detail," Blush Sales Manager Nancy Cosimini said. "The plugs are not only beautiful to look at, but they also deliver unique stimulation. Anal play and products continue to grow in popularity, and we are proud to develop high quality, fun plugs and kits that meet demand and with eye-catching packaging and competitive pricing for retailers."

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# JERSEY JOCKSTRAPS

Sexy jockstraps made by Sport Fuck



## XR Brands debuts 'Bedroom Bliss'

Innovative, high-end 'passion pillows' transform partnered pleasure with comfort & support

**Huntington Beach, USA - XR Brands is proudly shipping Bedroom Bliss, a series of position aids that brings ergonomic comfort and durable support into couples' sex lives and BDSM play.**



Allowing for deeper insertion and an adventurous variety of positions, Bedroom Bliss gives retailers a fully packaged and merchandised brand of firm moisture-resistant foam cushions that transforms the way couples can play. Bedroom Bliss lightweight position cushions are made with high-density, durable foam that keeps its shape underneath the user's body weight, giving them the power to lift the hips, back, knees, chest, head, and more for easier, more comfortable access. Their velvety soft outer layer and a water-resistant inner layer are removable and machine washable, making it easy to keep them clean

and in great condition. "Sex furniture is so hot right now, thanks to popular TV series shining a spotlight on all the ways couples can create pleasure palaces in their homes and play spaces," XR Brands President Rebecca Weinberg said. "Cushions and aids from Bedroom Bliss are the perfect low stakes way for folks to start building the sex room of their dreams, or simply enhance their intimacy and pleasure by making positions and activities feel more comfortable and accessible. We're thrilled to welcome Bedroom Bliss to the XR Brands catalog, and we look forward to our customers getting them in stock."

e

## New at SCALA: Mose Rabbit Thruster from ZALO



Wijchen, The Netherlands - Not just an average rabbit vibrator, the Mose Rabbit Thruster offers an extraordinary experience. It's quiet design and innovative PowerThrust patented technology provide a 15mm thrusting motion that will take pleasure to new heights. The

interactive interface allows for effortless control and customization, while the dual stimulation of the G-spot and clitoris intensifies pleasure. But that's not all - the Mose Rabbit Thruster also features a heating function, adding a gentle warmth to the playtime.

e

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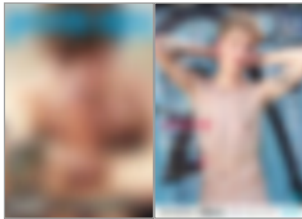
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# Dreamboys and PornUp

Chris Baer Publishing UG offers print magazines for gay shops

***Berlin, Germany - The Dreamboys magazine has been on the market since 2001. It's a softcore magazine (16+) which features hot models from the leading gay studios and hot stories.***

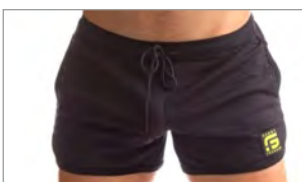


It's published monthly and available both in newstands and sexshops/gayshops in Germany, Austria and Switzerland. It was first published by Bruno Gmunder and later by B-World Media until their bankruptcy in 2022. Then Chris Baer Publishing UG took over the Dreamboys magazine but also the PornUp magazine. They re-launched PornUp last year with huge success. PornUp is a hardcore magazine - also published monthly and always with a full hardcore DVD. Its available in English and German and sold in both EU and US. In July Chris Baer Publishing UG is re-launching Dreamboys! It will be German

only and softcore like before, but now exclusive stories and exclusive photosets with both German and European models made by the company's inhouse team in Berlin and London are also added. The magazine will be packed with everything from pornstars and content creators to newcomers and boy next door kind of models. "We are always looking for more retailers to carry our magazine, and it can be bought directly from us or from Kraho and VPS", Chris Baer says. Interested parties please contact: Chris Baer Publishing UG, Mühlenstrasse 8A 14167 Berlin, Germany, mail@chrisbaer.de



## Jersey Shorts made by Sport Fucker – Now available at Dusedo



Amsterdam, The Netherlands - Sport Fucker has launched a new Jersey Short that is now available in DUSED0's range. The black Mesh Jersey Short is inspired

by the 'high cut style' of the 1970's, has a drawstring waist and two pockets. It is made of 100% PES. Sizes S to XXL are available to choose from.





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## Thermo-reactive Real Love in new colours

Tonga

***Axel, The Netherlands - Anyone who's familiar with the Dream Toys product ranges might know the thermo-reactive Real Love dildos, that are – until now - available in black and light skin colour.***



Now Tonga comes out with new colours for these dildos. This summer you'll find 4 different designs of Real Love dildos in 2 colours each: purple and fuchsia pink. They will be available in mid-July. Dual Density- The premium silicone dildo is a realistic dildo with a Dual Density Shaft. This means it has a firm inner core that is filled with patented Silexpan material, and a soft, lifelike silicone outside. This adds to the experience when using this toy: penetration will feel like it's the real thing! The glans and veins also contribute to this ex-

perience. The dildo has a suction cup base, so that it will stick firmly to any smooth surface. The purple and pink Real Love dildos are available without balls in 15cm (6 inch) and 19 cm (7.5 inch) lengths, and as dildos with balls in 18 cm (7 inch) and 21 cm (8.5 inch) lengths. Thermo-reactive - Another great feature of the new premium silicone dildos is that they have Thermo Reactive properties. The dildos will become softer when they're heated in water or a microwave, and harder when they're cooled in water or the fridge.

e

## Dreamlove introduces Violet Myers



Seville, Spain - Deliciously curvaceous in all the right places, Violet Myers was born in Los Angeles, California in 1997. The half-Latina, half-Turkish began her modeling career on social media, often posting stunning seductive images and videos that quickly went viral. As a result of her growing popularity online, she made the wise business decision to join the adult film industry. According to Violet, she is always horny, so much

so that she claims she has to cum at least once a day to keep her sexual urges in check. Her fans can now 'experience' what she has to offer with the new Violet Myers Fleshlight, also available at Dreamlove. With its clustered cubes, tight pearl centerpiece, and glove of elongated horizontal ribs, this unique Fleshlight provides a variety of stimulating sensations like no other.

e



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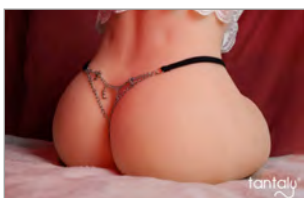
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# Tantaly is introducing the Mia Sex Doll

Crafted with meticulous attention to detail, advanced materials & state-of-the-art technology

**Hebron, USA - Tantaly is proud to announce the release of its new product, the Mia 19.2LB Jiggly Ass Removable Vagina Sex Doll.**

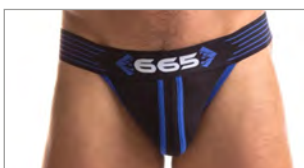


The Mia Sex Doll is crafted with meticulous attention to detail, advanced materials, and state-of-the-art technology, offering an extraordinary sensory experience. **Hyper-Realistic Appearance** - Meticulously sculpted and designed to emulate the beauty and features of a human being, the Mia Sex Doll boasts a visually stunning and lifelike appearance. **Premium Materials, Safety, and Worry-Free** - The Mia Jiggly Ass Sex Doll is constructed using high-quality, hypoallergenic materials that are safe for use and ensure durability. The utmost care is taken to meet strict quality standards, ensuring the doll is hygienic, easy to clean, built to withstand regular use, and a worry-free experience. **Sensationally Soft Buttocks** - The Mia Sex Doll features exquisitely soft and lifelike

buttocks, providing a tactile experience that closely mimics human touch. **Removable Vagina** - The Mia Sex Doll offers a removable vagina for easy cleaning and maintenance. This feature ensures hygienic and worry-free usage, granting users peace of mind while exploring their desires. The removable design also allows for the option to interchange different types of vaginas for a diversified experience. **Three Levels of Stimulation** - Mia's 3 vaginas are thoughtfully divided into three levels of stimulation: primary training, regular stimulation, and strong stimulation. This progressive approach allows users to explore their desires at their own pace and choose the level of intensity that suits them best, ensuring a tailored and satisfying experience.

e

## 665 Rally Jockstraps - New at DUSED0



Amsterdam, The Netherlands - Dusedo has expanded its range of jockstraps with the new 665 Rally Jockstraps. They are made of 95% cotton / 5% elastane and have a

push-up effect, elastic straps and a 2 inch waistband. They are available in different colors in sizes S to XXL. They are shipped in an attractive retail packaging.

e



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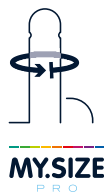


WIDE

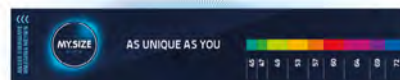
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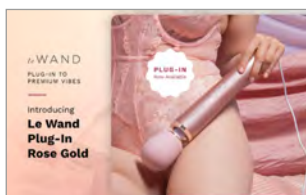
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## Le Wand Plug-In Vibrating Massager now available in rose gold

Classic Wand Massager gets stylish upgrade with metallic new shade

**New York. USA -** Offering continuous power to please all night long, Le Wand's Plug-In Vibrating Massager now has a stylish new look as it debuts in the award-winning premium brand's incredibly popular rose gold color.



The addition of Le Wand's Plug-In Vibrating Massager in rose gold adds to the range of offerings in the popular color, including wireless and palm-sized massagers. Le Wand's Plug-In Vibrating Massager's main highlight is its 8-foot cord that enables power hunters with mighty vibrations for endless, uninterrupted play. Its best-in-class, classic style features unparalleled quality with an award-winning design to match. It

features 10 distinctive, rumbling vibration speeds and 6 vibration patterns. The sleek soft-touch handle and extra-long 8' cord make it easy to hold and navigate in multiple angles while the flexible neck bends for positioning and pleasure. Le Wand's Plug-In Vibrating Massager is also easy to use, with a simple three-button interface that allows you to switch between vibration modes and adjust the intensity.

e

## ST RUBBER strengthens its sales team with Ariel Lewental



Wadgassen, Germany - "We are very pleased to welcome industry veteran Ariel Lewental as our valued brand ambassador for Spain, Italy and Portugal, effective June 1. With Ariel on board, our valued customers in these countries now have a dedicated point of contact for all customer inquiries, product updates and any other needs they may have," according to a statement from the company. "Ariel's exten-

sive experience in the industry ensures that our customers receive top-notch support and valuable insights. Whether you have questions about your accounts, want to learn about our latest offerings or need personalized support, Ariel is here to provide unparalleled service." Ariel can be reached through the following channels: Email: [alewental@st-rubber.de](mailto:alewental@st-rubber.de), Phone: +34 649 4820 82.

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# Sexy outfits for stylish men from Noir Handmade

ORION Wholesale

***Flensburg, Germany - Three sexy outfits from the top-selling label Noir Handmade for stylish men are now available at ORION Wholesale.***



The trendy outfits are made of high-quality powerwetlook in an elegant black matte gloss finish. The material is extremely stretchy, leaving almost no creases on the body and fitting like a second skin. All outfits are available in sizes S, M, L, XL and 2XL. Since the Noir Handmade collections always run a little smaller, there is a special size chart available for these items at ORION Wholesale. The sleeveless hoodie in black powerwetlook is soft and stretchy for a close fit and high comfort. The hood in soft jersey with a drawstring

is particularly stylish. The hoodie features a full-length, 2-way zip at the front. The trousers in a trendy sweatpants style are extremely comfortable. They have an adjustable drawstring in the stretchy waistband and stretch cuffs on the legs. Decorative piping adorns the side seams and there is a patch pocket at the back. The tight trousers impress with their accentuating style with a pleated vinyl pouch and 2 patch back pockets in a shiny vinyl look. With press stud, zip fastening, and belt loops on the waistband.

**e**

## INSCUP 3



Shenzhen, China - OTOUCH's new product INSCUP 3 is an automatic masturbator that features intelligent built-in thrusting and 360° circular contraction functions. It is equipped with a powerful telescopic motor and an electronic air pump, providing users with dual stimulation through thrusting and contraction. The INSCUP 3's soft sleeve, made of high-quality TPE material, aims to

deliver maximum realism and comfort. The sleeve is easy to detach and reinstall. Magnets are attached to the bottom of the sleeve and inside the casing. When you place the sleeve back into the casing, the magnetic force will automatically install the sleeve properly in the casing. The penis sleeve has a drainage hole at the bottom, making it convenient for cleaning.

