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letter from the editor  
Dear Ladies and Gentlemen

By the time you read this issue of EAN, it will only be a few short days until eroFame 2023. As the organisers are reporting, interest in the trade show is unbroken and the event in Hanover will probably even surpass the impressive results of last year's show as many new exhibitors are going to join the ranks of returning companies. That said, it should be mentioned that a few big names will be missing from the show floor. The reasons for this decision vary from company to company, but it is no secret that some industry members have changed their strategy regarding trade shows in general due to changes in the market environment. Also, there have been lots of developments these past months, including the emergence of a new trade show in southern Europe. With all these moving parts, it will probably take until next year before the path ahead becomes clearer.

That's it for this month!  
Matthias Johnson

## LOVE NOT WAR introduces NeoSilicone™

The first silicone compound that's safe to use with silicone lubes

**London, England - VE NOT WAR has announced the development and launch of a whole new generation of silicone for sex toy use that is compatible with silicone lube: NeoSilicone™.**

LOVE NOT WAR's exclusive NeoSilicone™ took two years of research and development, and offers a unique breakthrough long requested by customers: it's a silicone compound that's safe to use along with silicone lubricants. Adapted

from an existing material used for highly specialised purposes in the aerospace industry, NeoSilicone™ looks set to change the way customers enjoy their pleasure. When it was first introduced for sex toy use, silicone completely transformed the industry. Similarly, silicone lubricants remain a consumer favourite, although, unfortunately both have always been incompatible when



used together with the toys 'melting' and becoming porous.

Now, for the first time ever, LOVE NOT WAR's innovation has solved this problem, with a compound that offers zero degradation from the use of silicone lubricants. This will permit the customer a far superior sensual experience that lasts

longer, requires less lube, and is cleaner. In short, LOVE NOT WAR's new sex toys are fully and independently certified safe to use with silicone lubricants. The entire range of LOVE NOT WAR sex toy heads will now be available in NeoSilicone™, while the Power Of Love battery compartment continues to be made of the same recycled aluminium that made LOVE NOT WAR famous. **e**



# Introducing XOCOON Heartbreaker 2-in-1 Stimulator

A revolution in sensual pleasure, exclusively at SCALA

*Wijchen, The Netherlands - XOCOON's latest innovation, the Heartbreaker 2-in-1 stimulator, is now available exclusively at SCALA.*

This heart-shaped wonder is designed to unlock a world of sensual pleasure, providing an unparalleled experience for both clitoris and nipples. The Heartbreaker's unique design allows to indulge in two different sensations. On one side,



the micro-vibrations function delivers intense vibrations, teasing and tantalizing the sweet spots. On the other side, the licking function provides a gentle, yet thrilling experience, sending shivers of delight down the spine.

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# Small, compact and powerful – these are the new toys from Sweet Smile

ORION Wholesale

***Flensburg, Germany - The lifestyle design of the Sweet Smile sex toys simply inspires the desire to make love. Two new joy dispensers now complement Sweet Smile's extensive toy range – small, compact and powerful.***



The compact 'Vibrating G + P-Spot Massager' is a flexible vibrator with an ideal shape for targeted stimulation of the anal P-spot (prostate) or the vaginal G-spot. The 12 vibration modes provide exciting variety. The deep vibrations can be conveniently controlled at the touch of a button on the practical holding ring. The easy-grip ring also ensures safe anal handling without slipping in. Covered with a silky Soft Touch texture, the silicone plug is easy to insert and glides

almost by itself. The beginner-friendly 'Vibrating Butt Plug' is a perfectly shaped, firm butt plug with 12 vibration modes that provide exciting variety in the backdoor. The deep vibrations can be conveniently controlled at the touch of a button on the practical holding ring. Once again, the easy-grip ring ensures safe anal handling without slipping in. The silicone plug is covered entirely in a silky Soft Touch texture, making it easy to insert and glide smoothly in and out.

e

## Dreamlove is releasing a new series of INTENSE Anal Plugs



Alcalá de Guadaira, Spain - Let your buttocks shine with the INTENSE anal plug, decorated with a diamond jewel. This high-quality metal plug with shiny blue details adds glamor to anal adventures. The high-quality material made of bodysafe Metal and acrylic glass ensures carefree enjoyment and is also easy to clean. Users can change the temperature of the dildo with warm or cold water. No matter which lubri-

cant they use, both water-based and silicone-based lubricants are suitable. The INTENSE brand combines quality products and fashion items in all price ranges to make foreplay a part of everyday lifestyle. Whether you are at the beginning of your sexual journey or already a professional in the world of sexuality, there is always something exciting to discover among the different collections.

e



## CUT4MEN new at ST RUBBER

Men's underwear

*Wadgassen, Germany - ST RUBBER expands its assortment with the brand: CUT4MEN! This is high quality sexy men's underwear from the latest BL4CK and EMERALD collections that redefine style, comfort and individuality.*

With a diverse range including briefs, jockstraps, mini pants, thongs and body harnesses, CUT4MEN knows how to impress! The quality and feel is first class and impressive.



If you have any further questions, ST RUBBER's customer service will be happy to help under the telephone number: +49 6834 4006-0 or simply visit the online shop:

[www.strubbi.com](http://www.strubbi.com)

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## Blush expands Aria Collection with 2 Luxe Multi-Feature Rabbit Vibes

Colorful, affordable line boasts new additions sure to make shoppers excited

**Garden City, USA - Blush is thrilled to unveil two new additions to their top-selling Aria® collection of affordable luxury vibrators: the Pleasin' AF and Arousing AF silicone rabbit vibrators.**



Both new vibrators boast ergonomically curved features that make the dual stimulation design a better fit for most bodies, and their rich, eye-catching color stories bring a fun and exciting look to adult store shelves. Pleasin' AF features a curvaceous body made with iridescent fuchsia silicone. The shaft features a unique 3-speed dual pulsation feature that creates a sensual throbbing rhythm internally. The soft, flexible external stimulator features 7 powerful vibration modes. Designed with the user's comfort

and body in mind, Pleasin' AF has an easy-to-hold ergonomic shape, making it universally fitted for most vulvas. Arousing AF features a similarly curved body made with iridescent bright blue silicone and is equipped with the same three speeds of dual pulsation in the shaft for throbbing internal stimulation. Arousing AF's external stimulator is enhanced with soft "ticklers" that disperse its 7 vibration modes in a uniquely pleasurable way, and it is connected to the vibe's shaft in a flexible U shape to best fit most vulvas.

e

## New collection from 'Noir Handmade' for men



Flensburg, Germany - The new men collection from the top-selling label 'Noir Handmade' is now available at ORION Wholesale. The nine new trendy outfits are made of high-quality powerwetlook in an elegant black matte gloss finish as well as transparent powernet. 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 'Noir Handmade' outfits are delivered in high-quality cardboard packaging with detailed illustrations of the respective item and multi-lingual product descriptions.

e



## Experience the Benefits of CONTROL with Pipedream

Available from SCALA

*Wijchen, The Netherlands - Crafted with the power to influence, CONTROL from Pipedream offers cutting-edge technology designed to enhance prostate play and elevate intimate experiences.*

The stimulation of the prostate and perineum through controlled vibrations not only improves sexual performance but can also trigger multiple prostate orgasms. Its waterproof design allows for solo use or during partner play, ensuring potent results. The internal shaft boasts a specific curvature, meticulously designed to provide targeted stimulation



to the prostate. Powered by a rechargeable motor discreetly placed in the curved tip, you'll experience intense digital vibrations across three power levels and four functions, intensifying every orgasm. The ergonomically shaped pleasure-molded base offers vibration and consistent pressure, delivering hands-free perineal stimulation. **e**

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As of June 29th, 2023

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# Leather outfits and accessories from ZADO now with a new packaging design

ORION Wholesale

***Flensburg, Germany - ZADO's leather collections will now be delivered in redesigned, environmentally friendly packaging with a new look. The transition will take place gradually, so mixed stocks may occur for a short period of time.***




All packaging, both old and new, have numerous illustrations as well as multi-lingual item descriptions. The packaging can be placed on its side or hung in the middle. As they are very compact, several items can be presented on one sales floor and storage is also space-saving. The 'Strap-on-Harness' and the 'Leather Wrist Cuffs' in a classic natural look are the two new ZADO products in the redesigned packaging. The leather outfits and accessories by

ZADO are exclusively designed in-house by ORION and feature extraordinary looks made of high-quality processed leather in exciting combination with sturdy metal. These outfits and accessories are versatile and comfortable, but with a lot of sex appeal – making even the wildest fantasies a reality. These special highlights will delight not only fetish lovers, but also fashion-conscious women and men with a mind for that "certain something extra". 

## Versatile sex positions with the 'Sex Swing Ring



Flensburg, Germany - Discover the new 'Sex Swing Ring' from You2Toys – delivering imaginative and versatile positions with the right kind of swing. The sophisticated construction with 2 differently sized, softly padded metal rings and wide, tear-resistant straps ensures a secure hold and comfortable sitting positions. The 'Sex Swing Ring' is quick and easy to install with its sturdy snap hook and can be adjusted in height to suit the individual

needs of the user. The easy-care, resistant materials of the sex swing also allow it to be used outdoors. With its tear-resistant straps and robust metal rings, the love swing can support a maximum load of 100 kg. The 'Sex Swing Ring' from You2Toys is delivered in a high-quality cardboard box with various product illustrations and multi-lingual product descriptions. Available at ORION Wholesale. 



## Honey Play Box debuts 'LOLI'

A powerful, app-controlled and wearable vibrator

**Chino, USA - Honey Play Box has introduced the LOLI, a powerful app-controlled, and wearable vibrator. LOLI is a dual vibrator that targets both internal and external stimulation, resulting in a deep and fast climax.**

With its petite body, LOLI is a wearable toy. It's so small and sleek that it fits perfectly inside a pair of panties, allowing you to use it on the go without anyone knowing! Users can even sync it with the HoneyPlayBox app for interactive play, making it a truly smart toy. "We believe that good things come in small packages," said

a rep. "Which is why we packed two kinds of stimulation into one

petite, amazing toy! Don't be fooled by its cute appearance and size, LOLI is actually one of the most powerful wearable vibrators on the market." LOLI can be controlled remotely with the HoneyPlayBox app, which enables limitless play scenarios "With its smart, app-controlled design, you can wear it wherever you go and let your partner take control, or you can transform long distances into intimate romance with LOLI," the rep added. "LOLI is a toy you simply have to try for yourself."

e

# Female Libido Boosters



Wholesale

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## Colorful Joy – each plug is unique

New from ORION Wholesale

**Flensburg, Germany - Outrageously good vibes for maximum fun during (anal) sex – that's what the colourful Colorful Joy 'Tricolour Butt Plug' by You2Toys stands for! The special feature: every plug here is unique.**




The plugs are individually cast in 3 colours, making each anal plug look different with its own colour grain! The stylish plug has a classic conical shape and a narrow-tapered tip for easy insertion. It also has pronounced grooves and nubs on the tip for intense stimulation and a good grip. Its wide suction base prevents it from slipping in during handling and prolonged wearing. The plug also sticks to any smooth surface, allowing for hands-free lovemaking.

Made of silicone with a soft touch texture, the silky plug glides in almost by itself and adapts perfectly to the body and movements. Total length 11.5 cm, insertion length 10 cm, Ø max. 4 cm, taper Ø 2.5 cm. Weight 111 g. Material: Silicone, PU. The Colorful Joy 'Tricolour Butt Plug' by You2Toys is delivered in suitably colourful packaging with multilingual product descriptions. The packaging is made of cardboard and can be placed on its side or hung in the middle. 

## INTENSE Shelly Plug is an anal fan's dream come true



Alcalá de Guadaira, Spain – Strong, stronger, intense: The INTENSE Shelly Plug is an anal enthusiast's dream come true. With the vibrating unisex anal plug, consumers will experience the most powerful vibrations, delicious stimulation and endless possibilities thanks to the included remote control. This vibrating anal plug is made of hygienic silicone. A flexible and pleasant material to the body. Its ergonomic shape facilita-

tes insertion. The INTENSE Shelly is equipped with an egg and double motor that provides additional stimulation. Its wide base promises reliable security. Product features: 3 year warranty / body friendly silicone / very powerful deep vibration / unisex: the device can be used by people of all genders / waterproof (IPX7) / can also be used without the remote control / lithium ion battery / easy to clean. Available from Dreamlove. 




## Bombshell Boudoir

Now available at Tonga

*Axel, The Netherlands - The word 'boudoir' derives from a French word which means a woman's private salon, a space to withdraw to, alone or with a romantic partner.*

'Boudoirs' used to be private suites of ladies in luxurious residencies. The new lingerie from Bombshell Boudoir is great to experience this feeling of luxury and sensuality. Or, in the words of Bombshell Boudoir: "Embrace your inner bombshell. Access your boudoir goddess. Make your own destiny, be the leading woman. The fairytale



does not exist so take charge of your story." The Bombshell Boudoir lingerie collection offers V-wire corsets, sumptuous lace bras combined with strings and suspenders, and semi-transparent teddies with straps. Most are black, two teddies also come in white. 



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# Magnum Opus Thruster Pro from TOYJOY Designer Edition

Now available at SCALA

*Wijchen, The Netherlands - Designed to fulfil the deepest desires, the Magnum Opus Thruster Pro boasts an array of features that will leave users breathless. Its life-like veins and intense stimulation provide an authentic and exhilarating experience, taking pleasure to new heights.*



With an impressive 70 strokes per minute, this thrusting vibrator sets a new standard in the world of adult pleasure products. Whether consumers are seeking gentle caresses or more vigorous sensations, the Magnum Opus Thruster Pro has the power and speed to cater to every whim. To enhance convenience and ease of use, the Magnum Opus Thruster Pro comes equipped with a remote control. This allows to effortlessly adjust the settings, ensuring a customized and tailored experience that suits all preferences. The suction base adds an extra touch of hands-free enjoyment, allowing to

fully immerse in the pleasure without distractions. Say goodbye to cumbersome cords and enjoy the freedom to explore and indulge. The pleasure doesn't stop there! The Magnum Opus Thruster Pro offers a range of exciting features to explore. With up to 8 cm of extension, as well as three up and down speeds and seven vibrating modes with three vibrating speeds, this vibrator is designed to keep users captivated and satisfied. Furthermore, the USB rechargeable feature ensures that users can enjoy endless pleasure without worrying about the hassle of changing batteries.

e

## Kheper, Inc. launches new Blue Potleaf Ashtray



Seattle, USA - Kheper, Inc. is formally launching a new Blue Potleaf Ashtray, which is a blue pot-leaf-shaped addition to their line of novelty ashtrays. Kheper Inc. is releasing the ashtray as a follow up to the Potleaf Ashtrays that have grown recently in popularity. It joins the highly successful original

Green Potleaf Ashtray, Pink Potleaf Ashtray, and recently added Purple Potleaf Ashtray. "We are thrilled to see sales in our novelties and barware lines expanding again as people are getting back to more normal social lives." explains CEO Brian Pellham.

e



## RealRock Crystal Clear

SHOTS

*Beneden-Leeuwen, The Netherlands - SHOTS just launched their newest line of one of their 'hero brands': Realrock: Crystal Clear. This exciting collection features a range of dildos, both realistic and non-realistic, designed by their own in-house studio.*

The new line includes 3 realistic dildos and 5 non-realistic, available in 5 different colors. The realistic dildos feature lifelike textures and contours that blur the line between fantasy and reality, while the non-realistic dildos open a world of creative possibilities and imagination. "The



Realrock Crystal Clear collection is all about adding a burst of color to your moments of pleasure,"

Michel, Key Account Manager at SHOTS, enthusiastically shares. "With vibrant options like turquoise, blue, transparent, pink, and purple, these dildos truly stand out. And that's not all! Each dildo comes equipped with a strong suction cup, offering versatile play on practically any smooth surface."