**e**

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## pjur receives official European MDR certificate

After a successful audit all documents have now been received

***Wasserbillig, Luxembourg - Back in August 2022 the pjur group successfully passed the first MDR audit and received confirmation of compliance according to the MDR Medical Device Regulation (EU) 2017/745.***



Now the company has received all the official documents, and pjur can confirm there are no restrictions on the marketability of its personal lubricants as class IIb medical devices. Receiving the MDR certificate is an important step for the company: it is now one of the first of the few personal lubricant manufacturers who have received this certification. This secures pjur's future as a personal lubricant manufacturer, because the new MDR regulation

means that in 2024 the market for personal lubricants will change dramatically. The new Medical Device Regulation (MDR), which came into force in 2017, supersedes the current Medical Device Directives (MDD) and makes the regulation of medical devices far more stringent. According to the new regulation, personal lubricants are classified as class IIb medical devices as a minimum, as unlike cosmetics, they can be introduced into the body. **e**

## VIVE is releasing 7 new items



Beneden-Leeuwen, The Netherlands - SHOTS is proud to announce the release of their brand-new VIVE collection. The new collection consists of 7 new items, each of which comes in two colors. All of the VIVE items are made from super soft medical grade silicone, ensuring comfort and safety. But what sets this collection apart are the new designs with groundbreaking new technology. With a commitment to innovation, they have carefully crafted

each VIVE to complete the range, that are both aesthetically pleasing and functional. For example, the KURA boasts three motors, including a thrusting G-spot vibrator, a vibrating pulse-wave stimulator, and is truly exceptional thanks to the unique flapping tongue vibrator. Keeping the best for last: with their famous 'climax feature', the toys provide an amazing boost of power at full strength, taking pleasure to the next level with each toy's specialty. **e**

# couples

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## pjur INFINITY decorates display window at the Museum of Sex

pjur designs hotspot in Manhattan

**New York, USA / Wasserbillig, Luxembourg - This year the New York Museum of Sex in Manhattan is once again dedicating an entire display window to pjur.**



It focuses on the new premium personal lubricant pjur INFINITY and is part of a campaign for Pride Month. From now to the end of June, the windows at the Museum of Sex will be a riot of colours to reflect the different colours in the rainbow to show support for the LBTBQIA+ community in New York. The pjur INFINITY window is a subtle hue of purple. It skilfully stages the elegant glass bottle with just the lightest of touches

– a real eyecatcher on 5th Avenue in New York City. Based in a central location in Manhattan, the museum is a hotspot in the Big Apple, and a real draw for tourists, making it the perfect place to present the new premium personal lubricant by pjur and the company's new brand design. The mission of the Museum of Sex is to preserve and present the history, development and cultural importance of human sexuality. **e**

## Sportsheets and Windsor Distributing cooperate



Cerritos, USA - Sportsheets is excited to announce its strategic partnership with Windsor Distributing, a premier distributor of adult lifestyle products in Australia. This collaboration enables Sportsheets to expand its market presence in Australia and New Zealand, reaching new customers and strengthening its brand. By joining forces with Windsor Distributing, Sportsheets gains access to their extensive network and market expertise. This partners-

hip allows Sportsheets to establish a strong foothold in the region and connect with customers previously untapped. Sportsheets is renowned for its innovative, high-quality pleasure products that enhance intimacy and empower couples. With Windsor Distributing as a partner, Sportsheets can now offer its range of products to Australian and New Zealand consumers, expanding its presence and delivering unparalleled pleasure experiences. **e**



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## Bonner Trading USA, Inc. announces acquisition of Zini

Strengthening the company's commitment to best in-class, products and services

***New York, USA - Bonner Trading, a pleasure products manufacturer & wellness company, is excited to announce the acquisition of Zini, solidifying its position as a key player, and paramount resource.***



The acquisition of Zini marks a significant milestone for Bonner Trading as it expands its product portfolio and reinforces its dedication to delivering innovative, high-quality and accessible wellness, pleasure, and beauty products to its valued customers. This strategic move enables the company to leverage the strengths and synergies between the two companies, capturing new market opportunities, fostering growth, and enhancing the overall customer experience. "We are thrilled to have

Zini," said Ian Kulp, Global Sales & Marketing Director. "This acquisition strategically (and mission-based) aligns with our long-term vision and commitment to providing customers with best-in market, solutions and options. A new Zini is within reach – and we're making this transition as smooth as silk, to ensure you feel (and see) the 'love'. With Zini, we're confident in strengthening our market position and better servicing our customers evolving needs, and desires."

e

## Nexus takes the wide road with Ride Extreme



London, England - Nexus has gone large with its latest product release, Ride Extreme. Last year saw the launch of Ride, a high-quality vibrating prostate massager designed to deliver utmost satisfaction and value for money. Ride was a huge success but left customers asking for more – a bigger version! With its wide shaft, reminiscent of the best-selling Revo Extreme;

Ride Extreme is shaped to lock into position and deliver a really, thorough massage to the prostate and perineum, fulfilling even the hardest of customers to satisfy. Both Rides contain 2 super strong motors that deliver a choice of 6 rumbly vibration patterns that resonate through the shaft and base and can be controlled by the toy or the slimline remote control included.

e

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Function



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# Glass half empty, glass half full

Has the 'golden age' of the sex toy industry ended before it even began?

## Pro



Matthias Johnson,  
editor in chief

***In these uncertain, eventful times, making predictions about the future of the sex toy market is a risky game. For instance, not too long ago, many were convinced that the market was heading for a phase of unparalleled growth, and yet this 'golden age' has eluded us.***

Do you remember the statistics presented by various market research companies during the Covid pandemic, all but guaranteeing a rosy future for this industry? Because I do remember them. There was talk of the dawn of a golden age, and predictions were extremely bullish, prophesying massive growth and sales numbers for the future. These predictions were fuelled by the Covid boom, the appearance of big-time investors in the market, and mergers between big sex toy companies, and it truly felt like we were on the threshold of becoming a multi-billion-dollar industry. Obviously, that was not the way things went. The exuberant optimism of 2020 and 2021 has dissipated and we have more or less accepted that things are back to normal. Obviously, there are a lot of other factors that have played a role in this development as well, such as the war in Ukraine with all

of its ramifications. Don't get me wrong, there is nothing wrong with still holding out hope for a 'golden age', but with things being the way they are right now, I feel that our market is far away from these lofty aspirations. The potential is there, yes - I mean, just look at how sex toys are inching closer and closer to the mainstream and how more and more audiences discover the pleasures and wellness benefits this market has to offer... But there is a reason why many experts bemoan stagnation in the industry right now. Maybe the aforementioned market research companies know how long this phase will continue and what will come next. Personally, I have reined in my expectations, but I will gladly eat my words if the promised 'golden age' is only delayed. Time will tell, I guess.

e



# Contra

As retail founder Taylor Sparks of OrganicLoven.com recently told me (or rather reminded me of the obvious) in an EAN interview, ,Toys can only have so many designs because all of our bodies and genitals have not changed much since sex toys have come to fruition. ‘Sparks’ sentiment is on target. Now that we’ve conquered air-pulse pleasure for clits and penises alike, created affordable, life-size sex dolls for all genders, and have re-made and re-branded the classic wand massager a zillion times over, there’s little left to achieve. From a purely product-based standpoint, we’ve sex-teched until we could sex-tech no more. When consumers can proudly purchase and wear the same 24K gold vibrator necklace as Madonna (it’s the CRAVE Vesper, by the way), it’s safe to say the industry has pretty much done it all. Can you name a totally brand-new, never-before-seen type of sex toy technology that’s launched in the last couple of years? Not really, right? We’ve mostly re-made the wheel again and again, like adding more features to existing designs or making older

designs more accessible to more audiences of all budgets, gender identities, and abilities. However, I believe that all of the above signals that the true ,Golden Age of Sex Toys’ has not come to end. Our golden years have only just begun. When have sex toys ever been openly sold at mainstream, family stores like Walmart or Target? At which other point in time could a shy 18-year-old buy their first vibrator at a pharmacy (at least in the US)? And c’mon, how long have sex toys really been truly considered essential to one’s whole wellness? In 2019, I gifted my 80-year-old mother-in-law with a Womanizer, and I didn’t even have to keep it a secret. We’ve finally achieved gold status, my industry colleagues. And as for those never-before-seen innovations? They were actually just new opportunities all along. **e**



Colleen Godin,  
EAN U.S. Correspondent

# How Services Are Evolving Around Sexual Wellness

A column by Kathryn Byberg

Kathryn Byberg, Managing Director and Founder of Little Leaf PR Agency ([www.littleleaf.agency](http://www.littleleaf.agency))



*Over a decade ago, when I first began my career in the sexual wellness industry, it was a real struggle to secure mainstream media coverage for clients. No journalist wanted to talk about sex toys, let alone use the word vulva or clitoris in their publications. PR professionals in the sector really had to do leg work, and although some challenges still exist today, promoting sexual wellness and pleasure and the attitude towards the subject have greatly evolved and it is slowly becoming easier to represent and promote products to the wider world. This, in turn, allows for the added bonus of offering more accessible information on the topic. Having worked in the industry for so long now, it really is great to see such an increase in agencies and brands that want to focus solely on helping sexual wellness and pleasure brands grow and become more accepted.*

## **A sign of changing times**

As a society, we're generally more open to the sexual wellness space. We are also noticing that there is an increasing amount of agencies that specialise purely in sexual wellness,

giving brands the maximum exposure that they need.

When I worked in-house for a luxury sex toy brand, we often struggled to find a PR agency that would work with us. Years ago, marketing and PR agencies would have been hesitant to take on a client in sexual wellness. They would have questioned whether they would be able to deliver results when they weren't able to utilise paid media options, big publishers wouldn't write about them, and even influencers were sceptical. Of course, like any industry, there were a couple of influencers and journalists that brands could rely on, who are now huge names and reliable sources within the sexual wellness world. However as we grow, learn and become more open, more and more influencers, journalists and publishers are not only writing about sexual wellness, but also have sections and websites solely dedicated to pleasure.

### **Little Leaf Agency**

Having worked at industry giant, LELO, for a considerable amount of years, I knew firsthand the struggles of gaining coverage and working with influencers and affiliates and I wanted to use my years of experience to help brands to move with the times. As much as I enjoy working with different sectors such as fashion, beauty, or lifestyle,


there are a plethora of agencies out there that can assist them. I wanted Little Leaf's focus to be on the area that I understood and knew the most about, the industry that I felt I truly had something unique to offer.

### **Why are Sexual Wellness Agencies needed?**

#### **They know the industry**

The staff within sexual wellness agencies are so passionate about the industry and are keen to destigmatise pleasure. They live and breathe sexual wellness, and work hard to find ways to help these brands both in and outside of the workplace. They are constantly looking for loopholes or creative ideas for campaigns, or looking at how to combat the pushbacks from ad agencies and platforms like Meta, who unfortunately are still stuck in the past.

#### **They are well connected**

A good PR agency is worth its weight in gold, because they are well connected. Whether it is UK, EU, USA coverage, they will know the sex and relationship or wellness editors within that region. They also nurture those relationships and supply journalists with good stories. They take an interest in what the journalist is writing about and assist with newsworthy headlines and they become a trusted voice in the industry. 





### **They know other, helpful agencies**

Since different agencies have different skill sets to offer, sometimes it is wise to out-source work in order to give clients the best product or service. It's no secret that most of the big players in the sexual wellness industry know each other, and help each other out where possible, mostly down to their shared goal of furthering the sector. It's important that an agency has a narrow focus, and is willing to collaborate with other brands to get good work done. Other supporting agencies with related, but different, focuses include:

#### **The Afterglow Agency**

The Afterglow Agency is a creative communications agency. Meaning they offer creative communication strategies for individuals, brands, products, and campaigns within the pleasure industry. After taking his years of experience at LELO and Lovehoney, founder Stu Nugent set up The Afterglow Agency with the goal of shedding light on brands within the space. The agency takes a cre-

ative, emotional, narrative-led approach to convert what the client wants to say, into what your customers want to hear. If you are looking to develop an ad campaign for your brand, a creative agency is a great place to start, especially one that is so familiar with the restrictions that sexual wellness faces.

#### **Assaly**

The Assaly team are a digital growth marketing agency that excels at SEO and finding creative ways to increase traffic when traditional methods are not an option. So although there are still many struggles within the sexual wellness industry, there are now agencies that understand the struggles and work tirelessly to battle them. Why? So that people have free, reliable and accessible information, about brands that matter.

#### **Market Maturity**

That there are now reputable, established agencies sharply focused on different elements of the sexual wellness industry is a major indicator that the industry itself is maturing quickly. That's being driven by an increasingly well-informed market, which is demanding higher-quality products, and higher quality businesses. That in turn gives investors more confidence to put money into the industry.

That many, and that growing respectability, is driving the evolution of creative and communicative services in and around the sexual wellness space. It's accelerating, and the future is bright.

e



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# Gloves have never felt so sexy

A column by Peline Kurtđarcan

Peline Kurtđarcan,  
Sales Manager  
Allure Lingerie




***Gloves...Me? Moi? The answer is of course yes! They are the key ingredient to take any boudoir look from 'sexy' to 'OMG wow'. What stilettos do for your legs...opera gloves do for your whole aura. They are trending everywhere from the runway, to the Met gala, to your lingerie wardrobe.***

Opera gloves are never just thrown on casually, you plan to wear them... just as you plan to seduce. They are meant to add drama, mystery and glamour to whatever you are wearing. When you are wearing them, you are definitely not on the phone (not touch screen friendly?) and also you are definitely not eating. However sipping champagne or a martini is acceptable, and heightens their effect, as they are cocktail friendly. If you really must sit down to eat, then you can take off one glove, being careful to do it slowly one finger at a time. Rings are a definite faux-pas and must be avoided at all costs but one diamond bracelet (Swarovski or other) works well. When choosing your opera gloves, I prefer the classic sheer black that reaches just past your elbow. But they are trending in everything from



lace to fishnet to wetlook. They evoke a myriad of possibilities...secrets to be discovered...translating what you imagine into what transpires. Putting them on is the last thing you do just before you step into a swirl of perfume. And never forget taking them off is an art in itself, it must be done slowly with long lingering looks...after all an opera glove is more than just a glove... No matter how you choose to wear them, for an accessory that is not necessarily categorized as lingerie, gloves have never felt so sexy. **e**





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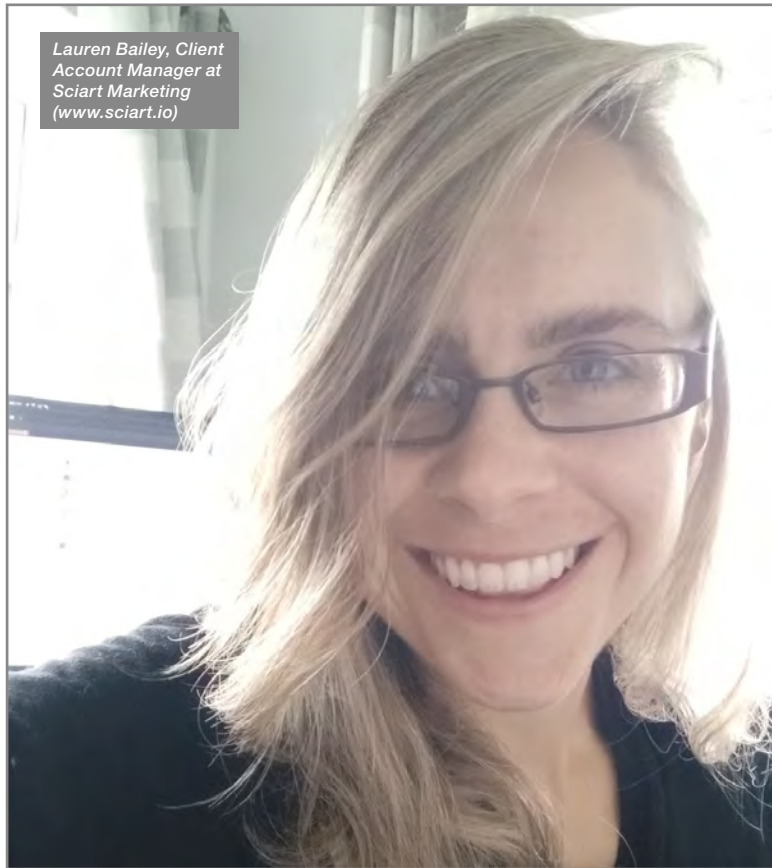
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# The Human Touch: Unleashing the Power of Account Management in Affiliate Marketing

A column by Lauren Bailey



Lauren Bailey, Client Account Manager at Sciart Marketing ([www.sciart.io](http://www.sciart.io))

*In today's data-driven world where the science - analytics, and automation - dominate and data is the buzzword of the moment, many businesses tend to overlook the art and the importance of account management. They fail to recognise the power of human touch in fostering meaningful connections and the potential that can arise from them. With over 13 years' experience in the online space, much of that as a client account manager in some form or other I've developed effective habits and learned valuable tips. To help you get the most out of your Affiliate partnerships I'll share my top tips for quick wins!*

## Communication and collaboration

It's an obvious one, and marketing rule 101 is that customers must see a message at least seven times before they're provoked to take action. Aim to engage with your affiliates at least once a week in the form of eye-catching and informative newsletters. Update your creatives to reflect any themes so that your affiliates can push to their followers.

## Social proof your efforts

Think about it, you walk past a row of restaurants and more often than not, you're drawn to the one with the bustling crowd, rather than the empty restaurant where the waiters try their darndest to lure you in. Use this need to conform and showcase positive social proof with your affiliates which they can then promote to their followers. For example, share glowing customer reviews and testimonials, as well as customer-generated content. Your affiliates can then leverage their influence and reach and push this positive social validation to enhance your brand's credibility.

## Strike whilst it's hot

Best-seller, low on stock, selling quick! Ever had your interest piqued when you

see some deliciously tempting treats flying off the shelves? Well, the same principle applies to the world of affiliate marketing. When your affiliates know that a product is a best-seller and low on stock, it creates an irresistible sense of urgency and curiosity. Just like a pack of wolves chasing after their prey, customers can't help but be drawn to limited quantities and the fear of missing out. So use this FOMO to your advantage!


### **Incentivise, energise and maximise!**

Ever done a good deed and posted about it on social media? As much as we claim or would love to be altruistic, we still love a bit of recognition and thanks, right. It's the same with affiliates! While commissions are a valuable form of reward, let's remember that money talks! To keep your affiliates motivated and committed to promoting your products or services year after year, offer regular incentives that truly resonate with them. Whether it's a freebie, an increased commission rate, or a shout-out, find out what drives them the most. You could even go the extra mile by publishing their content to your followers, creating a circle of love and fostering a mutually beneficial relationship.

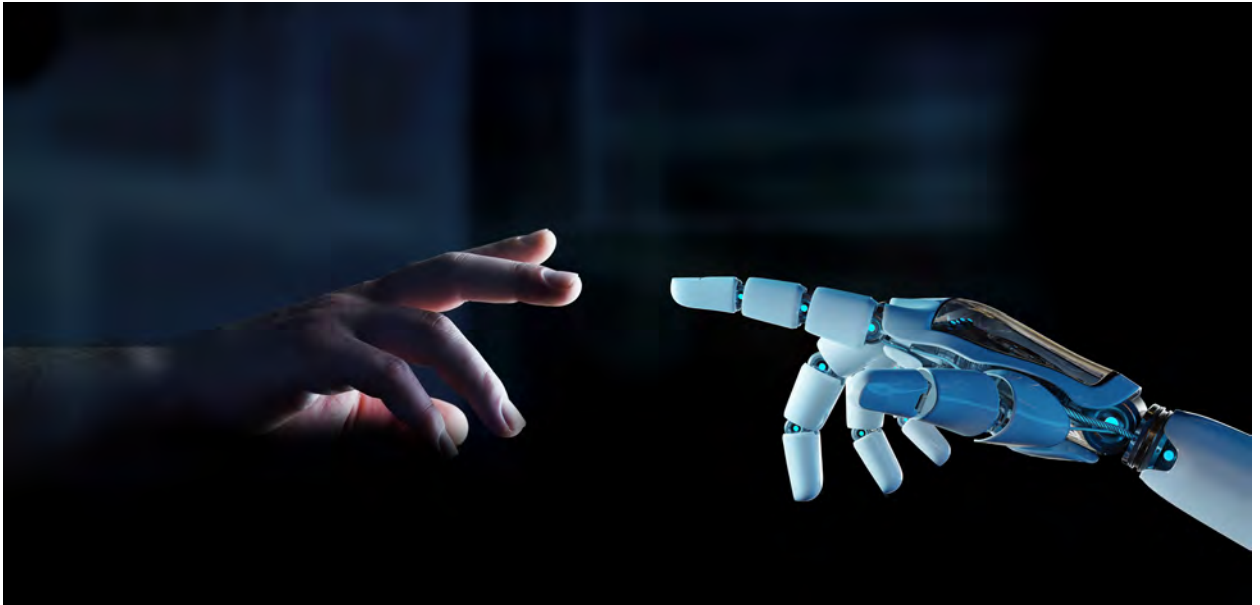
### **Unleash the power of data**

Harness the power of analytics, metrics, and patterns to unlock valuable insights into your

affiliates' performance. Think of it as conducting a monthly check-up, like an MOT for your car, where you dive deep into the data. Identify affiliates who have shown growth since the previous month and determine the factors behind their success. Keep a watchful eye on brand-bidding practices, ensuring alignment with your terms. Stay vigilant against cookie stuffing, click fraud, and unethical promotion that could erode trust in your brand. On the flip side, investigate performance drops to uncover reasons such as site closures, loss of interest, or product discontinuation. By embracing analytics, metrics, and patterns, you empower yourself to provide valuable guidance and support to your affiliates, which helps with building a meaningful partnership.

As you navigate the world of affiliate marketing and build connections with your affiliates, remember the significance of the human touch. While the rise of AI-powered plug-ins offers automation and efficiency, it lacks the warmth and personal touch that can truly elevate a partnership. Building a successful collaboration requires more than just algorithms and data—it necessitates genuine human connection. So, let your affiliate partnerships be built with authenticity, empathy and the personal touch and this is your USP which sets you apart from the rest. Embrace the power and warmth of 





human connection and watch your partnerships flourish with a touch of warmth in an otherwise soulless digital world. Communication and collaboration It's an obvious one, and marketing rule 101 is that customers must see a message at least seven times before they're provoked to take action. Aim to engage with your affiliates at least once a week in the form of eye-catching and informative newsletters. Update your creatives to reflect any themes so that your affiliates can push to their followers.

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### Incentivise, energise and maximise!

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# 10 million Chinese now know pjur

pjur set for success in Asia



*pjur employees have been unable to meet their business partners in China in person over the last couple of years. Thanks to the pandemic, contact has been through online meetings and agreements for the last three and a half years. But in mid-May, it finally happened: Sales Manager Marco Schneider and Ralph Ehses, COO/CCO at pjur, accompanied Alexander Giebel, founder and managing director of pjur, on a one-week trip to China to discuss the latest developments in the Chinese market and new product ideas with exclusive partner Orange Adult. The local partner has more than 400 stores and its own app, is represented on all relevant sales platforms and uses increasingly new, innovative sales channels.*

## **B2C sales event reaches ten thousand customers**

During pjur's trip to China, Orange Adult organised a big B2C sales event where new product ideas were presented to an audience of selected sellers and partners – and all were met with great enthusiasm and anticipation. A complete success for pjur! The manufacturer of premium personal lubricants fully





meets the requirements of Chinese consumers with its planned products, which will enable pjur to continue to strengthen its market position. Parts of the event were also broadcast live on Orange Adult's social media channels. Customers were able to take part in a raffle and win high-quality products and other prizes. This online event alone reached over 52,000 people, demonstrating the importance of the online arena for the Chinese market. Orange Adult has increasingly relied on online marketing over the last few years. In the past few weeks,

its various online events reached over 10 million consumers – perfect preparation for the sales event held by pjur. “China is an important market for us – not only because of the sales figures, but also because of the developments within the erotic industry as it moves towards online trade and marketing. With our local partner, we have shown we can successfully drive sales actions. The numbers speak for themselves. A complete success – for both Orange Adult and pjur,” says Alexander Giebel enthusiastically.



# **EroSpain**

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We are delighted to announce that due to the great success of EroSpain 2023, the fair returns with even more energy and excitement in 2024! In May 2024 the city of Barcelona will host the second international fair exclusively for professionals in the erotic sector. The unbeatable setting of the Fira Barcelona in the mythical Plaza España, in the heart of the city, will become a new meeting point for an industry in constant evolution. A fair with a Mediterranean flavor where the best brands, distributors and businessmen from around the world will meet to present the latest technologies and innovations in toys, lingerie, cosmetics and much more related to the sector. EroSpain 2024 is loaded with novelties, with more exhibitors, spaces and activities, creating a vibrant environment full of opportunities.

Mark your agenda from the **5th to the 7th of May 2024**, we look forward to seeing you at Fira Montjuïc Barcelona!

To have access to the fair it is necessary to register on the website [www.erospain.eu](http://www.erospain.eu).



[www.erospain.eu](http://www.erospain.eu)



**EroSpain**  
Mediterranean B2B Expo





# Intimate Wellness Expo (IWE) proves an exciting and inspiring event

Eropartner and ONE-DC provide a meeting place for retailers and suppliers

Quentin Bentz and Hannes Hultman (SVAKOM)



*Last year's premiere of the Intimate Wellness Expo (IWE) had already proven that this event is a great platform for exchange between distributors, producers, and retailers. The second edition of the event, which took place on June 6 to 8, remained true to this concept. If anything, there was an even greater focus on communication and information during the event. The organisers, ONE-DC and Eropartner, had invited experts to hold keynote speeches about big topics such as marketing, sales trends, technologies, and sustainability. EQOM Group also hosted 'Masterclass' courses revolving around tactics, techniques, and tools for growth and expansion.*



*„Masterclass“ with Martijn Bick (CRM Marketeer, ONE-DC): „Leveraging CRM Strategies for Targeted Marketing Success“*



Intimate Wellness Expo (IWE) 2023 took place on June 6 to 8 in Veendam in the Netherlands and offered plenty of opportunities for the retail partners and suppliers of ONE-DC and Eropartner to talk shop and get a better understanding of each other's goals and priorities, with the event living up to its motto, 'Future of Retail.' During 'Manufacturer Meetings,' the visitors were introduced to new and upcoming products, and there were lots of conversations to be had about marketing strategies, target audiences, trends, etc. that benefited both, retailers and producers. IWE Academy proved a great opportunity for producers and suppliers to zero in on specific challenges together with the visitors, while the 'Masterclass' courses were hosted by members of the ONE-DC team. They focused on topics which are of particular interest to the visitors and listeners and provided helpful advice on how to establish, shape, and grow your business, covering everything from social

*Monique Carty and Chloe Pearce (Nexus)*



media and digital marketing to customer relationship management and lots more. Meanwhile, the 'Keynote Speeches' of the event put current trends and topics into a broader context. The organisers of IWE had invited experts who provided interesting and useful insights into areas that are shaping the future of the market, for instance artificial intelligence and the upcoming EU regulations regarding product compliance. The programme covered all the topics the visitors expected from a show of this type as well as offering lots of added value on top. But of course, IWE wasn't all business: On the day of arrival, there was a welcome reception at Café Willem Albert, courtesy of The Handy, followed by a big dinner sponsored by XR Brands. On the evening of IWE Wednesday, Svakom invited the participants of the event to the Feithuis restaurant. And on Thursday, IWE culminated in a lofty goodbye party at restaurant NOK in Groningen, sponsored by Fleshlight.

IWE Masterclass: Emily Clayson (Product Specialist, ONE-DC) talked about tools to optimise social media activities



Product presentation with The Handy



Chris Bakker (EQOM Group) kicked off the Intimate Wellness Expo 2023



Kimberly Faubel (COTR, Inc.)