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# SHOTS is releasing Penis Plushies

S-Line

***Beneden-Leeuwen, The Netherlands - Combining amusement with a touch of sensuality, these endearing creations add a whole new dimension of pleasure and playfulness to the bedroom.***



Whether you're looking to spice up your love life, seeking a unique gift, or simply adding to your collection of adult novelties, these new penis plushies are here to bring joy and amusement to your world of pleasure. SHOTS is excited to unveil this new collection from S-line, and that they are now available for shipping. A vast collection of penis plushies caters to various tastes and preferences, ensuring that everyone can find the perfect cuddly companion. Whether you prefer cute and cartoonish or daring and bold, there's a plushie that will capture your heart and imagination. From subtle and

understated to boldly colorful, each design showcases the uniqueness of these charming products. Made from soft, skin-friendly fabrics, these plushies are especially pleasant to touch and also built to last. Rest assured that these cuddly toys are designed with both comfort and durability in mind, ensuring countless hours of enjoyment. What sets these unique plushies apart is their dual nature – the ability to be discreet and fun simultaneously. While they provide ample amusement and playfulness, they also serve as clever bedroom accessories that don't draw undue attention.

e

## We-Vibe launches Ditto+



Berlin, Germany - We-Vibe is thrilled to announce the launch of its newest product – Ditto+. This product is specifically designed for beginners who are curious about exploring anal play. As a partner's toy, Ditto+ is the perfect tool for partners to explore new sensations together and take their

intimacy to the next level. Ditto+ is unlike any other anal toy on the market. Its non-intimidating size makes it a great option for those who are new to anal play, while its unique shape, featuring one flat side, is designed to fit the natural contours of any body for supreme comfort.

e



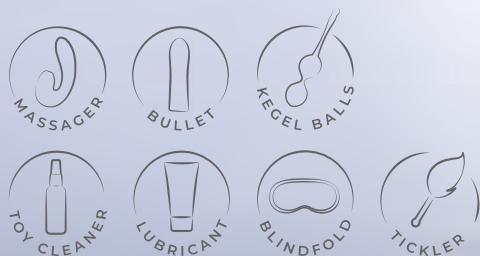
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'MasturbaDron'

***Alicante, Spain - Experience a new pinnacle of pleasure with Elon, the cutting-edge and intelligent male 'MasturbaDron' designed by INTOYOU, available exclusively at [www.lovecherry.es](http://www.lovecherry.es).***



Elon transcends the boundaries of a conventional male masturbator. Crafted with top-tier materials in the market, it guarantees exceptional performance and durability, ensuring enduring delight. A diverse range of features positions Elon as the ideal companion for exploration and unabashed pleasure. Boasting 8 dynamic thrusting modes that simulate the sensations of a skilled mouth, hands, or a sensuous vagina, it promises a lifelike experience. On top of that, it offers 10 distinct vibration modes, adding an extra layer of dimension to any self-indulgence sessions. To infuse a sense

of realism, the inventors incorporated a two-intensity heat function that warms up to 42°C in mere minutes, delivering a sensually warm touch. But there's more to Elon than meets the eye. Equipped with a 360° rotating mobile accessory, it facilitates a hands-free cinematic experience, compatible with all kinds of mobile devices. This feature makes it a prime choice for an immersive journey into pleasure. Its futuristic and interactive design is truly captivating. Drawing inspiration from gaming console controllers, its adjustable oscillating side supports guarantee maximum comfort.

e

## Dreamlove presents BlackHole



Alcalá de Guadaira, Spain - Black Hole is specially designed for anal sex, being the dilator lubricant par excellence, Dreamlove says. It is a very high quality anal lubricant recommended both for all those who want to start practicing anal sex and for experienced users. Black Hole Anal Relax was specially developed for anal

pleasure. Due to the slightly numbing effect, the sphincter is effectively relaxed and thus ensures painless penetration without loss of sensation. The special grease-free composition of the lubricant is water-soluble and can therefore be easily washed off with water, it is dye-free and leaves no traces.

e



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# SCALA



# Zini

Redefining intimacy and unveiling exquisite pleasures

***New York, USA - Zini proudly unveils its exceptional product line. Years of dedicated craftsmanship and a profound commitment to love and intimacy have culminated in Zini's exquisite creations, now open for orders.***



This marks the beginning of an extraordinary journey into pleasure and connection. Starting September 21st, Zini's meticulously designed, innovative products will grace doorsteps across North & South America. For eager partners and enthusiasts in Europe, Asia, and beyond, swift, and seamless delivery is guaranteed, reflecting the immense anticipation that surrounds Zini's long-awaited debut. Central to Zini's collection is the 'Symphony of Love' (ROAE), a masterpiece that embodies love's essence and sparks fiery passi-

on. Since its inception in 2008, Zini has been a relentless force in pushing the boundaries of sexual wellness, resulting in an array of splendid creations that redefine intimacy and pleasure. The unparalleled success of ROAE has set the bar high, laying the foundation for other exquisite styles like DEW, SOON, BLOOM, and JANUS collections. Each product is a testament to Zini's unwavering commitment to delivering extraordinary experiences, intimate exploration, and transcendent connections.

e

## Playharda Wholesale are expanding their portfolio with Kheper Games



Chester, England - Retailers are now able to order from over 20 new lines from Kheper Games. "We already offer a wide range of sex toys, accessories and bondage equipment, but games and novelties was an area we were lacking in" said Daniel Miller, one of the Company Directors. "We're thrilled to be filling in the gap with one of the big-

gest and best games and novelties brands around! The range focuses not only on games, but items to enhance the customer's sex life, such as Melting Rose Petals, Bath Bombs with a hidden surprise, Reed Diffusers to create the perfect vibe and some naughty treats for those with a sweet tooth."

e



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## SVAKOM names Calvista as exclusive Australian distributor

Boosting the brand presence in Australia

**Melbourne, Australia - SVAKOM United States Inc. is partnering with Calvista to boost its market presence in Australia. "Teaming up with Calvista will open many more doors for SVAKOM in the region thanks to their extensive network and more than 30 years of industry experience," a SVAKOM representative said.**

**SVAKOM**  
EXPLORE YOUR LIMITS

"This exclusive distribution agreement will allow SVAKOM to serve new and existing clients so that more adults can experience our luxurious yet affordable product range. Calvista's well-established distribution network, expertise and professionalism make them the ideal partner for SVAKOM in Australia at a time when our brand is experiencing rapid growth worldwide." SVAKOM Account Manager for Australia Vanessa Rose welcome the distribution deal, effective from August 2023. "Our exclusive partnership

with Calvista provides an exciting opportunity to introduce SVAKOM to a previously untapped audience in Australia," Rose said. "We look forward to this positive collaboration, which will expand our market reach, drive growth for all parties, and see many exciting initiatives launched. Together, we will redefine the meaning of pleasure in the region as more adults become able to experience the luxurious, innovative and technologically advanced products for which SVAKOM is renowned." **e**

## Aneros now accepting pre-orders for limited edition product promo kits

**ANEROS**  
GOES BLUE

Houston, USA - Aneros is excited to announce its newest creations, the ANEROS Blue Maximus Syn Trident Special Edition and the ANEROS Blue Prelude Enema Bulb Special Edition for the ANEROS Goes Blue Campaign Promotional kit. This promotional kit will contain multiple special edition Blue

Maximus Syn Tridents and multiple special edition Blue Prelude Enema Bulbs in honor of Prostate and Testicular Cancer Awareness Month this September. The kit also includes table tents and sign wobblers for shelves and counters to use as resources for prostate health education. **e**



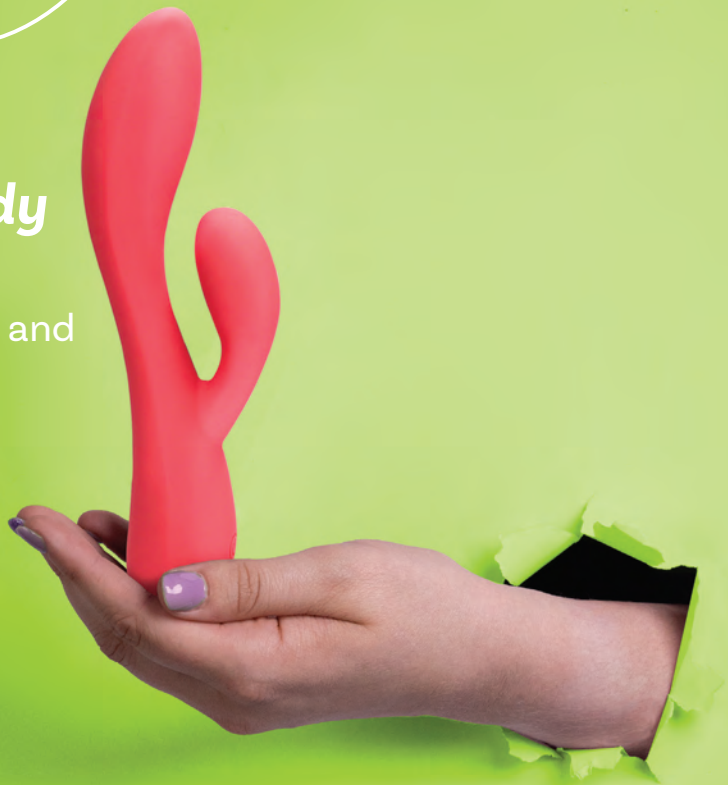
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## Kheper, Inc. launches Ski Shot Set

A set of 4 shot glasses on a plastic ski.

**Seattle, USA - Kheper Inc. is releasing the shot glass set as an in-home version of Shotski, a trend where several skiers do shots together that are fastened on the same ski.**



Customers of this item can enjoy them as a fun and campy shot glass set. Or, do you want to do a ski shot? Fasten all four glasses to the ski, fill them up with liquor, liqueurs and mixers, and then drink them in water-fall fashion by lifting the front of the ski

above your mouth. “Parties are back and there’s no better way to celebrate than with this shot glass set! CEO Brian Pellham explains. “Doing shots off of skis is a ski lodge tradition, and this set makes it something you can enjoy more easily and in your own home.” **e**

## XR Brands is shipping gearable ‘E-Stim Pro’ Panty Vibe from Zeus Electrosex



Huntington Beach, USA - XR Brands is proud to present the latest addition to the E-Stim Pro series of advanced electrostimulation toys from Zeus Electrosex: the E-Stim Pro G-Spot Panty Vibe With Remote Control. This insertable dual-stimulation vibe features a firm insertable shaft that presses against the G-spot and a flat, flexible bottom that sits along the vulva – and each end is equipped with individual vibrating and e-stimulating motors that can be operated with a remote control. With 3 levels and 2 patterns of

powerful electro-stimulation as well as 3 speeds and 7 patterns of vibration, the E-Stim Pro G-Spot Panty Vibe delivers unique and powerful stimulation to the muscles that trigger orgasm. The firm shaft and flexible bottom make it comfortable to wear for long periods, and the round tip is specifically shaped to deliver steady G-spot stimulation. The battery-operated remote can be used from 16 feet away and makes it easy to switch between settings and enjoy e-stim and vibration separately or simultaneously. **e**



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# Allure Lingerie debuts its Holiday Love Potion 2023 Collection

Something for every mood

**Mississauga, Canada - Allure's Holiday Love Potion capsule collection is everything that you can imagine you would need for the ultimate date night, or stay at home and play night.**



The collection's signature design element is glitzy rhinestone strapping that hugs, lifts and highlights all the right places, mixed with delicate scalloped lace. There is something for every mood, from a re-imagined baby doll, to a myriad of garter options, to the panty of your dreams. One of our faves is the naughty girl's secret... Madelyn Lace baby Doll. Edgy strapping with open cups adds to the juxtaposition of the soft lace, making it the perfect femme fatale's 'let's play' outfit. All styles are available in Allure's classic scarlett red, as well as a new vibrant blue shade.

Most of the styles can be layered with other pieces or nothing at all.. The countdown for Fall/Winter has begun... August is technically summer but we all know in the lingerie world that Holiday buying has begun and almost complete for most retailers. This collection is all about sultry vibes that fuse glamour with sexy, as we all like to be extra dramatic and bold for the Holidays, but always feminine. Each piece has an elevated luxe vibe that makes it all the more enticing. Exhibitionism unleashed to be the sexiest version of yourself, no fig leaf required. **e**

## XR Brands expands 'Prisms' line



Huntington Beach, USA - XR Brands is now shipping four exciting new vibrators from Prisms Erotic Glass: the 10X Turquoise Dual Ended Silicone and Glass Wand and the 10X Mini Vibe in a Blue rounded bullet shape, Lilac tapered bullet shape, and Pink

mini G-spot bullet shape. These beautiful new vibes feature colorful glassy construction with special features that only borosilicate glass can give – including strong durability, firm pressure, and a silky-smooth glide over lubricated skin. splash proof. **e**





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## OhMiBod unwraps FOXY Wearable Panty Vibe

Latest in Nex-Gen app-connected vibrators discreetly blends style and performance

**Stratham, USA - OhMiBod announces the latest addition to its expansive collection of app-controlled vibrators with Foxy, the next generation wearable panty vibe.**



OhMiBod's wearable app-controlled panty vibe is designed for an ideal anatomic fit to the body and features Velvet Wave tech for a comfortable, cushioned wearing experience. Foxy also features a positioning magnet to hold the vibrator in place in your favorite panties, allowing for inclusive wear in any shape or size; its unique subtle silicone pattern provides just the right amount of friction, and its soft silicone bristles act as a tickler for perineum pleasure! Like many OhMiBod pro-

ducts, the Foxy is Bluetooth-enabled and app-controlled, making it perfect for spicy couple's play or long-distance relationships. OhMiBod's Remote App user interface is best-in-class, intuitive and offers many ways to play. Simply turn on the Foxy and it will seamlessly pair with the App. Harkening back to OhMiBod's roots, explore Music Mode and the panty vibe will vibrate to your favorite music. Connect to your Spotify or Apple music playlists for a night filled with sexy tunes. **e**

## ONE-DC announces exclusive distribution deal with Entrenue & Nalpac



Veendam, The Netherlands - ONE-DC is thrilled to announce a strategic partnership with Entrenue & Nalpac, two premier distributors in the adult novelty industry. The collaboration involves an exclusive distribution deal, wherein Entrenue & Nalpac will serve as the sole distributors of the coveted Rosy Gold collection in

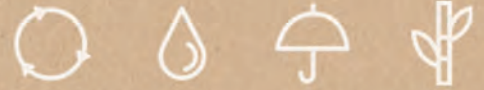
the United States. The partnership marks a significant milestone for both companies as they join forces to cater to the growing demand for sophisticated and premium adult products. The Rosy Gold collection, known for its elegance and premium quality, has garnered immense popularity in international markets. **e**



# Adalet

## ECO PERIOD

### MENSTRUAL PANTIES

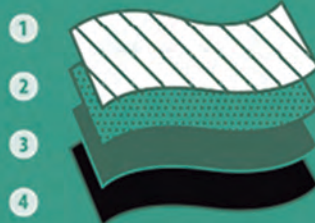


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- Breathable Fabric





# Sportsheets appoints Kelly Sofferman as new Commercial Director

Marking a milestone in innovation and growth

***Cerritos, USA - Sportsheets is delighted to announce the latest milestone in its journey of growth and innovation. Kelly Sofferman, a dynamic and accomplished professional, has been appointed as the new Commercial Director, marking a significant advancement in her career with the company.***



Kelly Sofferman, who previously held the role of Head of Marketing and Product, has demonstrated an extraordinary devotion, strategic prowess, and a relentless commitment to excellence during her tenure at Sportsheets. Her contributions in steering marketing initiatives and spearheading product development have set new standards within the industry. With her new responsibilities, Kelly Sofferman will lead the Commercial Department, aligning sales efforts with the company's strategic vision and customer-centric approach.

ach. Her industry knowledge, coupled with her innate ability to understand and anticipate market trends, positions her as a driving force in propelling Sportsheets to new heights of success. Kelly Sofferman also shared her enthusiasm about her new role: „It's an honor to take on the role of Commercial Director and continue my journey with Sportsheets. I am eager to lead our talented team in furthering our commitment to excellence, reimagining pleasure for all, and driving the growth of our company in exciting new directions.“ **e**

## pjur included in the top tips at COSMOPOLITAN Germany again



Wasserbillig, Luxembourg - pjur has once again succeeded in winning over the editorial team at COSMOPOLITAN Germany. End of June the lifestyle magazine recommended several pjur personal lubricants. Now the editorial team has included other pjur products among their top tips in two articles on the magazine's website. After pjur

products in the water-based personal lubricant and personal lubricant for anal sex categories were expressly recommended by sexual adviser Rena Föhr, now pjur ORIGINAL is the favourite product among silicone-based personal lubricants. The pjur WOMAN range and pjur BACK DOOR also won over the editorial team and the sexual adviser. **e**



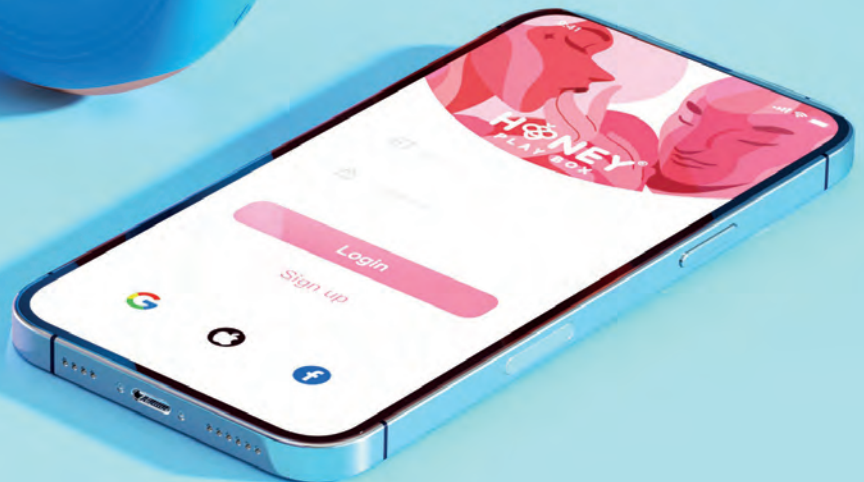
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- JOI THRUST - App Controlled Thrusting G-spot Vibrator & Tongue Clit Licker



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# Lola Games is presenting Leaf

The necklace-vibrator is available now

**Prague, Czech Republic - Introducing the Leaf by Lola Games: a revolutionary piece of jewelry that will change the way cosnumers experience pleasure forever.**



With ten different vibration modes, this necklace-vibrator becomes a personal manifesto. It allows to explore and indulge in different sensations, satisfying all desires. The experience of pleasure knows no boundaries with this wearable toy, as it is always discreetly with you wherever you go. Crafted with style in mind, this leaf-shaped toy comes with a 55 cm stainless steel chain plated in ravishing rose gold. It seamlessly blends into the daily wardrobe,

enhancing outfits and adding a touch of sophistication. Whether attending a glamorous event or simply enjoying a night out with friends, this necklace-vibrator is the perfect accessory to make a bold statement in style. Not only does it elevate the fashion game, but it also offers exceptional functionality. The necklace-vibrator is waterproof to IPX6 standards, allowing to embrace pleasure during mesmerizing showers or engage in aquatic adventures. **e**

## Hot Octopuss drops price of KURVE



London, England - Pleasure is now even more accessible for first time G-seekers and internal toy users, with Hot Octopuss' brand new, lower price for their best selling vulva toy. Now even more people can reach new orgasmic heights – every time. In 2021 Hot Octopuss released KURVE, the world's first G-spot toy. With its patented Treble and Bass Technology™ designed to stimulate those hard to reach areas and so many functions, it's

become the Swiss Army Knife of sex toys for its loyal users. KURVE is a toy Hot Octopuss designed with internal toy first timers in mind. The treble and bass motor configuration means you can completely customise and personalise your orgasm experience, and the soft gel tip and customisable vibrations make it ultra accessible – a beginners gateway toy, if you like. New KURVE pricing: €99.95 / £89.95 / \$99.95 **e**





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# Obsessive grows in the Benelux market

Strategic partnership with EQOM Group

***Czaniec, Poland - Obsessive, a leading European lingerie brand known for its high quality products and bold design, is pleased to announce the launch of a strategic partnership with EQOM Group, one of the leading European distributors in erotic market.***