Groningen by dusk



A new face at lingerie brand Obsessive: Paula Bugajska







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Leigh Dedhar (Doxy)



The dynamic duo of System JO, Becky Buffham and Sjoerd Pereira



Patrique Benes (Growth Hacker, EQOM Group) outlined growth strategies



Keynote speaker Caspar ter Horst (ProductIP B.V.) tackled the complex topic of product compliance



Satoshi Chatani (TENGA Europe)



The EasyToys team provided insights into the successful history of the sex toy brand



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*In his interactive keynote speech, Jim Stolze (tech educator & entrepreneur) took the audience on a journey into the world of artificial intelligence*



*'Oversexed but underfucked' was the motto of a keynote speech by author & historian Bert van Thilborgh*



*Alfonso Cala (Fleshlight)*



*Michael Guilfoyle (XR Brands)*





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# The success story of the **ORION Training Days** continues

ORION Wholesale host their third in-house training event

*The visitors were treated to a tour of ORION's logistics operations*



*Following events in 2021 and 2022, the ORION Training Days returned on June 15 to 17, 2023, marking the third event under the 'Business meets Pleasure' banner. 84 guests from 15 countries flocked to the ORION headquarters in Flensburg to get first-hand information about new products, trends, and developments in the market. While members of the ORION distribution and purchasing departments presented the company's own brands, Shunga, The Handy, Lovehoney, Fleshlight, SVAKOM, COTR, and Pipedream had also sent representatives to showcase their products and get feedback from the retailers.*

Kimberly Huismans and Andre Braack presented the latest additions to ORION's range of lingerie products



Living up to the 'Pleasure' aspect of the motto, the Training Days began with an 'icebreaker' barbecue at the ORION head-quarters on the evening of June 15. Bathed in glorious sunshine, the participants enjoyed grilled delicacies and cold beverages while they chatted about the latest developments in the industry. The following day was all about 'Business.' Guests who had never seen the logistics operations of ORION Wholesale in action had the opportunity to take a tour that included all the stations a product passes through from entering the facility to being shipped. Next, it was time to start the in-house training sessions. Divided into groups of 8 to 10 people, the visitors went from station to station in predetermined order, listening to lectures by ORION's suppliers and the ORION team. The focus was obviously on new products, but the organisers made sure there was always enough time to discuss other topics including sales-promoting measures, marketing tips, product ranges, etc. However, the most important element of this day - and the ORION Training Days as a whole - was to create a space for direct, personal exchange

The guests had great fun with the photo box



between producers and retailers. Any retailer would appreciate the opportunity to voice criticisms or concerns, to make suggestions or praise effective marketing strategies in a direct face-to-face setting, with the people whose products they sell sitting right across from them, ready to provide answers and advice. Likewise, producers know the importance of gathering first-hand feedback that can help them optimise the sales potential of their brands, as well as learning in open conversations which of their campaigns and marketing tools have been particularly effective, and why. Needless to say, the visitors and brand representatives made the most of this opportunity, resulting in highly engaging training sessions during the course of which numerous questions were asked and answered. One of the main takeaways of the day was that the best way for producers, distributors, and retailers to be successful is to be successful together, playing to their strengths and supporting one another. The following evening was all about 'Pleasure' again as the Training Days ended with a dinner and a party at the 'Mäders' restaurant, rounding out a highly successful event. ➤



Kimberly Faubel (COTR, Inc.)



Linda Mclean (Shunga)



Product information straight from the manufacturer



Mika Nousiainen (Kentonec Group) and Alfonso Cala (Fleshlight) enjoying dinner at the 'Mäders' restaurant



Hands on - Torben Johannsen (head of logistics at ORION)



Maybritt Carstensen (SVAKOM)



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Alfonso Cala (Fleshlight)



Carly Kaufman (The Handy)



A big part of any ORION Training Days event: getting to take a closer look at the latest products



The big dinner at the 'Mäders' restaurant



The visitors were divided into smaller groups for the training part of the event



Joan Lluís Balagué (Sugextions) playing 'Dildo Mikado'





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# "It's been a rollercoaster of challenges, twists, and turns."

Sains & Sinners celebrate 20-year anniversary

*A lot has been said and written about the developments in the bricks-and-mortar segment of the erotic market, usually within the context of challenges, powerful competition from the world wide web, and changing consumer habits. Therefore, it is more important than ever to celebrate the success stories that still happen in the bricks-and-mortar space. For instance, maintaining your position in the market for 20 years, as is the case with Saints & Sinners from Great Britain. In our interview, the founders and managers of the Blackpool-based retail store, Sue Judge and Mark Entwistle, take us on a journey that spans two decades - a journey that has been challenging at times, but always rewarding.*



**Congratulations on your 20th anniversary! Did you celebrate with your customers?**

**Sue & Mark:** We had an absolute blast celebrating, we made sure our incredible customers were part of the excitement too! We sprinkled discounts and amazing offers all over the place to spread the cheer. Who doesn't love a good deal, right?

We had something extra special for our loyal regular customers. We rolled out the red carpet and had cham-

pagne and chocolates as a thank you for their support over the years. We appreciate them more than words can express!

Our superstar staff - Dawn, Tracy, Hazel & Claire - are the real heroes behind the scenes and we wanted to celebrate them and all their hard work too. We whisked them away for a celebratory feast that would make any foodie's mouth water. And after we hit the town for a night of laughter, dancing, and unforgettable memories. They worked their tails off, and we wanted

to show them just how much we value their support and hard work.

Without our amazing customers and dedicated staff, none of this would have been possible. Cheers to you all, and here's to many more exciting years!

### **What was your motivation to open a retail store and sell sex toys 20 years ago?**

**Sue & Mark:** At the time, there was nothing around the area that catered towards females and couples, the local stores all seemed to be specifically male-orientated. We actually called in local sex shops 20 plus years ago and as we were leaving the guy said 'well if you're not buying you can fuck off then!' That's when it hit us like a lightning bolt - hey, we can do better than this! We envisioned a different kind of customer service, one that was welcoming, respectful, and understanding. And boy, oh boy, I must say, we've been working hard to honour that vision ever since.

**Could you have imagined back then that you would one day celebrate your 20th anniversary - despite the many difficulties that the brick-and-mortar retail has been facing?**

**Sue & Mark:** Let's face it, brick and mortar retail hasn't exactly had an easy journey. It's been a rollercoaster of challenges, twists, and turns. But hey, here we are, still standing strong, defying the odds, and ready to party like there's no tomorrow! Did we dream of this milestone back then? Well, let's just say our dreams were a delightful mix of ambition, determination, and a sprinkle of crazy. We knew it wouldn't be a smooth sailing adventure, but we embraced the challenges head-on and fuelled ourselves with passion and innovation. If it was easy, I suppose everyone would be doing it... well maybe not everyone.

### **What is your philosophy? What does 'Saints & Sinners' stand for?**

**Sue & Mark:** We don't like to think of ourselves as a bog-standard sex shop. We're not just about making a quick buck, but instead, providing a quality experience where customers can browse and shop in a relaxed and welcoming environment. Our aim is and always has been to provide the best service and offer the best products, so customers come back time and time again. We're really a one-stop-shop where customers can pick up something (or lots of things) for all their pleasure needs. It's also important to us to cater to as many tastes





as we can, and to always try and offer the best prices and deals.

**For 20 years, you have been providing vibrators, dildos, and other exciting products to customers in Blackpool and beyond. What is the secret of your success?**

**Sue & Mark:** First and foremost, we believe in creating an experience that's as delightful as it is informative. Sure, we could simply slap some products on the shelves and call it a day, but where's the fun in that? We've made it our mission to educate and empower our customers, ensuring they have all the knowledge they need to make the right choice for their pleasure-filled adventures.

But it's not just about the products themselves. We're all about creating an inviting and inclusive atmosphere that makes our customers feel comfortable and excited to explore. From the moment you walk through our doors, you'll be greeted by friendly faces, ready to guide you through the wonderful world of pleasure products with a smile and a sprinkle of humour.

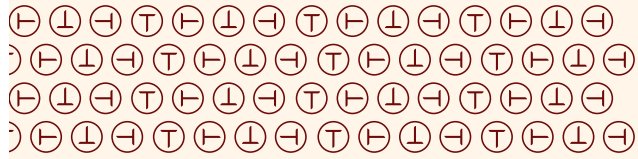
Probably the ultimate secret to our success lies in our genuine passion for what we do. We absolutely love helping people discover new levels of pleasure and intimacy. It's not just a job for us - it's a calling, a mission to bring joy, excitement, and a whole lot of satisfaction to people's lives.

**When you look back on these two decades, what are your fondest memories and which ones would you rather banish from your mind?**

**Sue & Mark:** I can't really think of anything negative that's happened since Saints and Sinners opened its doors. What stands out is the amazing people – both customers and suppliers – we have met over the years, some of whom have become great friends. We love it when customers return and chat about how they remember buying their very first toy from us years ago. That always brings a smile to our faces.

**A lot can and does happen in 20 years. Could you share a few funny anecdotes with us?**

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**Sue & Mark:** The one that really stands out has to be a lovely couple who met in the store 11 years ago. They got chatting while shopping and decided to go for a coffee across the road. They ended up getting married and are still happily together (and shopping together) today.

**Please, tell us more about the concept of your store. What is it that makes Saints & Sinners special? And what kind of shopping experience do the customers get when they enter your store?**

**Sue & Mark:** From the start, we've offered a completely unique shopping experience. We wanted the layout of the shop to mimic a department store, so every category has its own department. Lingerie and softer items in the boutique room, a separate area for vi-

brators and dildos, next to that we have anal toys, upstairs you'll find the hardcore DVDs, and in the basement (if you dare to venture), we have the hardcore toys.

I also believe we are the only adult store with an on and off alcohol license in the UK, and we also have a chilled-out coffee area. This means customers can pop in, browse, and enjoy a drink while they shop. What's better than a glass of prosecco while browsing all the latest sex toys.

**How would you describe your clientele? Which audiences does 'Saints & Sinners' appeal to?**

**Sue & Mark:** We've got a customer base that spans the ages and breaks all boundaries. We've got fresh-faced individuals eagerly walking through our doors on their 18th birthdays, ready to explore a world of pleasure. And we've got seasoned veterans of life, our cherished regulars in their 80s and 90s, who know that pleasure has no expiration date!

Our doors are open wide to anyone and everyone who craves excitement, passion, and a dash of naughtiness in their lives. We embrace the young and the young at heart, the adventurous souls, and the curious minds. Saints and Sinners is a haven where age, background, and preferences don't matter. We're all about creating an inclusive space where pleasure knows no boundaries. So whether you're celebrating your new-found adulthood, rocking your golden years

# TRAINING DAYS 2023

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like a true champ, or traveling from afar to satisfy your desires, we've got you covered. We're thrilled to welcome one and all into our vibrant community of pleasure-seekers.

**What about competition in Blackpool? Are you the only place to shop for adult products in town?**

**Sue & Mark:** We are the only licensed sex shop in Blackpool, but being a seaside resort it has a lot of shops that sell joke and novelty items, and they usually have an adult area. But there's truly nowhere like Saints and Sinners.

**What do your customers look for when they come to your shop? What are your**

**top sellers? What trends do you see right now?**

**Sue & Mark:** When our customers walk through our doors, they're looking for more than just products, they're seeking a relaxed, comfortable shopping experience. We pride ourselves on creating an environment where they can unwind, explore, and embrace their desires.

And to top it off, we've assembled a team of knowledgeable staff who are ready to lend a helping hand, guiding our customers through the tantalizing world of pleasure with expertise and a friendly smile. Let's talk trends, because they're always evolving. In this age of social media dominance, platforms like Instagram, Twitter and TikTok have become the ultimate influencers of desire. We can feel the buzz when something explodes across the airwaves of these platforms, captivating the imaginations of pleasure-seekers everywhere. Currently, the airwave technology toys are creating waves of excitement and our customers can't get enough of them! But timeless favourites that continue to reign supreme are always in hot (and we mean hot) demand. The rabbit-style vibrators have been a hit since day one, and massage wands continue to hold a special place in our customers' hearts (and other body parts!)

**What does your product range look like? What criteria do you go by when adding new products?**

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**Sue & Mark:** We want to ensure that every customer who walks through our doors or shops online finds something that speaks to their unique desires. So, if there's a specific item that a customer is seeking and we don't have it in stock, all they have to do is ask. We're like magical pleasure fairies, waving our wands and making dreams come true.

We had a request for a pink sissy chastity device. Now, we must admit, we didn't have them on our shelves at the time. But did we let that stop us? Absolutely not! We sprung into action, determined to fulfil this request. Fast forward a week, and we now proudly offer a selection of four fabulous pink sissy chastity options.

When it comes to our product range, flexibility is the name of the game. We're constantly listening to our customers' wishes and striving to meet their desires. Whether it's through special orders, stocking up on the latest and greatest, or expanding our collection based on popular requests, we're committed to providing a wide range of choices.

**In comparison, what have been the biggest changes for you as a retailer between 2003, the year you opened your store, and 2023? And how have you managed to keep up with all these changes?**

**Sue & Mark:** As it is with most brick & motor retailers, the internet has had a big impact on stores. So, we decided to go with the trends. We opened an online store so you can enjoy our goodies wherever you are. But we also wanted to ensure our retail store could stand out from the crowd, which is why we've worked hard to make Saints and Sinners an exciting and unique shopping experience. That is, after all, part of the fun, right?

**Was everything easier in the past? Has the competitive situation become fiercer over the years due to e-commerce, while the overhead (lease, energy, etc.) has only gone up?**

**Sue & Mark:** It's never easy, when you launch a new business no matter when



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it is. You start with no customer base, no reputation, so it was a challenge. Over time, e-commerce has become a huge part of retail, so we have adapted to keep up with the times. And our website continues to grow and get better and better.

We have noticed a lot of online shops popping up, but many of them lack the customer service and product knowledge that can benefit the customers. Because of our reputation, we get customers traveling for hours just to come to the store, even with the choice of online stores available, which shows our customer service, products, and staff truly do make all the difference.

**Speaking of difficult times, how did you experience and survive the Covid years?**

**Was your online shop the thing that kept you alive?**

**Sue & Mark:** It was a bit of a challenge. But luckily, we had our online store which has thousands of products available. Because of this, customers were still able to... fulfill their needs... and shop online. We also provided local contactless delivery so our customers could keep having fun in lockdown.

**Since when have you had an online presence? How important is the online shop for your business? Is it an extension of your brick-and-mortar business?**

**Sue & Mark:** We've only been concentrating on our online store for the last four years or so but has seen significant growth. While the online shop is incredibly important to us and the business, we have never stopped investing in Saints and Sinners, and we can't see that ever changing.

**Has it become vital for retailers to work several sales channels?**

**Sue & Mark:** Oh, absolutely! In today's retail realm, having a diverse range of sales channels is like having a treasure trove of opportunities at your fingertips. Each channel brings its own unique advantages, and you better believe that they're all vital to stay ahead of the game.

When you embrace multiple sales channels, you're not only expanding your reach but



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also catering to the diverse preferences of your customers. Some folks love the tactile experience of walking into a physical store, feeling the products in their hands, and engaging with knowledgeable staff. Others prefer the ease and convenience of online shopping, where they can browse to their heart's content from the comfort of their own homes, any time of the day.

**What is your approach as you enter the next decade of Saints & Sinners? How will the journey continue?**

**Sue & Mark:** We will continue to adapt to the ever-evolving times and trends, ensuring that we remain at the forefront of the pleasure revolution.

One thing will remain constant. Our unwavering commitment to customer satisfaction. We will continue to create an atmosphere that feels like a warm embrace, where our knowledgeable staff is ready to guide, educate, and celebrate the joys of pleasure with each and every customer.

Hopefully Saints and Sinners will still be going strong and you will be interviewing me again on our 40th anniversary.

**Speaking of the future, some say there will always be brick-and-mortar retail stores, while others think this business might not remain viable in the long run. What is your take?**

**Sue & Mark:** Hopefully, there will always be brick and mortar stores on the high street, as they add such an important element of the shopping experience, it would be a sad day if they all closed. Calling into a shop, checking out all the options, feeling the textures, chatting to the staff, and taking your time browsing is all part of the fun. We don't see that changing anytime soon. e

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**"Europe is currently our top priority and a significant market for our business."**

Honey Play Box has big plans for expansion in Europe

*It has been some time since Honey Play Box officially announced their expansion plans for the European market, but EAN still had some questions. So, we asked Joreail Armstrong, Business Development Manager of Honey Play Box, for an interview to learn more about the details of the company's expansion strategy and the challenges and potential stumbling blocks that exist in the European e-commerce market.*



Joreail Armstrong,  
Business Development  
Manager Honey Play Box

**When did you decide to expand into Europe? How important has Europe been in your business activities so far?**

2022. Europe is currently our top priority and a significant market for our business.

**Joreail Armstrong:** We began our business operations in Europe in 2019 and launched our websites in early

**How would you describe the sex toy e-commerce market in Europe? Is it a difficult market**

**because of the many languages and cultures?**

**Joreail Armstrong:** Sex toy e-commerce in Europe is a growing, diverse, and competitive market. The industry has experienced significant growth in recent years due to increased acceptance of adult products, technological advancements, and the convenience of online shopping. However, the variety of languages and cultures in Europe does present some challenges, including localization, cultural sensitivity, and strict regulations.

**What potential do you see for your company in this market? The competition is fierce, there are many established players, Amazon is a very big present in several countries, etc...**

**What is your strategy to secure a piece of the pie?**

**Joreail Armstrong:** Compared to the US market, the competition in Europe is smaller. Honey Play Box has our own product design team in the US and plans to have localized operations in Europe in the future, giving us an advantage over Amazon sellers. We are adapting our websites and B2B distributors to expand our business in Europe, just like we did in the US and other countries.

**When you announced your expansion plans for Europe, your official press release mentioned an 'ever-expanding customer base'. So, will e-commerce remain the dominant distribution channel for sex toys in the future?**

**Joreail Armstrong:** Obviously, COVID-19 has improved sex toy e-commerce in the last few years. Honey Play Box believes that e-commerce is likely to remain the dominant distribution channel for sex toys in the future, based on our in-depth research.

**Your expansion strategy for Europe includes localized websites and warehouses. Why did you choose this approach? What advantages does it bring?**

**Joreail Armstrong:** Our strategy for Europe includes localized websites and warehouses, which offer several advantages, including improved customer experience, faster delivery times, better inventory management, and greater market penetration.

**In today's e-commerce landscape, how important is it to provide consumers with a shopping experience that is tailored to their specific needs?**







**Joreail Armstrong:** Personalizing the shopping experience based on individual preferences and requirements can significantly impact customer satisfaction, brand loyalty, and overall sales.

**Apart from offering several language versions, what other factors are important in this customized shopping experience?**

**Joreail Armstrong:** In addition to language, factors such as cultural sensitivity, payment options, discreet shipping and delivery, and product selection are also important in providing a customized shopping experience for consumers.

**Are the new warehouses in the UK, the Czech Republic, and Germany a**

**response to the fact that we are now used to receiving the products we order online in the shortest possible time?**

**Joreail Armstrong:** Yes, our new warehouses in the UK, the Czech Republic, and Germany are part of our strategy to meet the increasing demand for fast delivery times and improve our customer experience.

**Will there be further steps to expand your presence in Europe?**

**Joreail Armstrong:** Yes, we are continuously adapting our websites and marketing materials to cater to the various languages and cultures in Europe, and we are collaborating with local distributors to gain better access to local markets and build a strong presence in specific countries. We plan to continue expanding our presence in Europe. **e**



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"First and foremost, anjoy® is designed to make anal sex more fun."

anjoy® soothes, regenerates, and protects the anal area

Bernd Poitz (CEO, Bemapharm GmbH) and Frank Soetekouw (Key Account Manager, Bemapharm GmbH)



*The taboos surrounding sexual pleasure have fallen, and topics such as anal sex and bondage are becoming more and more popular. However, there are some aspects that have not been given the proper attention in the conversation around anal sex, namely hygiene, care, and protection. This is reflected in the very limited range of products covering this specific segment of the market. Bemapharm GmbH have set out to provide anal lovers with a first-class care and hygiene product, called anjoy®. In our interview with Bernd Poitz (CEO, Bemapharm GmbH) and Frank Soetekouw (Key Account Manager, Bemapharm GmbH), we learn more about the product and its qualities.*

Anal sex seems to be everywhere. You'd be hard-pressed to find a mainstream lifestyle magazine that hasn't covered this topic at some point or other, and anal toys are selling very well. Was it this general trend that gave you the idea to create anjoy?

**Bernd Poitz:** We are always looking for innovative health products – most importantly, products that solve a

certain problem the target audience is facing. In the case of anjoy®, it all began when I met an expert in the field of natural medicine. She had developed a product that greatly helped people with anal fissures, i.e. small tears and inflammations in the anal area. After reading what the users said about this product in reviews and personal progress reports, I was convinced that this formulation would be perfect for an anal product. It was a no-brainer, really, especially since anal sex has become more and more normalised, as proven by the love this topic has gotten in the mainstream media, just as you mentioned.

**Before we go into greater detail, how would you describe anjoy® to someone who has never heard of it?**


**Bernd Poitz:** anjoy® is a personal care balm that protects and regenerates the sensitive skin in the anal region. anjoy® was designed for sensitive skin, making it a perfect option for use in the anal and intimate areas. It is not a medical product and it is no substitute for therapeutic measures if you have a serious condition, but it is a great care option to soothe, regenerate, and protect the anal area.

**How long did it take to get from the first idea to the finished product?**

**Bernd Poitz:** We first started talking about anjoy® in June of 2022. Next, we decided on the formulation, the dosage form, our brand-building strategy, the packaging design, and marketing materials, and then we cleared the legal formalities with the relevant authorities. Now, 12 months later, we are finally ready to get anjoy® out there.

**For which purposes can and should anjoy® be used?**

**Bernd Poitz:** First and foremost, anjoy® is designed to make anal sex more fun. Anal sex can be the ultimate pleasure, but it can also be uncomfortable if the skin in the anal region is very sensitive and prone to tears, inflammations, and skin ailments. Because there is a large number of germs in this area of the body, thorough care and hygiene are a must to prevent skin irritations. Many intimate products contain ingredients that can harm the natural protective film that exists on the skin, so people should always take a closer look before using a product. So, how does anjoy® compare to other products? Well, first of all, and this is important, it is not a lubricant. anjoy® is designed to:





anjoy® is based on plant extracts that contain anti-inflammatory, anti-bacterial, antiviral, and antifungal agents



- Alleviate burning sensations in the anal area
- Help with anal fissures
- Help with wounds and burns
- Help with aftercare (tattoos, permanent make-up, micro blading)
- Help with sore skin as a result of sweating or physical activity
- Heal the skin after cosmetic procedures (scar healing in particular)

**So, we are talking about anal care, regeneration, and protection. anjoy® is quite literally touching on a sore spot here because despite the increased popularity of anal sex, there are still few products for post-sex care and regeneration. Why is that?**

**Bernd Poitz:** Within society, we still don't do enough to educate people about anal sex and the hygiene, care, and protection

aspects that go along with it. Usually, the conversation revolves around the risks and the prevention of sexually transmitted infections, while the importance of post-sex care is generally neglected. As a society, we still tend to look at anal health as a taboo topic. Many people feel that it is embarrassing or inappropriate to talk about the specific care requirements of the anus. As you can imagine, this taboo makes it much harder to get people to embrace the importance of anal care and regeneration after anal sex. As I mentioned earlier, the public discourse about anal sex, including articles in mainstream magazines, etc. usually focus on the risks and potential problems such as STDs or injuries. As a result, more mundane issues such as care and regeneration are pushed to the side lines. This lack of exposure may be one of the reasons why there are so few products that specifically serve the protection and regeneration of the anal region after sex. And because there are so few products, even fewer people think about the importance of post-sex anal care. So, it is a bit of a vicious circle. But if you engage in anal sex, you should absolutely know how important the protection and regeneration of the anal area is. This is the best way to prevent or treat potential injuries.

**What can you tell us about the ingredients?**

**Bernd Poitz:** anjoy® is a balm made from three groups of plant-based active ingredients:



# PLEASURES

P R E M I U M



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*anjoy® is a purely organic care balm that protects and regenerates the sensitive skin in the anal region*



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(making anjoy® a suspension)
3. Medicinal herb maceration (solvent extraction through soaking in olive oil)  
anjoy® contains no additives or fillers and is created through a multi-level cascading procedure to optimise effectiveness. All the plant extracts in anjoy® are completely organic and were chosen for their anti-inflammatory, anti-bacterial, antiviral, and antifungal properties. anjoy® is much more than just a care product, as proven by the feedback from our consumers. It soothes the skin and you can use it on a daily basis. Also, anjoy® is suitable for vegan consumers.

**How do you ensure the quality of your product? What controls and tests does anjoy undergo?**

**Bernd Poitz:** anjoy® meets all quality criteria stipulated in regulation (EG) Nr. 1223/2009 of the European Parliament and the European Council regarding cosmetic products, and it is registered as a cosmetic in the European region, meaning anjoy® can be sold over the counter across Europe. All the ingredients of anjoy® are included in the INCI (International Nomenclature of Cosmetic Ingredients) list of cosmetic products, which means that their suitability and safety have been tested and proven. During the production of anjoy®, we strictly adhere to the GMP (Good Manufacturing Practice) and our own, very high quality standards that apply to everything, from the procurement of the raw materials to the actual production, processing, packaging and storage. Obviously, we also take care to meet all the requirements of the European health authorities. anjoy® has also been added to the CPNP database (cosmetic products notification portal), ensuring that it can be sold as a cosmetics product anywhere in the European region. anjoy® stands for quality 'Made in Germany'!

**Who is the target audience for anjoy? People who have anal sex on a regular basis? Or do you aim for a wider audience, including people who are curious about the topic but have so far eschewed it?**

**Bernd Poitz:** Well, anybody who enjoys anal sex and wants to keep enjoying anal sex is part of our target audience. As is everybody who is open to the idea of anal sex and



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maybe wants to try it someday. anjoy® is simply a great product to have because if you have a burning sensation in your anal region, anjoy® offers immediate relief.

**Which channels of distribution do you use and which wholesalers do you work with?**

**Frank Soetekouw:** You can order anjoy® from ORION Wholesale and ONE-DC.

**anjoy is a cosmetic. Does that mean that it can be readily sold in Europe and that retailers can put it on their shelves without having to worry about whether or not it meets European regulations?**

**Frank Soetekouw:** Yes, exactly!

**How do you support your retail partners? Which tools - for instance, POS materials - do you provide to retailers to draw attention to your product?**

**Frank Soetekouw:** Upon request, we can provide displays (for up to 10 box-es), flyers, and soon, there will also be a video explaining the product. Moreover, we encourage retailers to request our product presentation because it perfectly sums up all the things you need to know to generate sales with anjoy®.