The partnership with EQOM, as well as in-store exclusivity for Obsessive products in the Benelux region, will enable the company to reach a wider range of customers who are looking for high-quality lingerie. Pat Romanek, CEO of Amocarar, owner of the Obsessive brand, emphasizes: "We are very pleased to strengthen our cooperation with EQOM, which will develop

the brand in Benelux, and we look forward to an even wider opportunity to present our products to customers in Belgium, the Netherlands, Switzerland and Luxembourg. This is another step in improving product distribution in Europe. The partnership will enable us to reach even more customers in the region and contribute to the further growth of our brand."

e

## XR Brands debuts silicone 'Pussy Panties'



Huntington Beach, USA - XR Brands is proud to present the newest addition to their top-selling Master Series collection of advanced fetish and BDSM gear: Pussy Panties. This revolutionary wearable allows users to enjoy two unique bottoming experiences via a stretchy silicone garment that features an anal opening in the back and a lifelike flexible vaginal tunnel in the front. Master Series Silicone Pussy Panties are made with premium silicone that stretches around the wearer's body

with impressively realistic details. Its accommodating design allows users that have penises to comfortably tuck and enjoy a vaginal penetration experience via a built-in textured canal. But that doesn't mean bottoms have to sacrifice anal penetration – Pussy Panties also feature an anal opening that makes it easy to switch from vaginal to anal penetration as they desire. Pussy Panties are compatible with water-based lubricant and available in 3 sizes.

e



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# Biird is introducing Elements

A collection of pleasure products, embracing the power of Mother Nature

***Amsterdam, The Netherlands - Biird is thrilled to announce the launch of Elements, an extraordinary collection of pleasure products who embody the captivating beauty and raw power of mother nature.***



Crafted with meticulous attention to detail out of exquisite rose quartz, luxurious glass, and sleek metal. Polii: This is an expertly crafted stainless steel G-spot massager. This double-ended delight boasts a crescent shape that delivers unique sensations and endless pleasure. Cecii: This handcrafted high borosilicate glass wand to discover new levels of pleasure, either on your own or with a partner. Kalii: This is stunning glass G-spot dildo designed to elevate your sensual pleasure to new heights. With its smooth surface, gentle curves, and flowing ribs, Kalii immerses

you in the ultimate G-spot pleasure experience. Anii: Crafted for comfortable wear and handcrafted from high-quality hypoallergenic borosilicate glass, Anii exudes mesmerising beauty and flawless clarity. Pixii: A beautifully crafted crystal dildo that promises both spiritual enlightenment and unparalleled sexual ecstasy. Its curved shape effortlessly targets the G-spot with precision, while the bulbous tip and curved shaft guarantee an explosive experience like no other. Yonii: This a set of yoni eggs crafted from natural quartz, available in a stunning rose hue.

e

## Unveiling the Snail Vibe Gizi



Amsterdam, The Netherlands - Crafted to redefine pleasure, the Snail Vibe Gizi brings forth cutting-edge features for an unparalleled journey of intimacy.

1. G Spot Stimulation: Prepare to reach new heights of pleasure as Gizi targets the elusive G Spot with unrivaled precision. 2. Synchronous Stimulation: Brace yourself for a mind-blowing adventure with Gizi's synchronous

stimulation. 3. Slide'n' Roll Technique: Discover your perfect depth for G-spot pleasure with the groundbreaking Slide'n' Roll technique. 4. Ergonomic and Compact Design: Gizi's ergonomic design fits your curves flawlessly, delivering comfort like no other. 5. Customized Vibration Speed and Modes: With Gizi, the power is in your hands.

e



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# Byborg Enterprises joins forces with FeelGroup

A strategic joint venture

**Luxembourg - Byborg Enterprises SA, an industry leader in premium online entertainment, has just inked a joint venture contract with FeelGroup, a multi-faceted conglomerate in the sexual lifestyle sector.**



This new partnership emphasizes Byborg's belief in the powerful synergy of entertainment and innovative technology that FeelGroup specializes in. FeelGroup, consisting of FeelRobotics, Kiiroo, Sirius Media, and Virtual PC Services, offers an unparalleled fusion of scalable SaaS technologies and inventive tech devices. The group's ground-

breaking use of haptic technology has connected people and devices worldwide, redefining human interactions and transforming 3D digital relationships using state-of-the-art AI. Byborg's investment highlights the value and importance of FeelGroup's range of products, interactive technology, and new AI-driven products.

e

## Kheper Games, Inc. launches new 'Who is the Biggest Dick?' game



Seattle, USA - Kheper Games, Inc. is proud to release its newest drinking game, 'Who Is the Biggest Dick?' 'Who is the Biggest Dick?' is the latest addition to Kheper's 'Who is the Biggest....?' line, following the successes of 'Who is the Biggest Slut?' 'Who is the Biggest Pervert?', and 'Who Is the Biggest Freak?' In this game, players are asked questions like 'Have you ever flipped over so-

meone's sofa cushion after spilling on it?' or 'Do you often lie to salespeople promising that you'll be back?' Game play is simple: if your answer is yes, you are a DICK! and you take a drink. You'll never run out of fun things to drink to with 552 questions to drink to. The humor is campy and fun, and pokes jokes at all the somewhat dickish things many of us are guilty of doing.

e



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# Playboy Pleasure

Now available from Tonga

***Axel, The Netherlands - Tonga is happy to announce the arrival of Playboy Pleasure products. The brand launched with over 30 striking products, the first-ever Playboy branded sex toys.***



Each Playboy Pleasure toy is adorned with the iconic rabbit head. Derived from the original magazine masthead, the Playboy wordmark is iconic and the Playboy Pleasure brand is built around this mark. It's accompanied by the cheeky, tuxedo-styled rabbit head that was designed by the founding art director in 1953 and it's universally recognized as Playboy. The rabbit has been a symbol of the Pleasure Lifestyle since Playboy's first issue. By offering Sex Toys, Playboy grants individuals the freedom to explore and prioritize their pleasure, with the inventive designs in the Playboy Pleasure collection embodying the brand's commitment to Pleasure For All. This product line seamlessly connects the

trailblazing legacy of those who led the sexual revolution to the contemporary era and the future, promoting a sex-positive outlook. The Playboy Pleasure collection is a versatile range, from vibrators and clitoris stimulators to strokers and multi-motor penis rings, plus anal toys. Vibrators come with thrusting, tapping or heating functions, with up and down moving rings, or with a unique flapper shaft combined with thrusting motions. The metal anal plugs have the recognizable Playboy bunny logo prominently on the base. The other toys carry the logo in a more subtle way. The Playboy Pleasure collection comes in a variety of colours and in sleek white packaging. **e**

## New owners for ETO



London, England - The ETO business has been acquired for an undisclosed fee by All Purpose Media Ltd, which is headed up by industry veteran Jason Dante. Jason, who was sales and mar-

keting director of UK consumer show Erotica during the noughties, purchased the business from Carnal Creative on 28th July 2023, and has exciting plans for the ETO brand. **e**



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## Blush introduces hanging box signage for Performance & RIZE! Lines

New dynamic signage available in 3 high-value merchandising kits

**Garden City, USA - Blush is proudly offering new box signage for its popular Performance and RIZE! lines, giving retailers another high-impact, eye-catching promotion tool as part of three value-priced packages.**



With full-color printing on all sides and complete with hooks and wires included, the new box signage is easy for stores to hang from a drop ceiling or place on a shelf.

In support of the Performance line of pumps and accessories, Blush is offering two high-value savings bundles with matching 20"L x 10"W x 10"H box signage: 1) The Performance Nterchange™ Blush Savings Bundle includes 36 Performance Nterchange™ pieces total: an 18-SKU assortment of pump systems, cylinders, sleeves, and pressure gauge triggers, with two of each

SKU, plus a free VX8 Premium Penis Pump System tester and the new full-color Performance Box Signage. Nterchange™ is Blush's unique system of easy-to-attach-and-detach penis pumps that allows user to mix and match accessories and fully customize their pumping experience. 2) The Performance Blush Savings Bundle includes 32 Performance pieces total: a 16-SKU assortment of pumps, pump systems, and pump sleeves with two of each SKU, plus a free VX101 Male Enhancement Pump tester and the new full-color Performance Box Signage. **e**

## Besharam and bswish unite to introduce inclusive product range in India



New York, USA - IMBesharam.com, India's #1 Sexual Wellness Brand, is thrilled to collaborate with bswish, a global brand recognized for its fun and flirty adult toys, to offer Indian customers an exclusive and extensive range of high-quality pleasure

products. bswish, internationally renowned for its approachable, energetic, and joyful sex toys catering to diverse pleasure needs, aligns seamlessly with Besharam's vision for promoting sex positivity and making pleasure accessible and affordable. **e**



# WYNE

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A hand with purple-painted nails holds a purple, banana-shaped vibrator. The vibrator has a large, curved loop at one end and a tapered, bulbous tip at the other. The brand name 'LELO' is embossed on the side, and 'UK CA' is visible near the tip. The background is dark with a bright blue light source in the upper right corner, creating a dramatic, high-contrast scene.


# orgasmic revelation

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# Of ducks and dolphins

Is vanilla the new black?

## Pro



Colleen Godin,  
EAN U.S. Correspondent

***We often ask about emerging trends that will shape the market, and right now, more and more people seem to feel that the next big thing is ,vanilla‘ toys. So, will plush handcuffs become bestsellers? And how will this impact the popularity of anal toys? Or have anal toys also become ,vanilla‘ at this point because they are not considered kinky anymore?***

When I recently caught sight of holistic therapist Luis Mojica questioning, ,Is your fetish liberating or traumatizing you?‘, I knew the trend I’d been suspecting had come to fruition. We’ve come full circle and wound up back at the very basics of partnered sex: the vanilla kind. For the past several years, sex educator Bonnie Bliss has been proclaiming the benefits of being ,vanilla AF‘, eschewing the air-pulse vibrators and powerful wand massagers that she believes are mechanically separating us from even greater connection to our bodies. Similarly, another sex educator, Elena Rossi, is also turning consumers away from vibrators, claiming they desensitize women. Even Gigi Engle, a certified sex educator who regularly encourages fetishes and kinks, has been apt to ensure her vanilla and asexual followers are well represented in her content creation. Engle’s posts seem to imply that her vanilla readers feel

just as shamed as her kinky ones for being ,boring‘ in bed. Are fetish interests dying out or returning to their former, shameful closet? Absolutely not, and far from it, but the sex education and psychology communities are furthering their understanding of fetishes, how they sometimes form, and how they inform our sex lives. Many professionals are now re-approaching the topic so consumers can get the most out of their sexual journeys while simultaneously healing trauma without making things worse. I believe sex toy brands can live the best of both worlds by staying up-to-date on the psychology of fetishes or hiring a sex educator to take the reigns. It’s time we all understood the nature of fetishes, even when they’re not beneficial to our sales, while extending further understanding and support to the consumers who just can’t get into anal, bondage, or impact play.



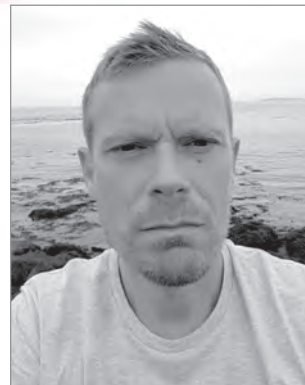


# Contra

Sometimes, you cannot see the wood for the trees. This proverb is generally used to describe a situation in which you lose sight of the big picture because you focus on the small details. And I feel it is also a good way to describe the current discussion about trends in the sex toy market. As the mainstream audience opens their hearts and nightstands to vibrators, etc., these products consequently get much more media attention. And it is only logical that you would rather see a cute, 'inoffensive' toy in a mainstream magazine or on a big website rather than, say, a flesh-coloured dildo shaped like a veiny 30cm penis or a wrought-iron cock cage. The fact that sex toys are going mainstream also explains why there is such great demand in 'soft' products: It's because there is a steady influx of new consumers in this market who want to start with something that looks approachable. So, let's not draw the wrong conclusions and claim that the entire market is shifting towards 'vanilla' and 'soft' products. Especially since, in a parallel trend, more and more consumers

are discovering the pleasures of fetish and BDSM. Also, let's not forget that realistic-looking toys have never stopped selling well. And since we're already on the subject: What does 'vanilla' even mean? Where is the line? When is a product 'kinky'? Attitudes change, and so do labels. What was 'kinky' a few years ago is completely normalised today.

For example, look at the vast number of products for anal stimulation. The array of products in this market is as multitudinous and diverse as the tastes, desires, and needs of the consumers. Sure, it is important to see which trends will have an impact on the market going forward, but if you focus too much on one detail without keeping an eye on the bigger picture, you might end up on the wrong path. Not seeing the wood for the trees, as it were. **e**



Matthias Johnson,  
editor in chief



# Rebranding: The Pros & Cons of Switching Up Your Identity

A column by Kathryn Byberg

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



*Staying relevant and engaging with your audience is crucial, with the ever-evolving landscape of marketing and younger generations becoming more conscious about brands they use. More than ever, the brands you choose say a lot about who you are. One powerful strategy that companies often utilize to stay ahead of the game and keep up with ongoing trends is a rebrand. A rebrand can – if done correctly – breathe new life into a business, open doors to potential new audiences, and revitalize your image. However, like any big decision a brand makes, rebranding comes with pros and cons. Here at Little Leaf, we have helped a couple of major players in the sexual wellness space rebrand, and we are here to tell you, like we told them, that there are advantages and disadvantages of rebranding, so that you can make an informed choice when considering an identity makeover.*

## Pros of Rebranding

### Fresh Start:

People aren't shy of 'outing' a brand if they have said or done something controversial in the past, and thanks to social media, these recriminations can have real-world weight. Most brands have, and most brands will own up to their mistake and learn from it. However this can still leave a sour taste in people's mouths and even if they forget the initial mistake, they may carry negative feelings about that brand from



then on. Rebranding allows your business to present a modern, updated image and gives the brand a new lease of life. We aren't saying that all brands that do wrong deserve a rebrand and we aren't saying that brands who take on a new image have definitely done something controversial, however it is an option.

### **Modernization**

A modern makeover can help you connect with younger audiences and adapt to ever-changing trends, making your brand feel more current and relevant. For those who aren't brand loyal and shop based on packaging and design, you want yours to stand out, and to do that you need to ensure you're not just aware of trends, but leading them. This doesn't mean you have to invest in an expensive rebrand every time a new trend emerges, but it's important to keep a finger on the pulse and adapt to trends in an inexpensive way, such as changing the Instagram aesthetic or dropping the amount of packaging used. (Reducing waste is always on trend.) However if your brand is clearly stuck in the 80's and not in a cool, retro, vintage way, it may be time to invest in that rebrand.

### **Expanding Target Audience**

If you have noticed a drop in reach, conversions and general interest, a rebrand can


enable you to target new demographics or even pivot your business to serve a different audience altogether, should you want to do so. It may be worth gathering research on each generations' favorite brands and look at the common interest or 'look' to these brands, and see how you can adapt to this.

### **Boosted Employee Morale**

A rebrand is an exciting project for everyone involved! The new look can inject a welcome energy into your organization, giving your employees a sense of excitement and purpose. We all know that working in the pleasure industry is already an exciting and fun industry. How can a job be boring when Monday meetings are spent discussing butt plugs or the best harness-free pegging toy? A fresh start can excite staff even more, and build a sense of community in which everyone can work together to create the new-found look.

### **Cons of Rebranding**

#### **Financial Investment**

Rebranding can be expensive, especially if there are lots of products to consider and packaging is to be changed. Costs include – at a basic level – redesigning logos, rebranding the website, launching new campaigns, and much more. It's essential to budget carefully to avoid straining your resources. 





The worst scenario would be to spend so much on a rebrand and have no money to show off your beautiful new branding to the world. A rebrand can be done slowly, for example, start with changing the Instagram imagery, or the website copy and go from there.

### Loss of Brand Loyalty

As great as it is to reach out to untapped audiences, there is a huge risk of losing some hard-earned customers along the way. Don't forget each demographic has their own likes, dislikes and preferences and what a 21 year old likes may be different to a customer you have nurtured for 35 years. However, within this industry, loyal customers ARE loyal. Sex toys are a big investment and a risk if you don't like them. These customers know what they want once they find it, so regardless of the look of the packaging, as long as the product keeps its function then customers should and most likely will stay satisfied.

### Customer Confusion

Drastic changes in branding can confuse loyal customers who may not immediately recognize your new identity. Take X for example, completely different to its previous name that it held for 17 years, Twitter. Not only has Elon changed the name of the social media platform, but completely shifted the look to darker colors and bolder branding. The Twitter/X (what do we even call it now?!) rebrand is highly instructive: people who loved Twitter are likely to hate X, but you can't deny the rebrand has brought huge new attention to the already flagging platform. For smaller brands that can't even risk paying for a boosted post, a drastic rebrand might lose the small community of followers it has built. Any rebrand can lead to a temporary drop in sales and engagement but this is completely normal, in fact, any change at all can lead to this and that is pretty common amongst all brands.

Rebranding is a huge decision that requires careful consideration and a well mapped out analysis of its potential pros and cons. While the allure and excitement of a fresh start and increased competitiveness can be appealing, the financial investment and risk of customer confusion should be examined. It is good to get everyone's thoughts and feedback throughout the company, even better if they are of different ages and backgrounds. This will help weigh up options. **e**





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# Sheer Midriff Appeal...is here to stay this Fall

A column by Peline Kurt darcan



*As the Summer is ending, we are all (sadly) slowly transitioning to light layers and leaving behind open shoes and short shorts. However, one thing that we are definitely keeping from these past two summers is the crop top. Even though crop tops started off as street wear they have now trickled down into all areas of fashion & lingerie.*

They are a welcome wardrobe addition, adding some feminine flair to mom jeans, trendy slouchy pants and boxy blazers. You can literally adjust the rest of your outfit to show more or less of you, while still keeping a sexy vibe.

In the lingerie sphere, this season is still predominately about all things sheer mesh and semi-sheer mesh, which makes it easier to switch up your look to be more playful while still keeping it sexy. While oversized styles are still showing up on runways, crop tops are adding a hyper feminine effect through sheer fabrics and midriff hugging styles.