**Do you have some advice you want to share with retailers? How can they achieve the best-possible success with anjoy®? How much do they need to know about the product to offer quality advice to their customers?**

**Frank Soetekouw:** anjoy® is definitely a product that needs to be explained! Once you get the functional principle of anjoy® and know how to convey it to your consumers, there are lots of sales to be made. Also, any customer who is buying anal toys at your store, is also a potential anjoy® buyer. If you want to learn more about our product, please get in touch: [www.anjoy-intimcare.com](http://www.anjoy-intimcare.com)



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Dr. Lifestyle B.V launch a wave of new products

Erik Schieffer, head of Dr. Lifestyle B.V



*More and more people use food supplements. This is also true for supplements that are geared towards the sexual wellness market. To meet this growing demand, Dutch company Dr. Lifestyle B.V has developed a total of 33 new products, all of which are available as of right now! The unique qualities of these supplements are the main topic of our interview with Erik Schieffer, CEO of Dr. Lifestyle B.V.*

**What can you tell us about Dr. Lifestyle? How long has the company been around, what is the focus of your operations, and how would you describe your corporate philosophy?**

**Erik Schieffer:** Good to talk to you again! Dr. Lifestyle B.V is a platform/wholesaler where we offer our own brands. We supply our products B2B and B2C on the website [dokterlifestyle.com](https://dokterlifestyle.com). Some of the brands we have brought to the market include Dr. Becky Spelman, Senserex, King Active, Amsterdam Max Stamina, Level, Pure Power, and Libido Forca. Dr. Lifestyle B.V is based in the Amsterdam region and has been active since 2011. We provide high-quality dietary supplements and related products to support both physical and mental health. These include supplements that support sexuality, fatigue, increased energy, weight loss, prostate issues, testosterone levels, and more. Additionally, you'll find related lifestyle products that help you promote your physical well-being.

**You have just expanded your range, adding 33 new**

**supplements. What categories (health, potency/libido, etc.) do these new products cover?**


**Erik:** Well, our philosophy is that good health also contributes to a strong and increased libido for both men and women. Over the past few years, we have been heavily involved in development alongside leading manufacturers in Europe. The 33 new products in our latest range fall under the following categories: Women's Libido, Men's Potency, Energy and Performance, Testo Boosters, Prostate Support, Fat Burners, Sleep, Stress, PMS, Menopause, Concentration, and Focus. For the categories of Mental Support, we collaborate with Dr. Becky Spelman, Director of the Private Therapy Clinic in London, which is a highly renowned clinic in the UK. She has a vast network in the UK and is also a sought-after individual for television appearances and social media. The brand of dietary supplements that we collaborated on bears her name: Dr. Becky Spelman. Under this brand, we also have a libido product for women, Agent Provocateur, and the Testosterone Booster Agent Performer.

**How long did the process take from idea to finished product? What were**

**the stumbling blocks you encountered during this process? What are your own standards when it comes to new products?**

**Erik:** This process has definitely taken a minimum of 2 years in total. First, we gather with our team to hold meetings and conduct market research, determining which products can make a valuable contribution to the consumers' life. Once we have identified our focal points, we engage in meetings with our manufacturers to determine the best ingredients for each category and product. The next step is to create names for the products and designs for our webshop and packaging. Subsequently, the products undergo testing for quality and safety.

**How would you describe the unique selling points of the new products? For example, what about their quality and ingredients?**

**Erik:** The ingredients are of excellent quality and formulated by nutrition experts and accredited institutes and laboratories. Our goal is to maintain consistently high product quality, combined with the utmost safety. We ensure 





control of raw material certificates and analyses for procurement and production, control of our raw materials through testing in accredited laboratories, monitoring of hygiene standards, monitoring of the production process, and inspection of the final product.

#### Who is the target group for your new products?

**Erik:** As you can see, we have a very extensive range. We can confidently say that we have a strong presence in multiple categories, including Female Aphrodisiacs, Testosterone Boosters, Prostate Capsules, and Potency Support for men.

#### What does today's consumer expect from a supplement? What are their requirements regarding this type of product?

**Erik:** Consumers are rightly very demanding - that's why you can only succeed with good quality, service, and attractive packaging design. We see that our customers are highly satisfied, as many of them return for multiple orders. This pleases us greatly, and it seems to please the customers as well.

**Are all of your new products aimed at the erotic market? How big is the potential of dietary supplements in this market? Are dietary supplements a**



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**product category that should be given more attention?**

**Erik:** We certainly offer a wide selection for the erotic market, with approximately 35+ products specifically designed for this market. Supplements are undoubtedly a valuable addition to the industry. We are entering a new era with this. Supplements play a crucial role in supporting health and providing an extra boost.

**Supplements have been part of the erotic market for many years. Some of these products have a bad reputation, which has tainted the segment of potency/libido as a whole. How do you deal with this problem?**

**Erik:** Be cautious when choosing the manufacturers you work with and ensure they can provide the necessary documentation. We primarily collaborate with manufactur-

ers located in Europe, who are certified in the production and manufacturing of dietary supplements. The manufacturers producing our new product line consist of qualified engineers, certified nutritionists, nutrition experts, accredited laboratories, and pharmacists. We make every effort to offer high-quality products.

**Which distribution channels will you use to sell your new products?**

**Erik:** Due to the wide range of products available in multiple categories, we target sales towards drugstores, pharmacies, fitness centers, adult stores, and, of course, online platforms.

**Would you be interested in working with more partners in distribution and retail?**

**Erik:** Absolutely, with our new range, we aim to expand distribution to multiple countries. The labels on the products are in three languages: German, Dutch, and English.

**What criteria are paramount when it comes to your distribution partners?**

**Erik:** We prefer partners with a positive attitude, reliability, and openness to new ideas. This is an exciting market with many enjoyable trading partners, and there is still plenty of room for new developments. We are thrilled about the future.



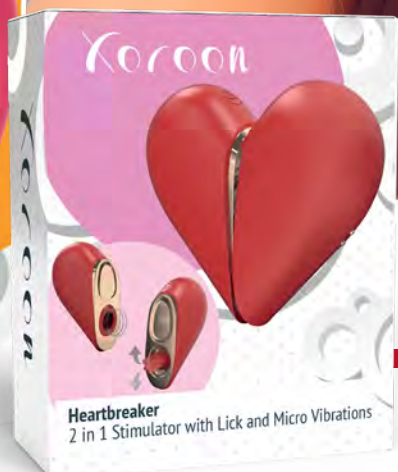


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XTRM Play Harder! blaze a new trail



The team of XTRM Play Harder!: Chris, Falko, and Peter

**Falko, Chris, and Peter** have been working in the B2C market since 2008, but when they had an idea for a product, they decided to get into the wholesale business and start their own company, **XTRM Play Harder!** That was in 2019, and while many things have changed since then, the main focus of the trio has remained the same: unique products, made by the team in Austria, and world class customer service.

You worked in the B2C segment up until 2019 when you decided to switch to B2B and start **XTRM Wholesale**. What exactly inspired you to take this step?

**Falko, Chris, and Peter:** We have been active in the B2C market, yes, and as a matter of fact, we still are, having marketed a number of products over the course of 15 years. But as time went on, we discovered that so many products were basically the same. They had different colours and boxes but the differences between the actual products boiled down to tiny details. WHITE LABEL!

We felt that it was time for a change. In 2019, Chris had this brilliant idea: the XTRM SNFFR, an attachment for Poppers bottles that made it possible to enjoy the aroma without any actual contact, thus eliminating the risk of skin irritations on the nose and the skin. This innovative product has a protective three-channel system, and we used a small SLA and DLP printer for production. As a result, we got about five of them made per day. Later, we ramped up production to print 50 a day, and soon, we got so many orders that we didn't even know if we would be able to meet that demand. So, we went from one SLA printer to 50, and then even

more. Moreover, we started getting requests from retailers, and we decided that we had to go all-in and start a wholesale business. In that moment, the idea for XTRM Wholesale was born. So, basically, it all goes back to the dream of creating innovative products and expanding our presence beyond the B2C segment.

**How would you describe the corporate philosophy of XTRM Wholesale? What makes your company unique?**

**Falko, Chris, and Peter:** You could boil the corporate philosophy of XTRM Play Harder! down to two fundamental tenets: innovation and customer-friendliness. Our goal is to provide the market with new and exciting products that the retailers will love just as much as the consumers. We want to develop unique solutions that meet the needs and wishes of our audience. SNFFR is a perfect example of that. Originally, it was designed for small bottles, but because a lot of people asked for it, we quickly added attachments for other bottle sizes as well. And when a big company from the US showed interest in SNFFR, we went and produced a big batch of products specifically for American bottle types. At the same time, we were working on a leak-proof version of SNFFR with a very appealing design, for which we switched to

a new high-quality printing process. This product premiered at eroFame 2022, and the reception was very positive. Apart from SNFFR, we have also launched a number of other products, such as flexible eye patches in different colours and styles, our SLAVE CONTROL breath control product for thrilling BDSM games, and filters for fetish fans which they can combine with certain substances, socks, or other aromas to get more pleasure out of playing. Currently, we are also busy working on a new mask system, which our retail partners in the United States can't wait to get their hands on. This kind of feedback shows that our products hit a nerve with the consumers, and also with the retailers, of course, and that they are indeed filling a gap in the market. So, XTRM Wholesale will continue to offer exciting, innovative products to thrill the consumers and add new facets to the market.

**How would you describe the strengths of your company? What sets you apart from the competition (which is vast as we all know)?**

**Falko, Chris, and Peter:** We have various strong points that help set us apart from the competition:







**Creative product design:** One way in which we stand out from other companies in the market is that we design our products ourselves and pour all of our creativity and imagination into them. Instead of copying others, we focus on the things that we want to see, on things that we have never seen before. This approach has produced unique, highly original products that our fans love to use.

**Independent production:** At XTRM, we create everything ourselves. We have complete control of the production process, meaning we can guarantee that our products meet the highest quality standards. The fact that

we do not outsource or rely on outside companies also protects the integrity of the brand. When it says XTRM Play Harder!, it is always 100% XTRM Play Harder!

**Authentic dedication to the brand:** We love what we do, and that is reflected in our passion and commitment for our brand and our company. We are not interested in making a quick buck or following the latest trends. Rather, we develop our own ideas and products. This authenticity and dedication to our brand definitely makes us stick out.

**Long-term vision:** While some of our competitors are looking for quick profit, we have



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our eyes set on long-term success and sustainable growth. Instead of looking left and right all the time to see what the others are doing, we focus on the development of innovative ideas and products that offer real added value to the fans of our brand.

It is this combination of creative design, independent production, authentic dedication to the brand, and our long-term vision that sets us apart from the competition, allowing us to present a unique range of products to the market.

**Let's talk about this range of products. As the name XTRM Wholesale suggests, you serve a very specific market. Why did you decide to focus on this product category?**

**Falko, Chris, and Peter:** The composition of our unusual product range can be traced back to our extensive experience in the B2C segment of the Gay market and the creative passion of our team. We really have to single out Chris here, our highly talented designer, whose passion for hetero BDSM has given birth to a multitude of imaginative, wonderful ideas, which we have brought to life in the most creative ways, resulting in an ever-growing assortment that still reflects our unique vision. Our motto is: If it doesn't exist yet, we're simply going to create it. The name XTRM Play Harder! emphasises our focus on extreme and unique products. To put it in a nutshell, we are different and we have something unique to offer.

**What products and product lines can be found in your assortment, and what are their greatest qualities?**

**Falko, Chris, and Peter:** Our range is filled with a fascinating selection of products that offer unique features. SNFFR and Leak Proof SNFFR are probably our biggest sellers. As the name suggests, Leak Proof SNFFR is leak-proof and it has an innovative three-phase channel, making it a real highlight. During the production of Leak Proof, we pay great attention to every detail,



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and our team assembles the product with great care and diligence.

The latest addition to our product range is Blubber, which has already amassed many fans. This product includes an Adapter Kit with a break-proof 50ml aluminium bottle. The unique thing about this product is that you can control when and how the wearer is exposed to the aromas or other substances. We have also created flexible eye clips. They are edgy and positively irresistible, and we made them specifically for the Russian GP5 gas masks! The black GP5 gas mask is a perfect choice for fetish lovers, and with our unique and irresistible accessories, you will stick out from the crowd even more as you live your fantasies. Due to the unique design and high-quality craftsmanship, the eye clips are bound to turn heads in any setting. Moreover, we have the XTRM GP5 COVER, A revolutionary addition to the GP5 rubber gas mask. This unique accessory covers the mouthpiece of the mask so you can plug in additional hoses for even more exciting forms of play. Whether you are curious about breath control, mask play, or other

BDSM favourites, the XTRM® GP5 COVER creates new, thrilling options. Additionally, we offer adapters and end caps, designed specifically for BDSM purposes, so you can customise your toys and devices in innovative and highly personalised ways. The goal of our multi-faceted product range is to empower the consumers to explore and realise their fantasies. Each product has been developed with passion and creativity to ensure that you have a unique experience while using it.

**Is it correct that you design all of your products yourselves and that they are produced in Austria?**

**Falko, Chris, and Peter:** Yes, correct. We are proud to be able to say that we design, develop, test, and manufacture all of our products here in Kufstein in Austria. As a matter of fact, we are even putting the products in the box ourselves. We leave nothing to coincidence. From concept to packaging, we pour our hearts and souls into every step of the process. Apart from creating the unique designs for our products, our highly committed team - we are an army of three - also makes sure that they are packaged carefully and professionally. We check each product individually and place them in the box manually to make sure they will still be in perfect condition when they arrive at their destination. Having this level of control over the entire production and packaging process means that we can guarantee



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**How do you get inspiration for new products? What role does feedback from your customers play?**

**Falko, Chris, and Peter:** New product ideas can be inspired by pretty much anything. For instance, we look at social media a lot, and sometimes, we come upon interesting things that plant the seed of a new idea in our heads. Customer feedback is another

big source of inspiration, of course. We appreciate this direct feedback, and we love to hear the consumers' suggestions and their wishes for future products. We try to incorporate as much of that as we can whenever we start developing a new project. We have also made it a point to allow for lots of experimenting and testing new ideas. Sometimes, this yields exciting, unexpected results, or it leads us to this brilliant new idea that pops up in our heads when we wake up the next morning. Our creativity knows no bounds, and we are always looking for new ways to create unique products. If you look at the bigger picture, our journey has obviously only just begun, and we are looking forward to developing new ideas and using the feedback from consumers and retailers to create products that not only meet but exceed their expectations. I am convinced that, together, we can create an endlessly exciting range of innovative products.

**Which trends hold sway over the market right now? For instance, is 'fetish' becoming more and more widely accepted?**

**Falko, Chris, and Peter:** There is a clear trend, yes. The fetish market is certainly becoming more widely accepted. It represents a unique and multi-faceted world that is centred around individual preferences, fantasies, and forms of sexual expression. Being part of the fetish world, the BDSM segment has also become much more popular in recent years. At XTRM Play Harder!, we are obviously aware of this development, and we





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offer a big selection of products that focus on BDSM and the wider fetish market. Our assortment includes innovative and fascinating products that you won't find anywhere else. We are very aware of this growing acceptance regarding fetish and BDSM, and we invite the consumers to live out the erotic adventures of their dreams with our products, safely and with style. Our products are designed to explore the limits and discover a world of lust and passion where everybody can freely express their sexual identity and preferences.

**Going back to production once more, why did you decide to keep everything in Austria instead of doing what so many others do and have your products made in the Far East?**

**Falko, Chris, and Peter:** There are many reasons why we decided to create our

products in Austria instead of outsourcing production to the Far East. First and foremost, we are a small team with only three people, plus another part-time member, Sepp. Obviously, this limits our production capacity, meaning we can't produce great quantities and have them stored somewhere. Taking super large orders and handling all the challenges of mass production would be logistically and financially impossible for us.

Secondly, we decided from the get-go that we would create our products ourselves, right where we live. This way, we have complete control over the entire production process and we can ensure consistent quality. Also, we are able to quickly respond to changes and challenges. For instance, if new bottle designs or materials are introduced or tastes change, we can adapt immediately without compromising the quality of our products. Producing in Asia was never our goal; it was never even part of the discussion. We believe that you can make competitive high-quality products without turning to factories in Asia. We put our faith in local resources and the know-how of our team here in Austria. This also means that we can guarantee short delivery times and a close, personal partnership with our retailers. I think it is quite possible that our industry will change its way of thinking and that more companies switch to producing locally as time goes on. For us, producing in our native Austria was a priority right from the very beginning. We feel that this is the way to ensure the best-possible quality, flexibility, and customer satisfaction. By now, we can even

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ship large orders within a very short period of time, while other companies that rely on production facilities in Asia have to accept long waiting periods ...

**Do you only sell your own products/ brands or does your range also include third-party brands?**

**Falko, Chris, and Peter:** We mainly focus on our own brand and product lines. Consequently, the majority of the products within our wholesale range are from our own brand. Occasionally, we will work with other companies to add a few carefully selected third-party products to the assortment. These additions complement our own products and are chosen so we can offer a wider selection of high-quality items that meet the needs of the retailers. But the main focus is on expanding and improving the range of our own products and offering new and innovative solutions. Developing and manufacturing these products is keeping us very busy as it is, and we want to be able to make sure that each new product lives up to our high standards. Therefore, our own brands will continue to make up the lion share of our assortment as we go forward.

**Let's talk about your customers: Are they mainly bricks-and-mortar retailers or online shops? And do most of them specialise in the fetish segment?**

**Falko, Chris, and Peter:** We work with both, bricks-and-mortar stores and online shops. Our customers are very diverse, with some specialising in fetish products while others are big online shops that offer a wider range. We have also established a foothold in several countries; apart from Austria, we have a presence in Spain, Portugal, The United States, Australia, New Zealand, Belgium, the Netherlands, Germany, and France. In all of these markets, we work with

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bricks-and-mortar retailers who present our products in their stores, and we also supply smaller and bigger retailers who focus on online sales and sell our products on the Internet. We are always looking for new business partners, online or offline, who are interested in our products and want to add them to their range. While we work with all sorts of retailers, the majority are online shops rather than bricks-and-mortar stores, which probably has to do with the fact that more and more fetish lovers discover the advantages of online shopping, and many would rather buy these spicy products in the comfort of their own homes. Our goal is to meet the expectations of our wholesale customers, both online and offline. We're always happy when we find new business partners and we want to continue expanding our network.

**How do you support your partners in the retail trade?**

**How important is customer support for EXTRM Wholesale?**

- Falko, Chris, and Peter:** Customer service is very important, obviously. Here are some of the main elements that define our customer support:
- Free shipping across Europe
  - Profitability guaranteed: we offer our retail partners excellent margins, setting a clear example against price dumping and meagre profit margins. It has to pay off for retailers to sell our products. Offering margins that are well above average, we establish a solid foundation for retailers to be successful with XTRM Play Harder! Nothing is worse than price dumping and losing valuable profit opportunities because of miniscule margins of 2.0 or 2.5
  - Orders can be tailored to individual requests
  - We provide personal support and cater to the wishes of our customer
  - Our products are made in Austria, guaranteeing great quality
  - Quick delivery and service, also on short notice
  - You can reach us through various channels of communication: web, mobile, personal, phone, social networks
  - Favourable prices and great quality. If a product breaks, we immediately replace it, taking care of shipping and returns
  - Retailers who place an order with us

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We want to make sure that our customers are satisfied and that they have a great experience

shopping with us. Knowing from experience that not all wholesalers have the same priorities, we have made it a point to offer quick, flexible, customer-oriented service.

**What is next for XTRM Wholesale? And which new products can the market look forward to in the upcoming months?**

**Falko, Chris, and Peter:** We have ambitious goals for the future of XTRM. Here is a little preview of what the market can expect in the next months:

- A brand-new gas mask system for fetish lovers that is unlike anything available in the market right now. We have already received pre-orders from various countries
  - We are in the process of developing a new breath control system, and we have already made great progress
  - We will launch a new product for fans of slings, and the response from our early testers has been phenomenal
- The design of the whole brand will change and evolve in an impressive way. It will become more massive, more masculine, more alluring, reflecting the deepest fantasies of the consumers, offering a new level of quality and expressiveness to show fans of the extreme that they are in for an incomparable experience.

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# "Womanizer Wave offers a unique and highly adaptable stimulation experience in your shower."

A conversation with Sarah Moglia, Head of Innovation at Lovehoney Group

Sarah Moglia, Head  
of Innovation at  
Lovehoney Group



*Womanizer Wave is the world's first shower head that was designed specifically for masturbation, and Sarah Moglia, Head of Innovation at Lovehoney Group, is here to tell us more about the new product. In our EAN interview, Sarah highlights the unique characteristics of Womanizer Wave, and she also sheds some light on Lovehoney's collaboration with hansgrohe, a well-known producer of bathroom fixture solutions. Moreover, we find out what role Womanizer Wave can play in de-stigmatising masturbation.*

People have been using shower heads for sexual stimulation for a very long time. Now, Lovehoney presents a showerhead made specifically for masturbation, created in collaboration with hansgrohe, a specialist for bathroom fixtures. Was it hard to convince hansgrohe to work on a product for the sexual wellness market?

**Sarah Moglia:** As a matter of fact, the original idea for Womanizer Wave was hatched in the Innovation Lab of hansgrohe, where experts are continuously working on new ways

to improve and expand on the concept of water jets and showerheads. However, the team quickly realised that for their product to deliver the kind of pleasure and stimulation they intended, they needed a competent partner who was familiar with the world of pleasure, sex toys, and the various forms of stimulation. This is where Lovehoney came in. As a result of our collaboration, hansgrohe and Womanizer can now present Womanizer Wave, the first shower head made for masturbation.

**In your press release for the launch of Wave, you say that it took three years to develop this product. Why was the process that time-consuming? Were there many hurdles to overcome?**

**Sarah Moglia:** Using water for stimulation in a sex toy is very unusual, so there was no past experience we could fall back on, no prior projects we could look at for comparison. We had to use a process of trial and error, slowly getting closer and closer to the ideal jet strength, the ideal handling, the ideal experience. Also, the sensations that a certain type of stimulation creates are always highly individual, no matter if you are using water or a toy. So, we developed lots and lots of prototypes and did extensive testing to provide an experi-

ence that is highly stimulating to as many users as possible. Fine-tuning and putting the final touches on a design is another big time sink that should not be underestimated. We had to make sure that the final product would work perfectly, that it would have an appealing design, and that we would have many, many satisfied customers. Now we are happy to finally present the finished product and introduce a new aspect of wellness into the bathrooms of this world.

**As mentioned before, you teamed up with a well-known producer of bathroom fixtures. How did this collaboration come about, and in what ways did hansgrohe's expertise elevate Womanizer Wave?**

**Sarah Moglia:** hansgrohe is a great partner to have at our side. The team has such a vast experience when it comes to anything water or shower-related, allowing us to present a unique product that offers exceptional quality and safety, which is obviously very important to us. There were many technical questions during the development process, and our close collaboration with hansgrohe's water jet experts was absolutely essential to the success of the project. Drawing from their expertise, 





we were able to realise our innovative ideas and find solutions that perfectly match the needs and wishes of the target audience. Moreover, we could use existing hansgrohe patents, such as the popular PowderRain technology. Our collaboration also produced some new innovations, for instance the PleasureJet or the intensity controls, which make the stimulation experience even more satisfying. Meanwhile, Womanizer brought our extensive knowledge in the field of stimulation to the table, as well as a panel of testers from all over the world who provided invaluable feedback. Throughout the entire development process, more than 120 people tried various prototypes. With this collaboration, we were able to combine the best of both worlds and create a truly unique product.

**How exactly does Womanizer Wave work? What makes it unique? And how do the PleasureJet, PleasureWhirl, and PowderRain settings differ from one another?**

**Sarah Moglia:** The thing about Womanizer Wave is that, while offering a unique stimulation experience, it also makes for a great shower experience. With PowderRain, you can enjoy a relaxing shower, while PleasureJet and PleasureWhirl take you on a titillating journey of discovery. With its consistent jet of water, PleasureJet is designed for targeted stimulation, while PleasureWhirl offers dynamic pressure patterns for more varied stimulation. Switching between the different jet types is very easy, all you have to do is push a button. ►



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Womanizer Wave is the world's first showerhead that was developed specifically for masturbation



You can also effortlessly and seamlessly change the intensity of the experience, so no fumbling with the faucet. Instead, there is a convenient intensity slider you can use to adapt the jet to your personal preferences. To sum it all up, Womanizer Wave offers a unique and highly flexible stimulation experience in your shower.

**Saving resources has been another one of your goals with Wave, and it is reflected in the EcoSmart technology. What can you tell us about this feature?**

**Sarah Moglia:** hansgrohe developed the innovative EcoSmart technology for a more efficient use of water resources, which has a positive effect on both, the environment and your water bill. Due to a special flow limit, less water is emitted from the faucet and mixer, while air is

added to ensure a steady performance with full, strong jets of water, even when the water pressure is fluctuating. All of this is made possible due to precision elastomer components that regulate the flow, reducing the amount of water that comes out of the pipe.

**Some might argue that a regular showerhead does the trick just fine. What is your response to that? How does Wave improve the experience? How have your testers described the product?**

**Sarah Moglia:** Womanizer Wave was developed to take shower-based stimulation to the next level. So far, there has been no product that specifically serves that purpose, and if you use regular showerheads, changing the intensity via the faucet is rather imprecise and it also takes you out of the experience. The ergonomics are not ideal, either, and often, you need to spread your legs in awkward ways or twist your wrists into uncomfortable positions because the water jets can't be angled. Not to mention the lack of a water-saving feature. The feedback of our testers was instrumental in making Womanizer Wave a perfect solution for water-based stimulation. Obviously, Wave offers strong water jets for a great shower experience, but it also has an adjustable, moving jet specifically for stimulation. The PleasureJet setting is particularly impressive because it adds a slight pulsating effect to the water jet, which is something no other



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showerhead can offer. Our testers were so enamoured with their test models that we decided to let them keep them, and they still love to use them today. Womanizer Wave creates a wholly new, pleasure-filled shower experience because it was designed specifically for that purpose: to use the water jets for stimulation. Thus, it eliminates all the uncomfortable limitations that you had to deal with when using a regular showerhead for this purpose. Wave is the perfect solution for optimal stimulation and ultimate comfort.

**There have been a few products in recent years that focused on the idea**

**of using water jets of showerheads for stimulation, however, most of them weren't very successful. Why hasn't this form of stimulation had its breakthrough moment sooner?**

**Sarah Moglia:** The success of Womanizer Wave can be traced back to the fact that it combines great know how in both areas, bathroom technology and sex toys. You need to deliver on both ends, and that is why this close collaboration between hansgrohe and Womanizer was so instrumental in getting Wave where it needed to be. During our initial research, it quickly became clear but the majority of users want a product they can use without having to switch showerheads each time. Simulation should be quick, easy, and easily accessible. Therefore, it became a priority that Womanizer Wave would not just be a world-class showerhead for stimulation, but that you should also have a great experience when using it to wash your hair. The design of the product was equally important. We wanted it to be discreet, so you wouldn't guess its unique characteristics at first glance, but it still needed to look appealing and sexy to add to the stimulation experience. And of course, you had to be able to access and change the various modes of stimulation quickly and easily. Being a leader in the market and in innovation, we have lots of experience in product development, and we know how to make sure that a product like Womanizer Wave lives up to these standards. Apart from our own know how, ►



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we also relied on thorough testing to create the best-possible product.