The sheer dressing trend offers a chance to craft your own version of



Glam-Rock. It is most definitely this season's piece you didn't know you need. Crop tops actually work for all body types because you can curate what you choose to pair it with. Sheer crop tees add mystery & heighten the allure even when layered with high waisted pants, maxi skirts or even swim wear. You can basically wear it with anything and everything, making it a lingerie wardrobe essential.

Exhibitionism of the midriff has never been so 'fun' & flirty! After all who doesn't need an extra shot of playfulness before the serious season of back to work - school & a more regimented life style begins... **e**



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# Managing Compliance is Managing Change

A column by Caspar ter Horst



Caspar ter Horst, co-founder ProductIP B.V. ([www.ProductIP.com](http://www.ProductIP.com)). He can be reached at [caspar@ProductIP.com](mailto:caspar@ProductIP.com)

*Caspar ter Horst boasts over 25 years in product compliance. In 2008, he co-launched ProductIP with Maarten van der Dussen. ProductIP specializes in aiding the implementation and management of product and supply chain compliance. With their SaaS solution, clients get easy access to a comprehensive, regularly updated list of non-food consumer goods requirements for the European market. This platform also facilitates the collection, review, and organization of compliance data, streamlining the creation of declarations of conformity. EAN will publish columns by him on product compliance in the coming months.*

When discussing the adoption of new technologies, innovations, or ideas in a society, the 'Diffusion of Innovations' theory proposed by Everett Rogers provides a widely-accepted framework. According to this model, the population is segmented into the following categories based on their propensity to adopt new ideas:

**Innovators (2.5% of the population)**  
Risk-takers. Financial resources.



Social networks outside of the local peer group. Close contact with scientific sources and interactions with other innovators. These are the people who are the very first to adopt a new idea or technology.

### **Early Adopters (13.5% of the population)**

More integrated into the local social system than Innovators. Often seen as opinion leaders and hold positions of social leadership. More discreet in adoption choices than innovators. Crucial for the diffusion process as their adoption may trigger a cascade effect in the community.

### **Early Majority (34% of the population)**

Deliberate in their adoption process. Interact frequently with peers but are usually not leaders. Adopt new ideas before the average member of society but after the early adopters and innovators.

### **Late Majority (34% of the population)**

Sceptical about innovations and ideas. Adopt after the majority of their peers have adopted. Often influenced by peer pressure and economic necessity to adopt

### **Laggards (16% of the population)**

Last to adopt an innovation. Focused on the past; often make decisions based on what has worked previously. Limited social


networks and are most localised in their outlook. Limited resources and are wary of taking risks.

Understanding these segments is crucial for innovators, marketers, policymakers, and anyone looking to introduce a new idea, product or workflow! Strategies can then be developed to cater to each group, increasing the chances of successful adoption. It's worth noting that while this model provides a generalised framework, the actual percentages and characteristics can vary depending on the specific context and the nature of the innovation in question.

### **How do these groups respond to something that has a mandatory date?**

When an innovation or change has a mandatory adoption date, the traditional diffusion process is altered because the freedom of choice is removed or limited. However, the different groups' behaviour, attitudes, and reactions to the 'Diffusion of Innovations' theory can still manifest in various ways. Here's a potential breakdown:

### **Innovators (2.5%)**

They might have already been aware of and prepared for the impending change. They could have already tested, adapted, 





or refined their strategies to incorporate the mandatory change well before the due date.

#### **Early Adopters (13.5%)**

Early adopters might proactively seek information about the mandatory change and prepare beforehand. They can also play a crucial role in influencing others by sharing their experiences and lessons learned.

- Example: If a mandatory environmental regulation is coming into play, early adopters might have already implemented the required changes and can offer guidance to others.

#### **Early Majority (34%)**

They might wait a bit to gather informa-

tion, possibly from early adopters, but will eventually start preparations before the deadline. They may wish to learn from the experiences of those who adopt before them but won't delay as long as the late majority.

#### **Late Majority (34%)**

They could be reluctant or slow to prepare for the mandatory change, possibly due to scepticism or inertia. However, as the deadline approaches and more of their peers comply, they'll likely start their adaptation process, often in the eleventh hour.

#### **Laggards (16%)**

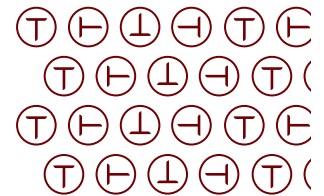
They might resist or be the last to prepare for the mandatory change, possibly risking penalties or other negative consequences. ►



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Some laggards may even look for ways to bypass or delay the change, even if it's compulsory.

- Example: If there's a mandatory safety protocol for an industry, laggards might be the ones fined or penalised for non-compliance post-deadline.

It's essential to note that while mandatory dates compel adoption, they don't necessarily guarantee acceptance or efficient implementation.

Companies and individuals might formally adopt the change but may not use it optimally or harbour resistance, reducing overall effectiveness.

Understanding these segments and their responses can be crucial for policymakers, companies, and change agents to ensure smoother transitions and better outcomes.

Now the key questions are:

- What kind of person are you?
- What is the style of the company you are working for?
- How would you classify your team?
- How would you classify your suppliers? Do you have laggards in your 20% that deliver 80% of your crucial turnover? Or are you giving everyone the same level of attention?

Considering the supply chain involved in placing non-food consumer products on the market, you notice that they will face significant changes with mandatory dates in the coming years. The regulatory 'tsunami' from Brussels is real. Add a complex supply chain whose current behaviour in various cases is responsible for the upcoming changes, and you know this is an uphill battle.

Acknowledging is the first step. The next step is determining how you are efficiently going to manage it. Given the current economic reality and the scarce expert resources, who will you call? ProductIP B.V.

Enjoy the change. Embrace it. Don't fight. It has to happen. It will happen. **e**



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# Sciart Marketing Experts Unravel the Mystery of Behavioural Analytics

A column by Lauren Bailey



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

*Behavioural analytics; the quiet cousin of paid media, Conversion rate optimisation (CRO) and Electronic customer relationship management (eCRM) are often overlooked and underinvested in a world where instant gratification and quick results reign supreme. It's time we started to shout more about this powerful skill and educate ourselves on what it has to offer and how it can complement other marketing activities with data-driven insights. At Sciart Marketing, we know how it can empower businesses to tailor strategies, optimise user experiences and create compelling campaigns that resonate with their audience and we want to share its power!*

## **Sherlock Holmes at Your Service**

Think of behavioural analytics as our personal detective, revealing relevant data-driven insights into how people behave as they journey through websites, apps, or any digital platform, from entry to exit. It's a way of analysing quantitative data and unravelling the intricate code of user behaviour. Clicks, taps, scrolls and hovers all act as digital footprints of our virtual ex-



ploration. You can analyse and understand what elements people engage with on your site or app; are they clicking on non-clickable elements or encountering issues like confusing navigation or malfunctioning buttons? Insights like this are reliable indicators, enabling you to implement data-backed user experience (UX) enhancements that improve both user satisfaction and brand visibility.

### **Behavioural Analytics in Action**

You click on a sexual wellness product that catches your eye but end up abandoning the cart like it's a sinking ship. Suddenly, you receive an email offering a sweet discount on that exact product! Clever, right? This is behavioural analytics in action! The data wizards noticed your hesitation and sent you a personalised deal to entice you back. It's like they know your shopping habits better than your best friend! But don't worry, it's all in the name of improving your online experience. Businesses can use this information collected to help personalise their eCRM campaigns, which can lead to better retention rates and brand loyalty.

### **Set Me Up!**

Think of cookies as breadcrumbs left by your site's visitors. When you implement JavaScript on your website, it acts as a

doorway to a silent observer, gathering valuable data on how users behave and interact with your pages. This digital diary of user actions provides profound insights into their preferences, engagement patterns, and potential pain points. With this treasure trove of data, you can optimise user experiences, tailor your strategies, and create a seamless journey for your audience. You can also connect to your ecosystem, this will allow you to track the source of traffic, so where it's coming from - social, affiliate, paid. You can also track the medium, how the user found you, was it via an email newsletter, social media or a banner ad. Armed with this data you can analyse the performance and effectiveness of your various marketing channels and identify which are providing the best return on investment (ROI) and optimise those which are underperforming.

### **Respecting Privacy - Ethical Tracking**

Now, let's address the elephant in the room – privacy. Transparency and informed consent are vital; you don't want to fall foul of regulations such as GDPR or CCPA, or worse lose customer trust.

Ensuring your site or platform's visitors are aware that their data is being collected and used is paramount. This can be achieved through mechanisms like cookie pop-ups or by incorporating clear explanations in







your site's terms and conditions. Your user trust and privacy should remain at the forefront as you utilise the power of behavioural analytics to enhance their experience.

### Tracking Platforms

Platforms play a crucial role in behavioural analytics and it's important to use the right tool at the right time.

Analytical platforms like Mouseflow and Hotjar allow us to track mouse movements, view heatmaps, gaining valuable intel on what elements attract users' attention and which ones they may overlook. We can even decipher how far down the page people scroll, providing insightful data for CRO tests aimed at enhancing and guiding users towards the most critical elements of your site or app.

While analytics platforms like Google

Analytics 4 (GA4), Piwik PRO, and Adobe offer valuable insights into user behaviour on your website, they each have distinct advantages tailored to specific business needs.

GA4 provides essential data on page views, bounce rates, and traffic sources, offering an overview of your website's performance. However, it falls short in explaining the "why" behind these metrics.

Piwik PRO fills this gap by offering specialised features for deeper insights into user interactions, making it ideal for enhancing user experiences and conversion rates. Its strong focus on data protection and compliance also makes it suitable for industries with privacy concerns, like sexual wellness. Similarly, Adobe excels in providing comprehensive behavioural analytics functionalities, aiding in uncovering the reasons



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behind user behaviour patterns. However, like any great investment, it's essential to do your research and determine which tracking platform works best for your business. While behavioural analytics platforms come with undeniable benefits, they do carry a cost. Therefore, it's crucial to weigh the advantages against the expense and choose the platform that aligns with your business goals and budget.

### Benefits

Whilst mind-reading remains a sci-fi dream, behavioural analytics remains the next best thing! Armed with real data from real people, behavioural analytics offers the key to optimising many of your business' marketing strategies. By understanding what captures people's attention, identifying their pain points, and discerning their preferences, you gain a competitive edge that can be infused into your paid campaigns and eCRM strategy. Not stopping there, you can also conduct impactful AB tests as part of your CRO experiments, all powered by the insights from behavioural analytics.

Embracing the power of behavioural analytics allows us to make data-driven decisions that go beyond guesswork, leading to the delivery of personalised experiences for your customers.

So, the next time you see a tailor-made offer popping up just when you needed it, remember it's all thanks to those data detectives working behind the scenes. **e**



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# Andre Visser joins Dildos Assorted as Global Sales Director

Spanish distribution company wants to expand internationally

Andre Visser joins  
Dildos Assorted as  
Global Sales Director



***Dildos Assorted is pleased to welcome Andre Visser as a new team member. As of September 1st, he will be responsible for the Spanish distribution company's worldwide sales activities and new business development as Global Sales Director.***

Asked why Visser joined Dildos Assorted, he says: "I have known Louise and Isaac, the owners of Dildos Assorted, for 20 years and I appreciate the family atmosphere in their company. They told me that they want to expand their business in Europe and beyond and that sounded like the perfect challenge because that's exactly what I like to do - build something from the ground up and lead it to success." Andre's job will be to achieve growth in all market territories and make the world aware of the brands that Dildos Assorted offers, such as S Pleasures, Femme Republic and Liebe. "All of these brands have already achieved very good results in Spain, so it is time to introduce them to the rest of the world. The good thing is that we already have all the products in stock





and ready to ship! We will start with XBIZ Europe in September and I look forward to seeing many market participants again in the coming months to present our brands to them,” he says, looking ahead.

Andre has had a long and highly successful career in the industry. In addition to his sales skills, leadership abilities, industry knowledge and global network, he has been instrumental in building and leading companies to success. He took his first steps in the industry 25 years ago at Forum Entertainment, an adult film distribution company. He then joined

Playhouse to continue working in the film business until the company made a turnaround in 2007 and became a sex toy company. When Playhouse was later acquired by Scala, Andre was appointed as Sales Manager, and was responsible for the Benelux and Russian markets. Together with Walter Kroes they established the Leg Avenue brand in Europe. During all these years, a close customer relationship existed between Andre and Eric Idema. When the latter had the idea to start a wholesale business, he brought Andre in. “After seven great years at EDC Wholesale (now ONE-DC) and building something that started



Andre Visser with  
Louise Holmgren,  
founder and owner  
of Dildos Assorted



small into something big and successful, it was time for me to leave and look for a new challenge,” Andre says, “In Holland, we say when your baby has legs, it’s time to let it go. That’s exactly what I did. I would like to take this opportunity to say a special thank you to Eric Idema, my team and all my old colleagues for the great time we spent together and the results we achieved! It’s been an incredible journey!” He is even more excited to continue his already very long career in the industry. “Many of my colleagues and customers have become friends over the years. As a result, the working atmosphere is a very special one and I also like the no-nonsense mentality of our industry,” he says. “In my work I have always followed the principles of ‘what you see is what you get’ and ‘let’s make the best of it together’. It’s never a 9 to 5 job but that’s what I like... the job is done when it’s done, no limits. Work hard, play hard!”

Louise Holmgren and Isaac Fargas, owners of Dildos Assorted, founded in 1996, are pleased to have secured Andre Visser’s experience and expertise. “We are very happy to have Andre on board with his know-how and wealth of experience. We are very much looking forward to a close and successful collaboration with him.”

Andre can be reached by phone at +31629506505 and by email at [andre@dildosassorted.com](mailto:andre@dildosassorted.com)







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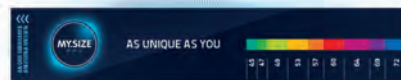
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# pjur gives us an exclusive look into the future

Iconic redefined continues to grow

*Last year pjur took a risk with a visual fresh start and presented its new brand design at eroFame in Hanover. After two years of hard work, the company was transformed with new colours and aesthetic promotional photos, and unveiled its modernised logo. All with a new claim: 'Feel the Real's. The whole concept was showcased to perfection with the first product to be launched with the new design. Because alongside its new brand presence, pjur launched a new product range: pjur INFINITY – a top-quality personal lubricant with a modern, appealing design. So, what awaits visitors to this year's eroFame?*



## Iconic redefined – A look into the future of pjur

This year, pjur is daring to take the next step and push the brand refresh forward. The team has spent the last year fine-tuning the next steps, aiming to modernise the company and build the foundations needed for a successful future. pjur included select partners and customers in this process through in-depth discussions, to shape the brand's development together and gather important questions for the brand refresh:

**What will happen next with pjur as a brand (visually)?**

**How far will the company go from the visuals that are so well-known and popular with consumers?**

**Will iconic design elements like the curve be kept? Will pjur personal lubricants still be recognisable?**

Find out the answers to all these questions and more from 11 October in Hanover.

**Alexander Giebel, CEO & founder of the pjur group explains:** "Our brand has undergone enormous changes and is now modern and fresh – a real eye-catcher in every store. It was important for us to retain the heart of the brand, uphold our tradition, but at the same time, make it fit for the future. We've chosen something rather special for eroFame: we're giving visitors a look at the future of pjur."

## Come with us on a journey into the future

For this year's trade fair, the pjur team has put together a stand that showcases what they have been hard at work at since the last eroFame, and what will be important for next year – giving you a chance to exclusively look into the future of pjur. Find out what the future holds at the pjur booth, number 40 in hall 4 / F5. The pjur team are looking forward to taking you on a fascinating journey!





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# "We sell fun!"

„Liebesengel Toypartys“ - Heavenly evenings with toys and lingerie since 2009



Nadine Jedlicka,  
co-founder and  
co-manager of  
'Liebesengel  
Toypartys'



Daniel Jedlicka,  
co-founder and  
co-manager of  
'Liebesengel  
Toypartys'

*The discussion about distribution channels for sex toys often focuses on the strong and weak points of these channels. For instance, the biggest strength of bricks-and-mortar retailing is personal advice and the shopping experience. However, there is another channel of distribution that boasts similar strong points: direct distribution or simply put, toy parties. Providing advice and a unique experience is equally crucial here. The big difference is in the approach. 'Liebesengel Toypartys' has been a part of this market since 2009, and today they have a network of 150 consultants, the so-called 'Liebesengel' (love angels.) EAN was curious to learn more about the German company, so we asked co-founder and co-manager Nadine Jedlicka for an interview. She tells us about the history of her company and the unique requirements of the toy party market, and she explains why she thinks that the future of direct distribution is golden.*



"The sky is the limit!" says Nadine Jedlicka when asked if, back in 2009 - the year she started 'Liebesengel Toypartys' together with her husband, Daniel - she could have imagined her company being bigger than ever 15 years later, with 150 consultants hosting toy parties all over Germany. It all began with a shelf from an omnipresent Swedish furniture company and just-in-time orders, meaning that when a customer placed an order, the team would then pass that order on to their suppliers. Having a warehouse of their own hadn't even crossed their minds back then, Nadine recalls. "As a matter of fact, we started this business in the apartment we were living in back then. Later, we created our first warehouse in the basement of our house. Then, in 2015, we established a new base of operations, with 150 square metres worth of office and warehousing space. In the meantime, it has grown to 300 square metres." The first consultant came on board the very year that 'Liebesengel Toypartys' was launched. She supported Nadine with the toy parties, which she had been hosting herself up until then. Nadine originally started out in the cosmetics industry, where she had a successful career as a freelancer for several years. "Then, one day, I met the team of Fun Factory, and that was really the moment when everything started changing. We thought

that there had to be away to present sex toys and similar products to the customers at their own house - in a setting they know and where they feel comfortable. This distribution channel had already worked splendidly for other products." So, the idea was born and then promptly executed? Well, it was not quite that easy. 'Liebesengel Toypartys' did not go from zero to hero overnight. "In order to make sure that the company would survive and grow, all of us took second jobs - sometimes even full-time jobs!" Considering where 'Liebesengel Toypartys' stands today, the strategy of 'many little steps' definitely paid off. Nadine is very proud, and rightly so, that in almost 15 years, her company never had to take out a loan. A really impressive example of organic growth.