**Womanizer Wave marks a big step on the way to destigmatizing masturbation, your press release reads. What role can your product play in normalising self-pleasure?**

**Sarah Moglia:** Traditionally, people are very coy when talking about masturbation, or they do not talk about it at all. However, innovative products such as Womanizer Wave change the whole conversation about this topic. With Womanizer Wave, people can explore their own sexual pleasure in new, unique, and exciting ways. By combining masturbation with an element of our everyday lives, in this case taking a shower, self-pleasure can become a natural part of our personal bathroom routine, providing a boost to our confidence and overall wellbeing and supporting a positive self-image. You don't have to hide Wave in the bottom drawer of your nightstand; it is already a fixed part of your daily life, right there in your bathroom. We know that a lot of women have already tried to use their showerhead for stimulation. As a matter of fact, almost 50% of women admit to having tried this before even turning 18. It is a very natural process, a part of discovering your own sexuality. Therefore, Womanizer Wave is also a great option for people who are new to the world of stimulation products and are maybe not quite ready yet to buy or try a conventional sex toy. ►

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**Womanizer Wave is quite obviously a unique product. Could this be the beginning of a new product category? Do you have plans to develop more products using this technology?**

**Sarah Moglia:** Being one of the leading innovators in this industry, Womanizer always strives to create new and ground-breaking products that take sexual wellness and stimulation to a new level. Womanizer Wave is our first product that does not make use of our Pleasure Air technology, instead using only water to achieve stimulation. Developing this product has been a very exciting process, and

we have learned many new things. They are definitely fascinating opportunities and possibilities we can explore to create more innovative product in this segment. But whatever we do, Womanizer will always base its decisions on the needs and wishes of the consumers.

**Wave is an innovation which means that the users have never seen something like it but neither have the retailers. So, how should bricks-and-mortar stores and online shops present the product. And what kind of support can they expect from Womanizer?**

**Sarah Moglia:** So far, feedback has been very positive, and most of our retail partners share our excitement about the product. When we introduce a new technology, we always try to make as much information accessible to the retailers as we possibly can. For instance, we have two webinars in collaboration with hansgrohe that we call 'Womanizer Wave: The Innovation Journey.'

Moreover, we have created a new Instagram channel (@lhg\_brands\_education), and we will use Instagram Live to stay in touch with our partners.

For the point of sale, we have a number of banners, images, and posters that retailers can choose from. We have also designed an informative display that will boost sales at the POS. It also includes a QR code so the consumers can get more information on our website.





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XR Brands founder & CEO Ari Suss spreads the gospel of kink across the seas



Ari Suss, founder and CEO of XR Brands

*If Ari Suss has been passionate about corporate-level finance, the world may have never become the undeniably kinky place it is today. Luckily for BDSM lovers of all levels, though, this former corporate numbers guy decided early on that selling fetish gear kept his attention far longer than staring at spreadsheets. Now the founder of XR Brands, a sex toy industry company composed of more than 4,000 active SKUs and over 65 brands, Ari Suss and his team are working to turn the company into the next household name in Europe. Suss has seen plenty of success in the USA, and while XR isn't unknown across the ocean, the international XR team thinks the brand could use a boost in B2B recognition. In this EAN-exclusive story, founder Ari Suss tells the story of how XR was built from an overflowing stock of BDSM gear in his East coast home to a West coast staple of retail kink.*

**So for starters, tell me a little bit about yourself and your career before XR, Ari. What's your educational background? What were you doing right before you started XR?**

**Ari Suss:** I worked in finance for Coca Cola and Black+Decker after graduating college with a business degree. While at Coca Cola, I earned an MBA in Marketing from Loyola college. In the evenings I worked part time as a professor at Towson University teaching a few marketing classes.

**What initially caught your interest about the adult products industry?**


**Ari Suss:** I was not passionate about the jobs I held in finance. It was very hard to transition to marketing once I had a few years of finance experience, so I decided to get into ecommerce, specifically within the adult toy industry. With my passion for fetish and an eye for gear, I went to BDSM trade shows across the country like Black Rose, International Mr. Leather, Fetish Con, and DomCon to learn about the industry and develop a business plan.

**Tell me about the very beginnings of XR. How did you begin to get the business off the ground? Did you focus strictly on BDSM products back then?**

**Ari Suss:** XR LLC was officially started in 1999 while I was at Coca Cola. The first

website I built with my partner was the ExtremeRestrains.com, a B2C ecommerce store, and 10 years later I developed XR Brands to focus on the B2B market and showcase our brands.

The company started in a 1-room office in Maryland. In the early years, we relied on a network of suppliers to provide us with strictly hardcore BDSM items and offered them on ExtremeRestrains.com. Though they sold well, we found that softer items sold even better. We worked hard buying, sourcing, and manufacturing a catalog of products that now features more than 4,000 active SKUs and more than 65 brands. Packages were overflowing in many areas of our house; the dining and living room and along the foyer were impassable. I remember our UPS driver said he thought he had the wrong location for our daily pickup – he had never had a pickup of 100+ packages from a residential location before. The neighbors eventually complained about the increased traffic of trucks in the neighborhood, and we were forced to find our first warehouse in 2002. It was in Huntington Beach with 8,000 square feet of space just a few miles from the beach. The move was bittersweet, as I enjoyed waking up and going downstairs to work in my pajamas and being able to take sales calls until the early evening. But our growth was nice and steady, which allowed us to build and fortify our foundation in preparation for our future growth. We have grown from that 1-room office to approximately 100,000 square feet of business and office space throughout three locations in California.







**What or who is responsible for XR's initial success; before you were as popular as you are now, but at the point where you had grown just enough to see that this business was really going to work out? What made things click as the biz really started to grow? Was it a product, a great sales person or sales technique, etc?**

**Ari Suss:** My magic formula for growth here at XR has been to empower my team's strengths by supporting them with the tools they need to be successful, give them the room for creativity, and ensure that I do my best to maintain morale. Or as I like to say 'Less stress, more success'. We have an excellent Executive Team with decades, if not centuries, of combined industry experience. They truly are the momentum that grows us year over year, and I am there supporting them every step of the way. I enjoyed helping structure the vision, strategy, marketing, and management of the company and my executive team helped me execute.

Specifically, I believe it was a combination of strategies that helped us be successful. We invested in our website development and affiliate program, which had the participation of the top industry leaders at the time, and built our customer base via email and pay per click marketing campaigns. SEO played an important role, too – our top search rankings on Google and Yahoo labeled us as an authority for fetish gear and BDSM equipment. We also invested heavily in the presentation of our products: we stocked a niche selection of items that were hard to find elsewhere and showcased them with high-end photography and hand-written descriptions. When our order volume at ExtremeRestrains.com hit 100 orders a day, I knew this concept was going to work out and be a sustainable business.

**Once you were well established in the industry with XR, what did you like best about working here in the industry? Was it the career you had originally imagined it would be?**

**Ari Suss:** I enjoyed the challenges of growing the business; looking at new opportunities, seeing if our core competencies would give us a competitive advantage over our competition, and executing our plans and evaluating progress. I never imagined I would have a career in this industry, especially as CEO for 24 years. I am so thankful for this opportunity and for having a team that believes in me and knows how to make our goals and ideas a reality.



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**Fast forward to today, what keeps XR on top? What do your customers expect from your company, and what keeps them coming back?**

**Ari Suss:** I feel that XR is always fighting to stay on top in many of the business areas we focus on. Our team is very passionate about what we do, and they take personal pride in our business. We are able to stay nimble and react quickly to the evolving market, which enables us to keep up with trends and make changes or updates when needed. Our customers expect high-quality products that are unique, well-made, and can satisfy them in the ways they were designed to.

We continue to innovate and stay in the forefront of our industry. Fortunately, XR is known for having bold and creative product lines, and loyal customers that continue to come back and see what we've come up with lately. Our goal is to help our customers live out their fantasies and have better intimate relationships.


**What are your focuses for the next few years to keep XR growing, both in the B2B sector and B2C?**

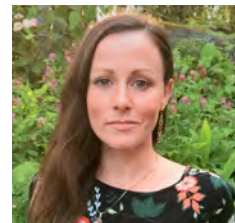
**Ari Suss:** Our focus this year is all about supporting retailers, educating their staff, and encouraging interest in our brands. We believe this is key for us to continue to strengthen and grow our relations with our customers, and the customers of our distributors. We just recently hired a second

Brand Ambassador, industry veteran Elizabeth Porter-Smith, who joins XR on its mission to educate stores across the U.S. about XR Brands product lines.

We will continue to innovate and offer fresh new products to the industry, and we strive to fulfill this demand daily. Our sales team offers superb support and service, and we are proud to have high fill rates and quick turnaround times.

This approach keeps our customers coming back. We take care of them in every way we can, and they remain happy customers. We also plan to grow organically and through acquisitions. I, along with some other partners,

acquired Curve Toys in 2017 to allow XR to offer high-quality dildos and lifelike (sometimes even life size) masturbators made with a unique proprietary formula developed over their 30+ years of experience making sex toys. Combining our companies gave Curve Toys a wider distribution network that led to new business growth, funding to expand their product lines, and access to our management and marketing teams. We are actively looking for other companies that would enhance our overall business model. 



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

# PLEASURES

VELVET



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*Leroy Klunder is an ambassador through and through. Obviously, he is SHOTS' brand ambassador, representing Aneros and Swiss Navy in the sex toy market. Within the company, he also serves as ambassador for the LGBTQIA+ community. And in our Monthly Mayhem he proves an ambassador of good humour, introducing the Easter bunny, Walt Disney, Taylor Swift and the fight against the (virtual) forces of evil into the mix.*

**You will go down in the history of SHOTS as their first Brand Ambassador... how does that feel?**

**Leroy Klunder:** It's such an honour and an amazing journey, with meeting customers all over Europe, meeting other suppliers, doing trade shows together. I've learned a lot about the industry in the past 2 years and I am ready to keep learning along the way.

**What was your childhood ambition?**

**Leroy Klunder:** Being an animator for Disney. I've always been fascinated by animation and drawing. At the time, that made the most sense to me.

**How did you get into the industry?**

**Leroy Klunder:** By applying for the job. I know, ground-breaking!

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

**Leroy Klunder:** Something with graphic design or in the hospitality industry, who knows, but I'm here and not planning on leaving .

**What was the biggest step in your career?**

**Leroy Klunder:** Being able to represent two amazing brands: Swiss Navy & Aneros. Knowing I have their support and they have my full dedication.

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

**Leroy Klunder:** Still enjoying my life, working, and doing what I do best.

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

**Leroy Klunder:** Next to being a Brand Ambassador, I also like to be an ambassador for the LGBTQIA+ community within SHOTS. Because it's something that's

# Leroy Klunder

## Questions & Answers

very important to me and here at SHOTS, everyone is very open-minded and eager to learn. And I hope that this will keep growing in the coming years.

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

**Leroy Klunder:** Feeling I've changed someone's perspective about my exclusive brands. And make them a believer of the products - it's best feeling ever during a work day.

### How do you relax after work?

**Leroy Klunder:** Getting on my Playstation 5, fighting the forces of evil as a LV 5 ice mage!

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

**Leroy Klunder:** My Mom, I wish everyone had such a role model. She's powerful, bright, enthusiastic, supportive in every way possible, and so much more!

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

**Leroy Klunder:** Lana Del Rey – just for making incredible music in my opinion.

### Which personal success are you proud of?

**Leroy Klunder:** Coming out. I believe it's something you do at your own pace. Even with all the support, it's something you have to do, and that's easier than it's sounds.

### What do you particularly like about yourself?

**Leroy Klunder:** Staying true to myself. And being able to make genuine contact with new people.

### Which vice could you never forgive?

**Leroy Klunder:** Injustice, there is too much of that already. Being kind to others doesn't cost you anything.





**What song do you sing in the shower?**

**Leroy Klunder:** I'm in my Taylor Swift era right now, so her new album has been on repeat.

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

**Leroy Klunder:** The easter bunny. Easter eggs would never be the same after that.

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

**Leroy Klunder:** I really like to go to the movies by myself. I'm a geek like that, I like to just take it all in and enjoy it to the fullest. And the newest 'The Little Mermaid' movie.

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

**Leroy Klunder:** Japan, that one has been at the top of my list.

That country goes from mega hi-tech to serene back to the basics.

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

**Leroy Klunder:** Swiss Navy Anal jelly, Helix Syn V from Aneros, and dental floss.

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

**Leroy Klunder:** Henry Cavill, look him up and you'll understand why.

**Is there anything you would never do again?**

**Leroy Klunder:** I don't do regrets, I just learn from them.

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

**Leroy Klunder:** Live fast, die young, be wild and have fun!





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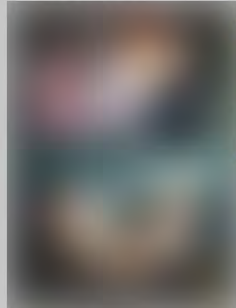




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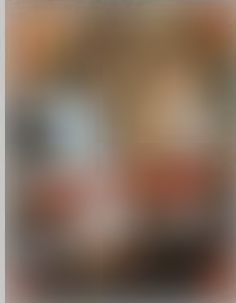
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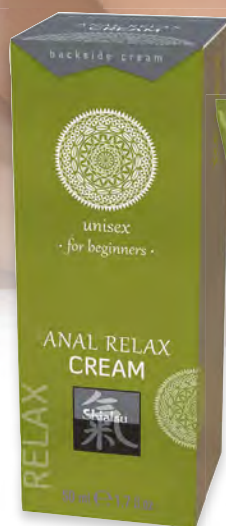
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EAN is published monthly by  
mediatainment publishing verlagsgesellschaft mbH  
Große Kampstraße 3 • 31319 Sehnde  
fon: 05138 - 60 220-0, fax: 05138 - 60 220-29  
e-mail: [info@mptoday.de](mailto:info@mptoday.de)

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