In the early days, Nadine and Daniel took care of most things themselves, including the first catalogue, which had a very 'sparse design', as Nadine admits. "We did a lot of stuff ourselves, and of course that meant getting burned every once in a while and learning a lesson the hard way. In essence, we still follow the same philosophy today." Be it their internet presence, online shop, social media activities or digital marketing, Nadine and Daniel have always been very hands-on. Over time, they have added a roster of







Alexandra Schötz,  
head of distribution at  
'Liebesengel Toypartys'

experienced and talented teammates, such as their head of distribution, Alexandra Schötz, who is in charge of coaching and training the consultants, and an office team that handles the business processes. "Remaining true to ourselves is very important", says Nadine, underscoring the level-headed, down-to-earth approach of her company. "Surface-level flashiness is not really our thing. What we offer our customers is quality products and quality advice! That is our strength." But what happens if one of those pillars collapses as it did during the Covid pandemic when suddenly, it became impossible to host

toy parties at people's homes anymore? "We had to change our philosophy," says Nadine, looking back at 2020 and 2021. "We started looking at e-commerce to make sure the company survived and that our consultants could still make a living." Even without actual parties, the team managed to win over new customers and keep existing customers engaged with the 'Liebesengel' brand. Obviously, there was jubilation all around when contact restrictions fell and the team could finally present products to the customers in person again. Speaking of customers, the target audience of 'Liebesengel Toypartys' is not exclusively female; they also host parties for couples and bachelors. And while every party is its own beast, with its own rhythm and focus, the number one rule is always the same: People have to have fun. "No matter the audience, we sell fun!" explains Nadine. "The overall package has to fit the occasion, things have to be entertaining and easy-going, and people have to enjoy themselves." Having an open-minded and interested audience obviously helps. To make sure that the attendants of the parties are not overwhelmed and that things don't get awkward, the consultants establish in advance which types of products should be presented. "For instance, some people are still uncomfortable when it comes to anal sex," Nadine points out. However, she adds, the general acceptance of sex toys has gone way up since the company was started, and people are much more open to talking about sex and related topics. ►



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Naturally, Nadine can see this change at the parties that her team hosts, but she also sees it in her personal life. “Before, when I told people what I did for a living, some of them were flabbergasted. But luckily, that has changed!”

So, how did ‘Liebesengel Toyartys’ manage to carve out a niche in the highly contested home party market? What sets them apart from the competition? The selection of hand-picked quality products and renowned brands is obviously part of the answer - their range also includes a wide selection of lingerie products, by the way. But the single-biggest factor is probably the well thought-out training system for the ‘Liebesengel Toyartys’ consultants, which ensures that they

have all the tools to host entertaining, fun parties. “We provide our consultants with a lot of information and tips and tricks so we can be successful together,” says Nadine. However, as fun and uncomplicated as the party business may seem, competition is very real in this market, and at times also very fierce, as Nadine can attest to: “Live and let live is our motto, but unfortunately that is not how everybody feels. We have already lost time, money, and sleep over this kind of stuff.” When it comes to selecting the products that are presented at their toy parties, the ‘Liebesengel’ team value quality, from obvious things such as tested and proven materials to small details, for instance the noise level of a sex toy. “We will not pick a product just because it has a small price tag. Quality is the top



# PLEASURES

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criterion that we look for.” As a result, there are many products from renowned brands in the ‘Liebesengel Toypartys’ selection, but there are no private brand products. When asked about the current top-sellers, Nadine mentions the Womanizer line, vaginal balls, and a product for intimate epilation. “Our range spans the full breadth of sexuality, wellness, and beauty because these things are all connected. You have to be comfortable with yourself to be able to just let go and enjoy sex,”

the founder and manager of ‘Liebesengel Toypartys’ explains. Sex is obviously a wide and complex field, and on top of that, the market for sexual pleasure products is in constant flux, with new trends and top-sellers emerging all the time. Consequently, the consultants that host the parties need a lot of background knowledge and product information. “Making suggestions and giving advice to the customers is paramount. And in order to make those suggestions, our consultants need to know what they are talking about. What we are selling is sexual satisfaction, and we have more than 300 different products in our range, so the consultants need to know what they are presenting.” This knowledge is conveyed through in-house training and product presentations conducted by suppliers and producers, while experts provide information on a more general level, such as a therapist who shares valuable information about pelvic floor training and other popular topics.

One would expect that the current situation - inflation, skyrocketing cost of living, energy prices, etc. - was taking its toll on the toy party business. However, Nadine says she can’t feel any adverse effects on her business. When ‘Liebesengel Toypartys’ was an exhibitor at last year’s Venus show, they made it a point to bring many mid-priced products to the show, however it turned out that the items in the upper price segment were the most popular. “People still have enough money, and at the end of the day, they prioritise quality when they buy a new



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product,” says Nadine. This trend is also underpinned by the fact that, on average, guests at the ‘Liebesengel Toypartys’ parties spend twice as much money as they did five years ago, contradicting the theory but people have become stingier with their disposable income. Consequently, the owner of ‘Liebesengel Toypartys’ feels pretty confident about the future of her company. “Women are a replenishable resource,” she jokes. “With each new audience and each new generation that comes along, more women discover the topic of sexuality, with all of its facets and questions.” Additionally, emerging trends and a constant stream of new products keep things fresh. “Home parties are here

to stay. This channel of distribution simply offers too many advantages, from the personal advice you get to the fun aspect of being in a group with your friends. For us at ‘Liebesengel Toypartys’, this means we need to stay on the ball and strengthen our brand and our company.” To that end, the team have planned various activities; among other things they will be a sponsor of a Chippendales tour across Germany and there will be collaborations with movie theatres. Naturally, they will also be attending trade shows. Additionally, they joined forces with EFAG GmbH, the company behind ‘Ficken’, a popular party drink in Germany, and they are even planning to expand that collaboration. “It is completely unique - someone wants to have a party, and we bring the booze!” It probably goes without saying that Nadine and her team are also going to keep a close eye on the sex toy market to be able to quickly embrace new trends and add innovative products to their carefully selected and steadily evolving range. When asked what producers and brands can do to better support the home party market, Nadine says that a having a better grasp of this distribution channel would go a long way. “We are not an online shop. This business works very differently, and we reach the consumers in an entirely different way - we meet them directly, in person.” Therefore, it would be helpful to get more sachets, samples, etc. “Ultimately, our toy parties contribute to the popularity of the brands of our suppliers.”

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"I think we are more likely to call this evolution rather than a revolution."

NeoSilicone - LOVE NOT WAR introduces an innovative new material to the world of sex toys

Will Ranscombe,  
co-founder and CEO  
of Love Not War



*Thanks to LOVE NOT WAR, consumers can finally use silicone-based lubricants with their silicone sex toys! NeoSilicone is a novel form of silicone that was inspired by innovations in the aerospace industry, and LOVE NOT WAR are bringing it to the sex toy industry. In our EAN interview with Will Ranscombe, co-founder and CEO of LOVE NOT WAR, we seek to answer all the questions about this new material and its potential, including: Why did we simply accept the incompatibility of silicone toys and silicone lube for years without looking for a solution?*

**Sex toys made of silicone should not be used with silicone-based lubricants - this has been a law set in stone ... until today. Just for clarification: What happens if you defy this instruction?**

**Will Ranscombe:** The traditional advice against using silicone-based lubricants with silicone sex toys stemmed from concerns about potential chemical interactions that could occur between the two materials. When silicone lubes came into play, they were known to sometimes degrade the surface of silicone toys, leading to a range of issues such as a tacky or sticky texture, discoloration, and even structural breakdown over time which is likely to shorten the lifespan of the toy. This essentially renders the toy less effective, less hygienic, and less safe for use.

It's also worth noting that silicone sex toys tend to be more expensive, mostly because of their superior quality. That means they're an investment, not an impulse purchase, and therefore deserve to be looked after. You don't want to ruin a \$200 dollar sex toy by using the wrong lubricant!



**NeoSilicone is a material that eliminates this problem because it can be used with silicone-based lubricants. Could you explain the difference between NeoSilicone and conventional silicone in layman's terms?**

**Will:** NeoSilicone is a compound that has never been used before in the sex tech industry, but the principle behind it has been around for a while in the aerospace industry, where materials need to be very strong and simultaneously very flexible and will come into contact with the highest quality lubricants, which happen to be silicone-based.

**How long did it take to develop NeoSilicone? What hurdles did you have to overcome during the development process?**

**Will:** It's taken close to three years of dedicated research, but it's also something that has been a longstanding goal since we first launched. We've found that customers who buy LOVE NOT WAR products tend to be pretty well educated in matters of intimacy and pleasure and this means they also know that silicone lubes are superior to other types. It's therefore only natural that the

market itself has been demanding this for some time.

As far as hurdles are concerned, we've faced a few. The first is one of trust. We're an independent sex toy developer however we're fortunate to have our custom-built production facility, not everyone can claim that. But what we don't have is the almost limitless funding of shadowy private equity groups, and that is unfortunately something that a lot of our bigger competitors do have.

What we're hinting at here is that with the influx of money into our industry, it's difficult to develop innovative products in secret, and even harder to protect intellectual property. Keeping this a secret until now has been hard. Our industry sadly doesn't have the best reputation for respecting IP – everyone is stealing everything from everyone all the time. If you're a big brand, that doesn't matter so much, however when you're an in-ie like us, it can spell doom.

Another hurdle is R&D. That's what we're good at, but in this case, we had a lot of trial and error, with the emphasis on error. We thought we'd cracked it several times and then had to go back to square one until we discovered an







existing principle for the effective development of this compound.

**The problem that silicone sex toys should not be used with silicone-based lubricants has been known for tens of years, so ... Why has no one been looking a solution for so long?**

**Will:** I think we all just kind of accepted it as an immutable fact, and never challenged that collective wisdom. We developed silicone sex toys, discovered you can't use them with silicone lube, and then all collectively shrugged and assumed it would always be that way. It's also possible that other brands, even bigger ones, aren't really investing all that much into R&D anymore. What was the last major change? Airwave technology maybe? App integration?

Things have been stagnant for a while, despite all the external investment. That might be indicative of a broad desire to iterate rather than innovate. I like to think we break the mould in that regard.

**How does NeoSilicone change things for sex toys users?**

**Will:** Well, things are about to get a lot more interesting for the customer. That is to say, the customer's taste in lube is about to become more sophisticated. Since we've opened the door to using superior silicone lubes with silicone sex toys, we can reasonably assume the user will be having a better experience. They now have access to a greater selection of higher quality lubricants, and that can only be a good thing, right?





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**Will the products become more expensive due to the use of NeoSilicone? If so, how confident are you that your customers will go along with this move?**

**Will:** Nope. The NeoSilicone took a lot of time to develop, but it doesn't cost much more to produce, so prices remain primarily around the same. We used this opportunity to usher in a few other changes too. For example, now customers can buy the vibe 'heads' and the battery compartment separately. That means if you already own one of our 'Power of Love' battery bases, you only need to purchase one of the interchangeable heads next time. One base powers them all, so to speak which actually cuts the cost in half if you're buying more than one LOVE NOT WAR pleasure product.

**How revolutionary is this new material? Will it 'shake up' the sex toy market?**

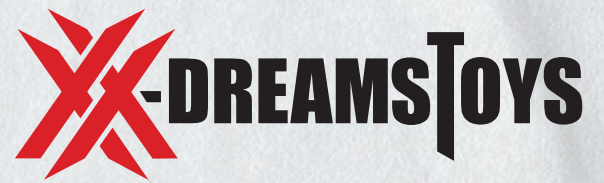
**Will:** I think we are more likely to call this evolution rather than a revolution. What I mean by that is that we're standing on the shoulders of giants with NeoSilicone. The principles all already existed in the aerospace industry, we just borrowed them and made them... sexy.

**You have trademarked NeoSilicone. Will that deter any potential imitators?**

**Will:** This is a tricky dilemma for us. On the one hand, we want this advance to be enjoyed by the whole market and to improve quality across the entire industry. What matters most to us is that the customer has the most pleasurable experience



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possible, and we would be happy to see this innovation become more widespread. On the other hand though, we don't want our work to be exploited by bigger brands backed by huge investor groups. Innovation in this industry seems to be driven from the bottom up: independent brands like LOVE NOT WAR experimenting and throwing things at the wall to see what sticks. That should be defended, not exploited. So yes, we hope, in the West at least, we are able to retain our advantage for a while. But how realistic is that in an industry notorious for plagiarism? If you've been a regular attendee at sextech conferences over the years, you

spot trends: in 2010, everything was a rabbit vibe. In 2014, everything looked like a LELO. In 2018, everything looked like a Womanizer. That's not a coincidence, and it's not 'convergent thinking'. That's why there's so much litigation behind the scenes in our industry and that is something we very much want to avoid.

**Will you only use NeoSilicone for your own products or are you also thinking about making it available to other producers (through licensing or the like)?**

**Will:** Related to the above desire to improve the quality of silicone across the industry, we'd be open to discussing opportunities.

**Will we see more new sex toy materials in the future? Will the dominance of silicone continue? How will silicone evolve?**

**Will:** Graphene is the next big thing to happen to sex. Silicone will forever be a mainstay, but as soon as graphene is commercially viable, it's going to change the entire world, and the sex tech industry with it. You heard it here first. e



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E-commerce company TREND enters the bricks-and-mortar market



Gabriel Tamer, head of TREND Groß- und Einzelhandel KG

*On July 15, 'G.' opened in Flensburg in the far north of Germany. It is the first bricks-and-mortar store of TREND Groß- und Einzelhandel KG. The wholesale and retail company, which was launched in northern Germany ten years ago, traditionally focused on a number of online shops in the e-commerce segment. But now, the team have crossed over into the realm of bricks-and-mortar retailing, determined to make a name for themselves in this market as well. While some claim that the sun is setting on the bricks-and-mortar model, Gabriel Tamer, CEO of TREND, couldn't disagree more. In our EAN interview, he explains why he decided to establish a foothold in this market and what you need to do to still be successful with a bricks-and-mortar store.*

**Please, tell us about your company. When was TREND founded, and what is your business model?**

**Gabriel Tamer:** our first online shop, 'SMASH ME,' went online pretty much exactly 10 years ago. Our goal was to offer a wide range of products for a wide range of consumers - go-



ing way beyond products which you could get via mainstream channels back then. From soft to rough, without ever getting too hardcore or turning off more delicate palates. Personal customer service, a high level of quality, and short delivery times were baked into the concept from the very beginning. Over the course of the years, we added more online shops targeting specific audiences. Simultaneously, we kept expanding our product range and today, we have more than 30,000 products in our assortment.

**You run several online shops. What can you tell us about them and what do they sell?**

**Gabriel:** Apart from 'SMASH ME', there is 'Bazonga', which is skewing a little younger and a little more frisky. A great option for consumers who are a bit more price conscious. 'Sara Luna' is an online shop with a more feminine sensibility, and there are several exclusive products and brands in our range over there that you'd be hard-pressed to find anywhere else. In addition to the sex-centric shops, we have also launched 'Trendparfum', an online shop for beauty and wellness products as well as perfumes. This site also boasts a wide range of products including numerous

exclusive items you won't find anywhere else on the market. 'Trendparfum' has proven a valuable addition as it lends itself perfectly to cross-marketing activities. Last but not least, we have two fashion stores, 'Trend4Women' and 'Trend4Men', adding to and rounding out our overall range in a meaningful way.

**What is your corporate philosophy?  
How do your online shops manage to stay one step ahead of the competition in the fiercely competitive e-commerce market?**

**Gabriel:** Our goal is to be a one-stop shop, particularly in the adult segment - a shop where you can get everything that is relevant in this market and nearly everything the consumers could possibly be looking for. As a result, we are looking for new, exciting products every day. Offering excellent customer service, short response times, a personal contact who will answer all of your questions, and short delivery times also rank high on our list of priorities. We work hard to live up to our standards, and our customers really appreciate the effort we put in. Of course, the price is also a big factor, as is the case anywhere in the online business, and we always strive to offer the







„G.“ can be found at Flensburg Galerie, a shopping centre in the heart of Flensburg

best possible price-value proposition. This doesn't mean having the products with the lowest prices, but having the best prices for quality products. If you buy a product from us, you know it was worth the money, as many, many repeat customers can confirm.

**Now, you have ventured beyond the e-commerce market by opening a bricks-and-mortar store. What was your motivation to enter this market, which is known to be a rather tricky environment?**

**Gabriel:** As a matter of fact, we had been entertaining the idea of opening a bricks-and-mortar store for quite some time, and

this topic came up in our conversations a lot. There are various reasons why we wanted to try it. In our continuous search for new and exciting products, we came across very interesting items that only have limited sales potential in the online space. Some required a lot of explaining, others were so innovative and new that potential buyers wouldn't really look for them on a website. You see, if the customer doesn't know this kind of product exists, how is he going to search for it at an online shop? You can try to make up for that with marketing, but there are no guarantees. We found many products like that over the years, and they were always in the back of our minds, but we never found a way to make it work. But if you can present and explain these products in a personal conversation, in an environment where the customer can see the product, maybe even pick it up and hold it, you know that they will sell like hot cakes. Also, the topic of sexuality has reached the centre of society with the 'Fifty Shades of Grey' boom, so if a product requires explaining, people are generally ready to go to a store where they can get all that information and ask questions. Moreover, there is little direct competition in the city centres; most adult stores are situated in the outer parts of town, not in the centre of public attention.

**Many people think that e-commerce is the only future-proof sales channel. How much potential do you still see in good old bricks-and-mortar retailing?**



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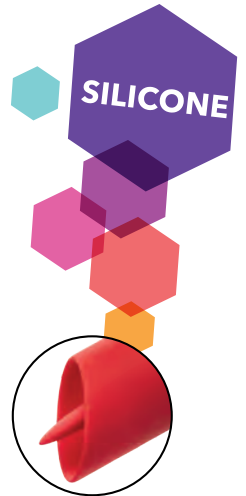
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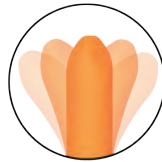
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**Gabriel:** In retail, there is no topic more intimate than sexuality. While there are many consumers who know quite a bit about this product category, the sheer number of products on the market and the constant stream of new additions can quickly prove overwhelming. With many products, you can only really see their full potential when you hold them in your hands or after you have seen how they work and you understand the concept. That eye-opening Eureka moment can really send consumer interest soaring as they realise what experiences could be in store for them.

As I already mentioned, there are many products for which there would be demand if only the consumers knew that they existed and that they are fun to use. Suggestions by the sales staff of a store can really make a difference here. Also, many people don't buy sex toys just for sexual reasons, which is something that should not be underestimated; there are sexual problems, dysfunctions, etc. where toys can actually serve a therapeutic purpose. Just think about post-pregnancy pelvic floor training. Changes in consumer behaviour and consumer awareness are also a notable factor. People pay much more attention to what they wear, what they eat, which creams they use, etc. And our industry is full of products that you use on your body or insert into your body. So, it is only understandable, logical even, that you want to be really sure before you buy a product that comes into such immediate contact with the skin. For many consumers, sex toys are not everyday products, at least not yet. There is not as much general knowledge, so getting advice and information from trained sales personal can be extremely helpful.

**Sex toys are in high demand and there has never been more acceptance of this product category than there is now ... But we don't hear about sex toy stores opening very often. What can be done to prevent bricks-and-mortar stores from becoming more and more insignificant?**



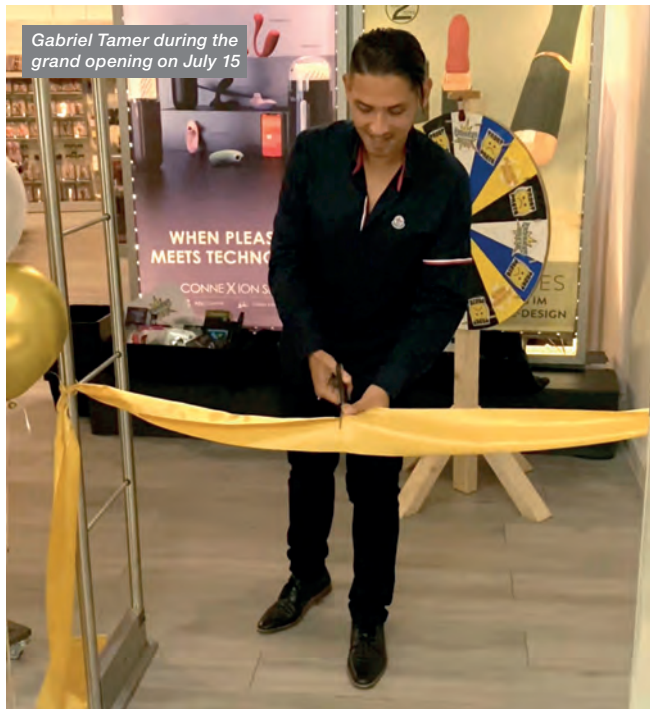
# PROWLER



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# PROWLER





Gabriel Tamer during the grand opening on July 15

**Gabriel:** Demand for these products has indeed gone up. It soared during the Covid years, and it is growing even now. So there are more than enough people who are ready to buy a sex toy. However, at the same time, the number of sex shops is going down. Some may not even close down because they aren't profitable anymore but rather because the owner is retiring and there is no one to keep the store going. Another reason is that some stores have aged too much themselves; you know, the kind of store that still has video booths or a movie theatre area. That kind of concept doesn't go over well with modern sex toy buyers. It harkens back to the sleazier days of the industry, so people are much more hesitant to enter such a store. These

processes will continue throughout the next few years, I'd imagine. The important thing is that the industry is shedding that sleazy image. In today's market, you want your store to be classy and stylish places where customers can choose from a wide and neatly arranged range of quality products in an inviting atmosphere. A place where they get everything they may want in their daily sex life and also get inspired to try new things. Obviously, you also need a professional, well-trained sales staff who are ready to provide valuable information and suggestions. You want the consumers to feel that they are well taken care of; they need to be confident that they will get what they want and need when they enter the store. Of course, there will always be consumers who just order a cheap vibrator online, but sooner or later, most people realise that these products aren't the best and that maybe they should prioritise quality when it comes to products that you use on your body. Of course, if products need no explaining or everybody knows about them, it may be more convenient to buy them via the internet, and there is nothing wrong with that. But if you do not know a product, or if you have questions or a problem, or if you want to try something new, or if you want to delve deeper into a product category, it is definitely an advantage to have a place where you can touch the products and get personal advice. After all, there is nothing more infuriating than getting a new product and then realising that there is a problem with it. The excitement, the anticipation - it is all





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washed away, and potentially not just for you but for your partner as well if you had intended to use the product together. Also, many consider returning products in this segment to be rather awkward and uncomfortable. So it definitely makes sense to know exactly what you are buying. When a customer is happy with the product they got, chances are that they will come back for more. For many, sex toys are not just something they get on a whim to get a kick out of it. Sometimes, there are changes in your life and in your body, some things fall by the wayside, certain problems appear, etc. Whatever the circumstances, it is good to have an expert you can turn to, someone whose assessment and suggestions you can trust. A

while ago, everybody was talking about omni-channel and multi-channel sales, but in the reality of the market, those terms have yet to be filled with life. We can present a limited, curated range of products in our store, but the whole breadth of our assortment is available through our online shop. We have displays and screens in the store to let people know about the online shop, and of course, if there is anything they don't find in the shop, they can still order it right there, from our sales staff, and it will be shipped to their doorstep. Similarly, we offer the option to send them the products they buy at the shop via mail, which is a great choice to have when they are going for the bigger, bulkier products or if they want to continue their shopping





# TURN YOUR FINGERS INTO SEX TOYS



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spree after they leave the store. So, no matter if it is a question of convenience or discretion, we got you covered.

**What can you tell us about your new store? Where is it located within the city? What kind of shopping experience awaits the customers?**

**Gabriel:** This question is a perfect layup for my favourite answer. The name of our store is 'G.' - so, G spot. And, in this case at least, it is super easy to find. 'G.' is situated right at Flensburg Galerie, a shopping centre in the heart of Flensburg. Having a store like this at a big shopping mall is

really unusual for Germany. But it was a conscious decision on our part to go for the biggest, most public location possible. Sexuality has reached the centre of society, and we felt it was high time that a sex store did the same thing. Our goal is to offer something for everyone, from soft to kinky, from beginner products to connoisseur toys, and we always have lots of exciting new items. You can pick everything up, get an idea of how it works, get all the information, and the sales staff will answer any questions you may have. And you get all of that in a stylish, yet discreet atmosphere. The shopping windows are inviting and open, but they are designed so you can't look into the store itself. So, customers can browse to their heart's content, completely undisturbed by prying eyes. Being experts in this market, we offer workshops at regular intervals, covering topics that are of particular interest to the customers but may not be very well-known.

**How long did it take to get your idea off the ground and open the store? Which hurdles did you have to clear?**

**Gabriel:** We had been contemplating the idea of an offline store for a while, but in the end, the decision to go ahead with the project was almost spontaneous. Just a few short years ago, the notion of opening a store in a shopping centre in downtown Flensburg would have seemed unrealistic, but then a new city management team

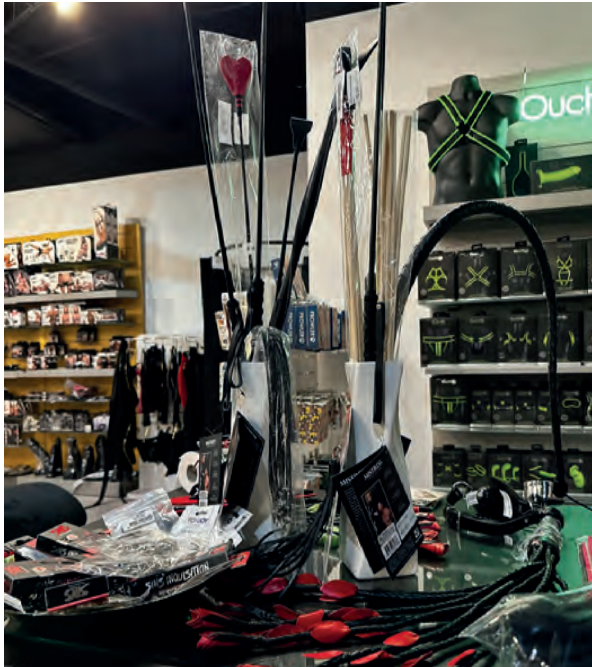


# EXTREME BUTT PLUG



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came in, and a lot has been changing, making us much more confident about the idea. And when we were offered this location for a pilot project, we said yes pretty much on the spot. Getting the store ready for an opening on July 15 was an ambitious goal but we felt we could do it, and we did. I can't recall any significant hurdles in our path; the people we dealt with during the planning stage was nothing but supportive. Some were a little surprised at first, but in the end, the reaction was always positive, especially when the 'Coming Soon' posters started appearing in our shopping windows and the public got an idea of what kind of store was going to take up that spot. You could see the curiosity in the faces of many passersby, and some even took a quick picture before moving on.

### What kind of audience do you hope to attract to your store?

**Gabriel:** Basically, everybody. From young women who want to buy their first toy to people looking for affordable products to experienced toy enthusiasts in search of something new and exciting. Everybody who is interested in quality toys, sexy fashion or sex-related drugstore products will find what they are want and need at 'G.'. And of course, we also have a wide selection of fun gadgets for bachelorette parties or stag nights. To sum it all up in a nutshell: If you want dedication, professional advice, and a wide selection of quality products, we got you covered.

### Could you imagine opening more retail stores?

**Gabriel:** Yes. 'G.' is a pilot store. The pilot phase is very much going to be a learning experience, and we will take a close look at what works and what doesn't, making the necessary adjustments as we go along. At the end of that phase, we want this to be a store that would feel right at home in any shopping centre. So, yes, that is the plan. As more and more old-school sex shops close down, more and more big towns and cities will be left without options for adult shopping. At the same time, the availability of retail spaces has improved a lot in recent years, If everything goes well, we will start adding new locations in due time.

e



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Paweł Graczyk at work

*The WHIPS collection includes handcuffs, collars, whips, paddles, floggers, and harnesses, manufactured by a family-owned workshop in Poland that has perfected leatherworking since it was founded in 1986. Here to tell us more about WHIPS – and about the expertise and passion that go into these products – is Paweł Graczyk.*

Your company has a very long tradition in leather workmanship. Please, tell us how it all started.

**Paweł Graczyk:** The beginnings of the company date back to 1986, when our small craftsman workshop began operating, producing various types of leather goods. Having been around for so long, we were able to create the foundation for the production of erotic products, which we have been successfully supplying to the market for several years now.

What would you say is the cornerstone of your business?

**Paweł:** Knowledge of our basic raw material - leather. Today, among the



leathers, I feel like a taster in my wine cellar. And this knowledge is the result of hundreds of hours spent in tanneries, touching thousands of meters of skins and having countless conversations with experts. This information is stored not only in the head, but also in the hands. Because they read the density and stiffness of the leather, the structure and the temperature. Yes, temperature. Natural leather with a noble, vegetable tan is warm to the touch. There are no layers of paints and varnishes on them, as in the case with splits, for example.

### **What can you tell us about the materials you use for your products?**


**Pawel:** The basic leather is vegetable tanned. These are leathers used in the production of traditional saddlery and hunting products. They are extremely durable and characterized by a beautiful, natural fragrance, which is also a desirable feature for our customers. Now, when you combine this really extensive knowledge and the best raw materials, how can you not create high-quality products?

**Would you grant us a peek behind the curtain of our company? For instance, how many people work for you?**

**Pawel:** Our company is a family business. Literally. It is a combination of the experience of the founder of the company, my father Krzysztof, who is still the main technologist in our manufacture, and my vision of creating new, unique products with a modern approach to marketing. We are dealing with a classic clash of two generations, which naturally generates many problems and is not always a bed of roses, but we have learned to turn our emotions and differences into success. Hence the high quality of our products. Each product passes through our hands and is carefully checked before being packaged. We are aware that only we can guarantee the quality of our products.

### **Who is your target audience?**

**Pawel:** That's a complex question, just like human preferences and needs are complex. Certainly, due to the quality and price, our products are a good solution for amateurs looking for variety, not just for experienced pros. Some will stop at handcuffs and a blindfold, while for others, that is just the beginning of a fascinating adventure.

**Let's take a closer look at your collections. What sets your products apart?** 

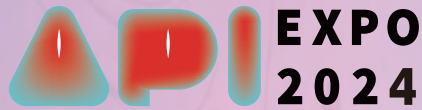




**Pawel:** We currently offer 4 leather and 1 vegan collection. They are a response to the needs of the market and the fruit of our knowledge about BDSM. Our wholesale customers tell us about new trends, which we quickly respond to. Also, we participate in all kinds of events and we have friends among dominatrixes, erotic photographers, and active BDSM users. Our first, basic collection is a combination of red and black leather and various types of metal elements. This is the traditional style that customers are most used to. Proving a nice alternative is a collection in shades of cognac. This is an option for people who appreciate the colours of nature. The noble shade of cognac will appeal to even the most demanding customers. The white collection is a new look at erotic style. The creation of this collection

was inspired by our friend getting married. The elegant addition of subtle crystal rivets gives these products a truly exquisite look. The latest collection is a line of vegan products. This is a response to the growing demand for products of non-animal origin in our market. This collection is made of the highest quality synthetic materials that are manufactured especially for us, and strictly according to the latest guidelines. We see a growing interest in vegan products, and we will probably expand these collections, adding more products in the near future. We are able to create designs for a new collection in 2-3 days. After that, we organize a professional photo session with the models and print the packaging. We have finetuned this process to perfection and it is not a problem for us, which obviously also has





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**Is it true that you also accept contract work, i.e. you make products for other companies? Can you explain what this service looks like exactly?**

**Pawel:** Our core business is the production of our own WHIPS collections. We also understand the needs of our custom-

ers who want to have their own collections, available exclusively from a given partner. So, we offer this service, but obviously, it generates additional costs due to the packaging, having more sessions, creating unique designs, and ensuring constant availability. Taking this opportunity, it is also worth mentioning that in the near future, there will be a unique collection created in cooperation with the Queen of Polish Burlesque - Pinup Candy. We guarantee that this is something to look forward to! And these are not the only new products that will appear in the near future.

**What are your plans for the upcoming months? And what long-term goals you have for your company?**

**Pawel:** In October, we will have the opportunity to present our products at the eroFame fair, which is a great step for us in our plan to expand our distribution channels. By the end of next year, we want our products to be available throughout Europe. We hope that our presence at the trade show will allow us to determine the direction of our future expansion into more European markets. We also hope for personal meetings and talks with potential business clients. Those who would like to get to know our company before the fair can visit our website, [www.forbds.com](http://www.forbds.com), and our Instagram profile, whips collection, where you can see not only our products, but also many snapshots from the life of the company.





# PLEASURES

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# "We're tackling overall health and sexual wellness for our community and beyond"

Pure for Men brings comfort, cleanliness, and confidence to back door intimacy for all



The founders of Pure for Men: Naaman Esquivel, Lawrence Johnson and Fabian Prado

*Many pleasure industry brands often claim that 'a quick wash with soap and water' is all it takes to ensure a mess-free anal experience, but the folks at Pure for Men have enough combined experience to know better. Founded by 3 gay men in Austin, Texas, Pure for Men was created to address what most anal aficionados already know: uninterrupted butt play and proper prep begins on the inside. Pure for Men is a one-stop shop for everything from lubes to wipes to body scrubs, but the company's flagship products are their fiber supplements, which aim to assist in faster, more efficient anal clean-up. Pure for Men's Stay Ready fiber capsules are safe and healthy for the digestive tract, leading to better overall intestinal and colon health. Despite the adult industry's apparent obsession with satisfying men's sexual needs, the guys at Pure for Men felt completely left out, likely due to being in the LGBTQIA+ consumer category. So, simply enough, these 3 gay gents set out to fill a much needed niche for anyone in the gay and queer communities desiring better, cleaner anal sex at a moment's notice. Pure for Men makes their B2B magazine debut with EAN in this exclusive interview.*



Let's start with some back ground on Pure for Men. Tell us your founder's story and your background in education and business prior to launching in the sexual health world.

**Pure for Men:** Founded by best friends Lawrence Johnson, Fabian Prado, and Naaman Esquivel, Pure for Men is the first fiber supplement on the market created for bottoms to streamline preparation for anal sex and reduce the prep time and effort needed for clean anal sex. Our Stay Ready fiber supplements were originally developed around 2007. We were in college and becoming more comfortable with sexual wellness and grooming routines; during a time when there was no real guidance to achieving intimate cleanliness. After some extensive research, the boys found that fiber supplements were being used to achieve a cleaner colon and tract for intimacy, but they wanted more fiber from a variety of sources than was commercially available in a single offering, and a supplement made without the typical animal bi-product gelatin capsules. After partnering with a key FDA inspected-and-approved manufacturer and countless trials optimizing their proprietary blend of soluble and insoluble fibers, Pure for Men was launched, quickly closing the gap on the need for a product of its



kind. By 2017, Pure for Men in its current iteration had come to fruition.

**What then lead you to start a brand in the sexual wellness space? How did you find this space to be not only viable for success, but a place you'd like to work?**

**Pure for Men:** Our fiber supplements were not originally intended for distribution, but rather as an attempt to attain no-mess sex lives for ourselves. In college, when we were all entering our personal sexual revolutions as gay men, cleanliness was an obvious problem that nobody seemed to be addressing. There was no true explanation or guidance to attain intimate cleanliness. The only other solutions were douching and enemas, but we were unwilling to settle for options that can be harmful to





our bodies. After some more digging, we latched onto the concept of using fiber supplements to achieve a cleaner colon and track for intimacy, naturally.

**What's the essential mission behind Pure for Men?**

**Pure for Men:** We believe that every individual within the LGBTQIA+ community should feel confident, and that our products can help you get there.

**Do you have any specific market sector, sexual identity, or health niche of men in mind, or can all men benefit from your products?**

**Pure for Men:** Our target audience started just as gay men. However, our community continues to grow all of those within the LGBTQIA+ umbrella. Yes, anyone can benefit from our products and we strive to become the one-stop-shop for any and all things sexual wellness and personal care for all.

**Tell us a bit about your product line.**

**From the looks of your website, Pure for Men offers a wide range of supplements, lubes, and balms that go inside the body or on the skin. Give us a run-down of your collection and some of your top sellers.**

**Pure for Men:** Based in Austin, Texas, Pure for Men started off as a single product and achieved the coveted #4 on the Bristol Stool Chart. Today, the independent, minority-owned and founder-controlled business of friends boasts a full collection created for gay men to feel, look, smell and taste great. Some of these products include Pure for Men's Body Bar, Body Scrub, multivitamins, lube and wipes. The Pure for Men collection also features lifestyle products such as a bidet and a fresh bergamot and dark oak scented candle, ensuring you're covered before and after the mood strikes. Pure for Men will also be adding even more products designed to better serve their ever-growing customer base in the coming year. The best-selling Butt Balm / Stay Ready Cream is designed for the butt and balls, to leave



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them feeling refreshed regardless where they go. Recently rebranded, the entire line is designed for gay men to take pride in their grooming routine while always feeling confident and ready for whatever play or intimacy the day will bring. In addition to playtime essentials, we have launched complementary products such as Deodorants, Personal Travel Care set, Coconut lube and Body Washes.

**What's your take on the state of the men's-specific sector of the sexual wellness space these days? How far have we evolved in recent years?**

**Pure for Men:** Pure for Men exists because we found that sexual wellness education for gay men was little to none. No one was doing it, so we did. The men's [sector] specifically has grown, but there is still more to be done, especially when it comes to educating

about sexual wellness to those members of the LGBTQIA+.

**Who are your B2B customers? Are you aiming to sell to adult retailers, distributors, etc? Or is mainstream your target?**

**Pure for Men:** Our current retail customer line-up includes CVS, Rite Aid, Urban Outfitters, GNC, and Amazon.

**What is Pure for Men adding to the pleasure products and wellness industry that you felt it's been lacking? How is your brand filling in the gaps?**

**Pure for Men:** We are as much a sexual wellness brand as we are an honest effort at doing right by our customers and by our team members. We believe in supporting our community and dedicate a good amount of our proceeds to local and national charities that support the LGBTQIA+ community. At Pure for Men, we're so much more than our growing reputation as one of the foremost leaders in digestive health. We're tackling overall health and sexual wellness for our community and beyond.



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



# Goodbye Razor Bumps



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# *Savannah* **BOND**





"i roha was created as a brand to support women to explore and understand their own sexuality."

We celebrate ten years of iroha

**Ikenna Lewis-Miller,**  
PR & Marketing  
Director Tenga



*In this interview, Ikenna Lewis-Miller, PR & Marketing Director of Tenga, recounts the success story of the iroha brand, which was launched ten years ago. We learn how and why the brand was created, how it injected new ideas into the market, and how it won over an army of loyal fans. More than that, we also get a glimpse into the future of iroha, as Ikenna tells us where the brand is headed and what we can expect in the upcoming months.*

**What motivated Tenga ten years ago to develop iroha as a brand for women?**

**Ikenna Lewis-Miller:** Through our success with Tenga we noticed a number of things domestically and globally. First, in Japan, female sexuality was at the time, still a seldom discussed topic, with pleasure not being openly discussed and toys designed for vulva/clitoral/vaginal use being 'products made by men, that men bought, to 'use on' women.' iroha was created as a brand to support women to explore and understand their own sexuality, with products designed by



a team of women for pleasure of course, but also to be more ergonomically friendly such as easier-to-push buttons, our famous anti-dust silicone for cleanliness, or ways to keep hands from going numbs from vibration... all while keeping an often-desired level of discretion.

Globally, we also noticed that there was a trend towards only power and pleasure-hunting focused pleasure items. Whilst this is great, we also understood that there were individuals who are newer to pleasure items, or who had higher sensitivity levels that weren't being catered for or left with sub-standard quality items to serve their needs.

We understand the importance of pleasure, and iroha supports women with its message that indulging in self-pleasure is completely normal and isn't something to be embarrassed about. iroha intends to be a brand that grows with its users and support those who may not have a definite understanding or answer to their own sexuality yet.

### **How did the industry, retailers, and consumers respond back then?**


**Ikenna:** We found that iroha served as a breath of fresh air to a lot of people, stepping

away from the sort of 'early 2000's luxe-premium' style of high quality (think, black, purple and gold 'solid' designs) and as a design concept we've had a lot of fans from the beginning.

Industry-wise, while most western markets have an incredibly diverse range in terms of gender and sexual preferences, the adult industry was predominantly run by men who were making key decisions on 'what women were looking for in terms of pleasure' which did not always align with the reality.

iroha has been created to redefine pleasure for the diverse spectrum of people, whether they are experienced or inexperienced with using pleasure items, looking for a discreet insertable, or a stronger clit-vibrator that won't numb their hands. Our fans have fully embraced what the brand stands for and we have many fans around the world who have fallen in love with the products we offer.

### **Have your initial expectations regarding iroha been met?**

**Ikenna:** We're very happy with how iroha has been received but there's a long way for iroha to go to realize its mission of redefining pleasure. For the TENGA Company the focus in the west for the past few years has 



*New versions of MIDORI, YUKI, and SAKURA are getting a big relaunch to celebrate the brand's anniversary*



been developing a solid foundation for our TENGA brand, through our ground-breaking PR work that really opened the market to male sex toys in US and Europe. However, with this foundation firmly in place we're preparing our next big steps of offering our whole catalogue of sexual wellness brands through the iroha brand.

**There are countless sex toys for women. What has iroha brought to the market that is new? What does iroha have that other brands in this market segment lack?**

**Ikenna:** iroha is a brand of pleasure items, created to 'Redefine Pleasure' by treating self-pleasure in the same way we treat self-care. We believe that pleasure should be accessible to anyone, with our pleasure items crafted to embody the

brand's need to be approachable, pleasurable and provide an intimate touch for our users. We've furthermore found novel methods of creating a pioneering soft-touch silicone that has a marshmallow-like plushiness for those who don't like the hard exterior of other pleasure items whilst repelling dust and lint like magic.

Our attention to detail with the iroha brands is what differentiates the brand from its competitors. The buttons are easy to press for all users (for example if you have longer fingernails), whilst the silicone doesn't catch on body hairs like conventional silicone. We also have products such as the iroha temari which features our most powerful vibrator yet and housed in a case that reduces the vibration transmission to the holder. There has been a lot of R&D that has gone into the imagination, prototyping, testing and creation of these items.





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**How many and what kind of products are currently part of the brand?**

**Ikenna:** While our offering differs by region, in Europe we currently have 37 items among 13 product series available, ranging from battery-powered clitoral vibrators, rechargeable insertable vibrators, partnered-play cockrings and our new plant-based non-vibrating iroha petit.

**Looking at the Soft Touch material, the clear aesthetic design, and the modern technologies such as your Haptic Wave**

**Technology - does iroha reflect the demands of consumers in today's sex toy market? Or does your brand set its own standards for others to follow?**

**Ikenna:** The TENGA Company has a strong product development ethos of human-led product-'out' creation. That's to say it should be something someone wants, but not everyone knows what they really want. This is important when you consider the target of iroha not being tied down to current users of pleasure items but rather women as a whole, so there's a lot of out-of-the-box thinking that's required for creating an innovative and 'new' product. We believe our products also need a 'soul' in terms of what the product designer wants to put out into the world. The functions and designs are important, but it's what message those functions and designs are conveying that really move a person to purchase, and that's where the soul plays its role.

**For the anniversary, you have revamped and re-released the first three vibrators of your brand, which laid the foundation for iroha's success ten years ago.**

**What can you tell us about these additions?**

**Ikenna:** It seemed right that as a brand that aims to grow with our audience that we renewed our collection of three luxury vibrators 10 years after their initial launch. The renewal of the iroha YUKI, iroha



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MIDORI and iroha SAKURA keeps true to our aim of combining functionality with design. We've also made sure that the items focus on providing pleasure to the users while encompassing all the details that were put into creating the original series such as our signature soft-touch silicone. The new series however naturally features new updates such as more vibration options, easier usage and is fully waterproof. The packaging has also moved away from overreliance on plastics and unnecessary

parts (although for hygiene reasons we do have to have some plastic parts in there). One cute little adjustment we made from customer feedback was with the iroha MIDORI, where the 'head' of the MIDORI now faces a little more 'upwards' for a snug fit to provide more pleasure during use.

**What can you tell us about your plans you for the future of iroha? For example, are there any new products in the pipeline?**

**Ikenna:** While I can't share any timings on our global launches just yet, just as TENGA expanded from sexual pleasure to sexual health with TENGA Healthcare, the iroha brand is now more than just a pleasure item brand in Asia, and we aim to offer an entire scope of Femcare products and services in the future. This will begin with expanding our cosmetics and hygiene products from the iroha intimate care brand that we offer in Asia to the west but will eventually encompass the spectrum of Femcare needs from PMS, fertility, menopause and more.

For Europe and the west, the iroha mai has just come out and we plan on launching a few new pleasure items in the second half of the year with a new take on how pleasure-items vibrate. We also plan to have a much stronger presence in the west which I look forward to introducing to customers new and old in the near future! 



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# "Wands are so popular and an all-time favourite."

Share Satisfaction present a new spin on a tried and true classic

*Wand vibrators undoubtedly rank among the most popular products of the sex toy market, and there have been countless variations of this design, dating back all the way to the late 1960s. Now, Share Satisfaction have given this classic a 'digital' overhaul for the benefit of consumers in Australia and New Zealand. Taslim Parsons, the founder of Share Satisfaction, tells us more about these new wand vibrators in our EAN interview.*



**It's not really surprising, but your new products, Isla & Ema, are once again toys that have never been made in New Zealand before. What kind of new thing have you created this time?**

**Taslim Parsons:** Our wands are not made in New Zealand. Manufacturing in New Zealand at this scale would be impossible. These wands are a new addition to the market, however. There isn't a digital wand available here in New Zealand and it's exciting for us to bring a classic toy to the market with a dynamic twist. The feedback from our cus-

tomers is: Not knowing how much battery life you have left or worse, a toy dying mid-play is really...haha 'frustrating.' So we approached one of our manufacturers and asked if we could create a wand that has a display. That shows battery life. They worked with us on this amazing product.

**Wand vibrators are an essential part of our market, and there are countless options to choose from. How do you breathe fresh air into such a stacked product category?**



**Taslim:** Absolutely, wands are so popular and an all-time favourite. We think the digital display really is a game changer. Being able to know which setting is your preferred one and knowing how much battery life you have left is so helpful. Knowing how long it took or your personal best is kind of fun too, right? The silicone of our wand is so silky smooth, it's amazing.

#### **Why have wand vibrators become such popular classics?**

**Taslim:** They're versatile. They can be easily used by someone new to toys or someone that has lots of experience. They're great to use solo or with a partner. And they are powerful... what's not to love.

#### **And how do Isla & Ema continue this great legacy? How do your two new products fit into the almost 60-year history of the wand vibrator?**

**Taslim:** Wands are such a classic staple. And there are so many options around. We believe that giving our customers what they want,



in terms of display, is a great way to expand the category.

#### **How do Isla and Ema differ from each other?**

**Taslim:** Basically, it's just size. Isla is 23.8cm in length whereas Ema is 17cm, making her great for taking on a trip.







Apart from the digital display, which serves as a timer and battery indicator, what other features make Isla & Ema shine?

**Taslim:** Its USB rechargeable, splash proof, has 10 modes and 4 vibration

speeds. And as earlier mentioned, the silicone feels incredible.

**What target group do you have in mind for your new products?**

**Taslim:** Wands are so versatile, honestly, they are a toy box staple, so I think everyone that is interested in expanding their selection or keen to try a wand is a target market. It's great for couples' play so really, it is for everyone.

**The range of your Share Satisfaction brand has become very extensive and covers almost all product categories. Are you on the way to being a brand for all needs, wishes, and tastes?**

**Taslim:** We certainly like to think so. We do cover most categories, and we're looking at innovative ways to develop those categories. Our customer base is really loyal, and they love having one brand that can supply them with incredible quality products, regardless of their preference.





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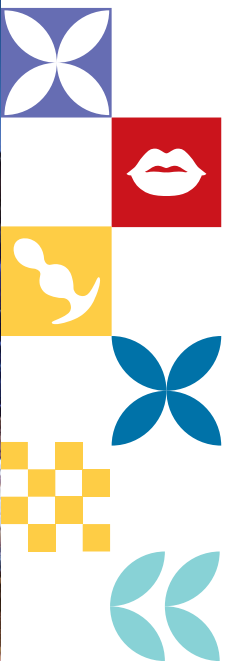
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"A great sex toy ensures safety as well as pleasure when you use it."

We-Vibe presents: Ditto+

Elisabeth Neumann,  
sexologist and Head  
of User Testing at  
Lovehoney Group



*In this interview, Elisabeth Neumann, sexologist and Head of User Testing at Lovehoney Group, tells us about Ditto+, We-Vibe's new anal toy, about the consumers' great - and growing - interest in this product category, and how the consumers' expectations shape product development.*

**Is Ditto+ a response to the ever-growing interest in anal toys?**

**Elisabeth Neumann:** Ditto+ Was designed specifically for newcomers to this market; people who want to give anal stimulation a go. Ditto+ can be used alone or with others. As a couples toy, Ditto+ is the ideal way for partners to explore new erogenous zones and sensations together, which can take intimate moments to a whole new level. A new toy and the exploration of a new erogenous zone – that is an exciting opportunity to deepen your relationship as a couple on an intimate level.

**Where does this interest come from? Why have people become so open and curious about anal toys?**



**Elisabeth Neumann:** Every person is unique, and so are their reasons to be interested in anal toys. That said, we have been able to identify some very influential factors. Many people are simply curious to explore their own sexuality and discover new pleasures and sensations. Anal stimulation represents a very exciting way of doing that. Now, we have reached a level of openness in our society where your own sexuality can be a resource of health and wellbeing. Moreover, anal stimulation and many other sexual practises have been normalised and absorbed into the mainstream. So, if people get curious about it, they are much more likely to try it. This development is very similar to what happened with oral sex in the 1960s: Back then, it was considered taboo to stimulate the genitals with your tongue. Today, oral sex feels like a natural part of exploring sexuality, and most people go on to add it to their sexual repertoire if they enjoy it. Obviously, nobody should get the feeling that there is some kind of pressure to engage in anal stimulation just because it is becoming more popular. Rule #1 is and will always be: Whatever you do, it should feel good physically and emotionally.

**The great interest in anal toys is also reflected by the fact that there are so**

**many companies in this market that either produce, distribute or sell anal products. But what qualities does a product need to stand out from this glut as a great anal toy?**

**Elisabeth Neumann:** A great anal toy ensures safety as well as pleasure when you use it. You see, safety is a top priority! The toy needs to be designed in such a way that there is no risk of it slipping into the body. Without going into too much detail, the producer needs to understand the anatomy of the anus. You can't really control the inner sphincter. So, if you use an anal toy with a flat end piece, there is a risk of the toy slipping in or, to be more specific, of the sphincter basically pulling the toy in. Moreover, a good anal toy should obviously be made of body-safe, skin-friendly materials, free of harmful chemical and allergens. Moreover, the shape should be designed with the anatomy of the anus and the rectum in mind. This kind of understanding of the human anatomy is a basic prerequisite for creating a high-quality anal toy, and it can make or break a product even before the development process begins. Naturally, the size of the product is also important. What size you prefer usually comes down to how much experience you have and what kind of sensations you are looking for. Beginners should definitely start with something







smaller, sleeker, such as Ditto+. And finally, a good anal toy should be easy to clean and easy to store hygienically.

**Ditto+ is geared towards beginners who have little, if any, experience with anal play. How big is this audience?**

**Elisabeth Neumann:** I can't give you an exact number since this is a very fluid audience. The fact of the matter is that anal stimulation is still being stigmatised among certain audiences, especially heterosexual men. If you look at stereotypical gender roles, heterosexual masculinity is often equated to dominance, toughness, and being active. Some people reject anal stimulation simply because they associate it with gay men. This kind of rejection is a symptom of homophobia and an old-fashioned image of masculinity that is still widespread in society. Of course, I am not saying that all people have to engage in anal stimulation to be inclusive! But it is never a bad idea to explore why you feel

a certain way as it can lead to valuable insights. To counter stigmatisation and dismantle taboos, people should be able to talk about the anus as a source of pleasure and stimulation, independent of the bias that others may have. Open, honest, and unprejudiced information about the human anatomy and about safe sexual practices should be a basic part of sexual education and health protection, independent of the sexual identity of the target audience. Sex toys can be a very useful tool in this regard.

**What does your target audience expect from your brand and your toys? And is size the most important criterion for newcomers to the world of anal play?**

**Elisabeth Neumann:** The expectations of this audience - newcomers to the world of anal toys - can be very diverse, going far beyond the size of the toy. It is true, size is an important factor, but what can be even more important if the toy has a rounded, thin tip for easy and comfortable insertion. Many first-time buyers like to start with the smaller sizes to get used to the sensation. A certain level of flexibility and softness can make it easier to insert and use the toy, especially if you do not have much experience with this kind of stimulation. Discrete packaging and an inviting design can also play an important role as it minimizes the awkwardness and uncertainty that some first-time buyers may feel.



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**We-Vibe is known as a brand for couples toys. How do your brand values translate to the anal toy category, or put differently: How much We-Vibe can you put into an anal toy?**

**Elisabeth Neumann:** We-Vibe stands for quality, innovation, and intimacy – those values translate well to any product category. In my opinion, the lines often blur when it comes to sex. Sure, there are specific requirements for anal toys, and fans of anal play have certain preferences, but many people also use anal toys with their partner, basically making them couples toys.

**What can you tell us about the features of Ditto+?**

**Elisabeth Neumann:** Due to the unique shape, Ditto+ adapts to the natural contours of the body, ensuring maximum comfort. The smooth silicone surface feels great to the touch, and it is very easy to clean. Additionally, Ditto+ is 100% waterproof, so you can use it anywhere you like. The toy has 10 different vibration settings, making for a whole lot of variety. And last but not least, Ditto+ can be controlled via remote and also via the We Vibe app for maximum flexibility during use.

**Are there plans to create and launch more anal toys?**



**Elisabeth Neumann:** At the moment, we have two great options in this category, Vector+ and Ditto+, and they cover various experience levels and preferences. Of course, we keep an eye on the growing trend of anal exploration, and we know that there is lots of potential for innovation, including new additions to our own product range. At our innovation lab in Berlin, we are working on some promising ideas, but right now, that's all the information I can give you.

**Finally, let's take a look into the crystal ball: Will the popularity of anal toys continue in the long run? And how much further can this product category evolve in terms of innovation, technologies, etc.?**

**Elisabeth Neumann:** It is important to know that developments in the sex toy industry are usually driven by a combination of new technologies, consumer feedback, trends, and general changes within society. It will be exciting to see how the anal toy category grows and evolves from here to cater to the needs and wishes of the consumers. But generally speaking, I think we will see more anal toys that are geared towards different body shapes and needs to ensure comfort and pleasure for everyone. Also, I think that this trend will continue to grow and solidify. It definitely won't fizzle out anytime soon. Anal stimulation has already established itself as an important segment in this massive market of sexual play and exploration.

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# "All classes of society and demography continue to invest in their personal pleasure."

Celine Menting, founder of 'La clefs de charmes' in Toulouse, talks French retail



*In the south of France lies a little shop with a big heart and even bigger dreams. 'La clefs de charme's is owned and operated by Celine Menting, a 10-year industry veteran who opened her doors in 2013 and has since become the first adult store in France to cater to folks in the LGBTQIA+ community. She shares her thoughts on trends, brands and design, and sexual philosophy for French folks who are ready to come out of their shells.*

**What are your retail customers buying these days at your shop, La clefs de charmes? Have you noticed any particular trends among French consumers in general?**

**Celine Menting:** Since months, because of the inflation and the various crises, consumption has decreased, but in general, all classes of society and demography continue to invest in their personal pleasure. But they are more aware of the price/quality ratio. There is the tendency for the client to ask for more information about the products. They take more time before purchasing. The client really wants to know the product before buying.

**Can you translate the name of your shop into English and explain why you chose this rather unique title?**

**Celine Menting:** The name 'La clefs des charmes' is based on a French saying, 'prendre la clefs des champs,' which means taking the key to the fields to freedom, independence, and running away from social control. The name 'La clef des charmes' represents the freedom and our



individual empowerment in our intimacy and sexual life.

**What has been your most popular sex toy category or niche these last couple of years? Have any of the latest trends come as a surprise?**

**Celine Menting:** I can say that for the last two years, there is an increasing demand in anal play and especially pegging. The sales of strap-ons, harnesses, butt plugs, etc has sky rocketed. This was quite a surprise for us in particular on the strapless products.

**Does this anal trend apply to men as well? What are your male consumers seeking in a sex toy?**

**Celine Menting:** In general, we've seen an increase in male pleasure products [purchases] with an accent on prostate stimulation toys. Men really want to discover these pleasures and share with their partners. We saw less taboo and shame about men's anal play. They really want to experiment with prostate orgasms.

**Have any of the common toy trends changed for women over the last few years?**

**Celine Menting:** Womanizes still stays the big seller, but overall, external stimulation toys, especially suction toys, are very popular. For the type of play for our younger clients, clearly they are looking for discrete toys in a nice and fun design, easy to use alone or with their partner. Toys really became a part of their sex life and erotic games.

**Have you noticed an increase in older French consumers coming into your shop? What does the older French generation think of the pleasure products market?**

**Celine Menting:** This is more complicated to answer. We can see that older customers are filling in a gap they have had in their previous sexual experiences. Mostly because of personal life changes, like separation, body dysfunctions, etc. They are rediscovering their sexual tastes, their bodies, and their pleasure, and they dare to experiment with toys. So there is no one single type of toy as the 'older client' is not a group but more a collection of individual tastes and research.







**Overall, which sex toy brands do you foresee becoming or continuing to be huge sellers?**

**Celine Menting:** I guess it is not really brand related but overall, products that are more inclusive, for a broader audience and gender neutral. Above all, more and more fun!

**Which countries do your B2B relationships come from? Do you find yourself buying more from distributors in particular countries to build your store's inventory?**

**Celine Menting:** France of course, I am a real patriot! Jokes aside, my French distributors are very good and I also work with

The Netherlands, Spain and Germany. I have a very strong partnership with all my distributors for over 10 years. They know my type of business, and they all have different kinds of products, brands and exclusivities. We all work together to please La Ccef des charmes' customers.

**What are your goals the remainder of this year? Has your travel and work schedule returned to normal now that Covid regulations have ceased?**

**Celine Menting:** Passing this inflation crisis, first of all. But product related, we are really focusing on the demands from our LGBTQIA+ customers and we are opening a corner for products, lingerie and gear for transgender and non-binary people this summer. We will be the first boutique in the great South of France to offer these products to our clientele. Since being nominated and awarded International Retailer of the year at XBIZ Los Angeles 2023, I have never traveled so much, so there is no back to normal, there is only going forward and up!



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





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"While I never truly left the industry, I certainly feel that I'm back home."

ETO has a new owner: Jason Dante

*In this interview, Jason Dante provides insights into his ideas and plans for the ETO brand, which he took over on July 28. ETO was originally a monthly b2b print magazine for the British adult market when it launched 20 years ago, but later the brand expanded into the trade show and event business. However, ETO magazine was discontinued and the annual ETO show no longer takes place, so the brand presently only exists online.*

Jason Dante took over the business activities of the ETO brand on July 28



Jason, before we talk about you being the new owner of ETO, we'd like to know a little more about you. Many people remember you as the former Sales & Marketing Manager of legendary consumer show Erotica. Did you stick with the sex toy industry after Erotica ceased to exist?

**Jason Dante:** After Erotica, I kept close ties with many of the wonderful people I had met during my time, but I decided that I would like to expand my skill base so I moved into a corporate role to enhance my capabilities. Having achieved what I set out to do, I am keen to apply these years of knowledge, bringing companies together through the ETO brand.



**The company you run, All Purpose Media Ltd, has acquired the ETO brand on July 28. How did this come about?**

**Jason:** As mentioned, I stayed connected with many people from the industry, and one of them was Lee Schofield, publisher of ETO. My experience, interest, and direction aligned, so I bought the brand. While I never truly left the industry, I certainly feel that I'm back home.

**How does the ETO fit into your company's portfolio?**

**Jason:** ETO is now the sole focus of All Purpose Media Ltd, but previous areas of interest have allowed us to utilise established systems and leverage ongoing business relationships that we can pass onto our commercial partners and readers.

**What was your motivation for taking over the ETO business activities?**

**Jason:** The opportunity to work in the industry again was a key driver for me and I see huge potential in growing the ETO brand further. I believe so much more is possible, and we are busy stress-testing

previously unexplored areas as well as some familiar ones.

**In the past, ETO was known primarily for the monthly print magazine and the annual B2B trade show. Today, the brand exists purely online. How much potential do you see for ETO going forward?**

**Jason:** Understanding how the market wants to be communicated with is crucial, and ETO will answer this demand as required. ETO is celebrating 20-years this year and as the industry landscape changes so must we, but it is only right that we let our loyal readers and commercial partners organically guide us so we can meet the demands placed on them. This will continue to ensure the industry voice is heard in the best possible way.

**What are your plans for ETO? Could you imagine bringing back the print magazine? Is a B2B trade show on the British Isle a possibility? And most importantly, will ETO remain a b2b brand?**

**Jason:** It has only been 1-month since I took the reins of ETO, and there has







The new owner and the old owner of the ETO brand: Jason Dante and Lee Schofield

been lots to consider. As mentioned, we are currently exploring key avenues to expand the brand again. There has been some early feedback that a magazine and trade show would be welcomed. ETO has, for 20 years, served the needs of the B2B community and believe this is where its strength currently rests.

**What path will you take with the ETO brand in the digital realm (including**

**social networks)? Aren't there limits here, especially as far as the B2B market is concerned?**

**Jason:** While there are certain limits within some social platforms, the broader digital realm removes more barriers than it erects and will allow further and faster engagement within our industry. The possibilities are (almost) endless and readers can visit [www.eroticttradeonly.com](http://www.eroticttradeonly.com) to see the story unfold!

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**"We've just turned 3 this year and can't wait to see what the next 3 years hold!"**

Biird expand their product range and explore new markets

Andrea Rey,  
co-founder of Biird



*While silicone is still the predominant material in sex toy production (and will probably continue to be for the foreseeable future), there are numerous alternatives out there. For instance, when creating their new collection, 'Elements', Biird used steel, glass, and quartz. Andrea Rey, the co-founder of the brand, tells us more about these new products in our EAN interview, and we also talk about biird's first steps in the b2b market, which have already resulted in a number of successful partnerships.*

**Let's start with your latest product: What is 'Gii' and what can 'Gii' do that other G-spot stimulators can't?**

**Andrea Rey:** Gii is our take on the famous G spot vibrator. We mixed the gentle curve, a flattened tip, our iconic design language and a deep and rumble motor together to create our latest vibrating pleasure toy and the reviews have been stellar! Our customers love the very gentle first mode to kick things off as well as the stronger, deep and rumble vibrations the upper modes give.

**How does 'Gii' fit into your product range?**

**Andrea:** Gii is our latest powered pleasure product and fits right in between Evii, our external stimulator and Namii, our air toy. In terms of pricing, Gii is offered at a retail price of 89 euro so as with all our products, we've aimed to create a product of the highest quality and offer that at a very reasonable price.

**With the 'Elements' collection, you moved beyond the category**



**of silicone toys and focused instead on glass, stainless steel, and quartz. What made you decide to take this step?**

**Andrea:** Our 'Elements' collection is indeed a bit of a departure from our previous silicone products. It started with us wondering what other materials we could unleash our creativity on. After quite some material research, we'd decided that rose quartz, stainless steel and high borosilicate glass would be great options due to their distinct feelings.

By now, customers are well aware of how silicone feels but they are not yet very familiar with these other materials and the new kinds of feelings they provide. The weight, the handling, the feel and temperature of our 'Elements' collection are all very different from what you traditionally get from a silicone pleasure product.

To be honest, we were not quite sure how the market would react to these products but went ahead anyway as we liked the challenge. And our gamble paid off. 'Elements' has become an eye-catching product line for us and generated quite a few bestsellers.

**What can you tell us about the individual products in the collection? What are their unique selling points?**

**Andrea:** The Elements line consists out of 6 products:

Polii - our stainless-steel G spot dildo, Cecii and Kalii - two bestselling glass dildos as well as Anii, our glass anal plug. Last but not least, Yonii - a set of 2 rose quartz yoni eggs and Pixii a carefully crafted rose quartz dildo. One of the things that really impresses our customers from this line is that each product comes in its own vegan leather pouch, and I have to say - we're proud of that pouch. The quality of this accessory is next to none and elevates the products even more.

**How much Biird is in 'Elements'?  
How does 'Elements' reflect your brand values?**

**Andrea:** There's a lot of Biird in our 'Elements' collection. From taking on the challenge of working with non-traditional materials to the pricing strategy, showing that these products can be creative, innovative and still affordable. Hitting these more affordable price points is always a priority for us as we're always working to produce products that are of the highest quality, all while maintaining this very sharp price point.







**Which target group is 'Elements' aimed at?**

**Andrea:** This collection is probably a bit less accessible than the other products we've made from a material standpoint. From a design standpoint, there's this clear Biird design language that aims to be accessible and friendly. But we also understand that these materials might increase the barrier to entry for some. At the same time, we've seen huge demand for the glass products, so this does show there is interest in these 'alternative' materials.

**Biird offers a wide variety of products - from vibrating silicone toys to dildos made of steel and glass. Is Biird on**

**its way to becoming a one-stop-shop that has something for every taste and need?**

**Andrea:** We're definitely working on expanding our range. For every product we make we do carefully evaluate if we believe there is a need for the specific product, so you won't see us make an endless supply of ever so slightly different products, but you will see our range grow steadily in all the major categories.

**With an expanding product portfolio, is it getting harder to keep delivering on the brand promise with new products?**

**Andrea:** Making new products is always challenging. It needs to make sense from a product standpoint, from a use case standpoint, from a market standpoint... so some products are easier to get to market than others. Luckily, we're a strong team with many, many years of experience in our industry so we have a bit of a 6th sense when it comes to product design and marketing needs but it can still be tricky to find this perfect next product.

**At the end of October 2022, you officially announced you were entering the B2B market. Are you satisfied with how this step has turned out so far?**

**Andrea:** Has it already been almost a year? Time flies! Entering the B2B market





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has been very rewarding for our brand. We've managed to build quite a few interesting relationships with B2B partners such as Passage du Desir in France, Landco in Canada, Entrenue in the USA, Spectrum boutique, partners in Japan, South Korea, Taiwan and so many more. It's been a very fruitful year and we're happy to have made the move. We're also happy that we waited 2 years before entering the B2B space as this gave us time to really establish the brand and through that, deliver extra value to our partners.

**What were the biggest challenges for you as you entered the B2B market?**

**Andrea:** Entering the B2B market was a bit of an unknown for us. We knew how to make great products, we knew how

to market them direct-to-consumer but we hadn't really worked with 2B partners before and that's where we're really happy with the help of Gisele International, who have been our sales representatives and have done an awesome job at identifying and converting these key partners for us.

**Can you tell us about your plans for the upcoming months? Will there be more product releases? What strategy will you follow to strengthen or expand your brand?**

**Andrea:** As always, we're working on quite a few projects. If all goes well, some will still come to fruition in 2023. We've got some exciting new pleasure products coming up as well as some accessories in typical Biird fashion and some major news in the retail partnership space! Keep an eye on what we're doing!

**Looking beyond 2023, what challenges await Biird in the future?**

**Andrea:** Understanding which way the market is going and knowing what customers expect is always a major factor for success. We try to build a long-term relationship with our customers, fans, and partners and we're doing everything we can to keep strengthening these relationships. We've just turned 3 this year and can't wait to see what the next 3 years hold!





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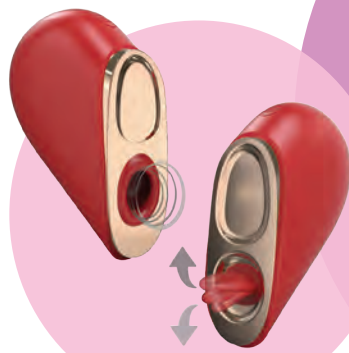


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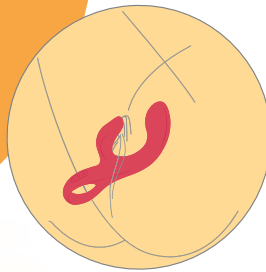




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# "The demand for anal has caught our eye."

Vesta, Onyx, and Egon – Je Joue present three new butt plugs

Sophie Manning,  
Head of Marketing  
at Je Joue



*Je Joue have expanded their product range, launching three new toys in the highly popular anal category. EAN interviewed Sophie Manning, Head of Marketing at Je Joue, to learn more about these three new additions: Vesta, Onyx, and Egon. On top of that, we also talk about the anal category in general and why it is becoming more and more popular among consumers.*

**Has the strong demand for anal toys motivated you to pay more attention to this product category and expand your product range on that front?**

**Sophie Manning:** Absolutely, the demand for anal has caught our eye. We know it's something our customers are interested in as they have told us so. As an inclusive brand, we champion all types of sexual pleasure and so wanted to diversify our product offering to reflect this. Our anal articles are among the most-read blog content on our site so we know there is a clear appetite and curiosity.

**What is your explanation for the growing interest in anal sex?**



**Sophie:** As society becomes more open and willing to talk about sexuality, people are discovering more ways to pleasure their bodies. Anal play is completely genderless and whilst traditionally more of a taboo, it's becoming clear that there is a real curiosity for anal pleasure.

**There are countless products for anal use on the market. But what defines a truly great and successful anal toy?**

**Sophie:** Anal toys need to be good quality and of course include body-safe silicone. Anal toys need to be fit for purpose and this means taking a lot of practicality into consideration. Shape is important – it should be easy to insert but also wide enough to stay in. You also need to factor in practicality when in use, for example having a remote control or Bluetooth control so you can change speeds and patterns without disrupting your pleasure. No one wants to try and change buttons whilst in use, what a mood killer. And of course, it must be comfortable, especially for those more adventurous that want to try out their anal toys out and about. Toys that really take both anatomy and pleasure into consideration will do well in this market.


**Je Joue has now launched three new butt plugs - Vesta, Onyx, and Egon. How do these products reflect the values for which your brand is known and beloved?**

**Sophie:** As with all Je Joue toys, we have our famous, deep, rumbly motor. From speaking to numerous partners and customers, this is something that people want from their butt plug play. As a brand, we appreciate that every body is different and everyone has different preferences, so we have introduced three different variants of our butt plugs take that this into consideration.

**Before we talk about the individual products, what are the unique selling points of your new butt plugs?**

**Sophie:** We have retained our signature features, low-frequency, rumbly motor, body-safe silicone, waterproof, whisper quiet, vegan materials, 5 speeds and 7 patterns but also added a travel lock and remote (both for practically and partner play).

**How do Vesta, Onyx, and Egon differ from one another?**

**Sophie:** The difference between the new plugs is the shape and size of each one. 





This is so we can offer a range of options based on both preference and anal experience. If you are new to butt plug play, try our smaller, soft Vesta; if you like a weighted experience, then Onyx is for you; and finally, if you want something powerful, then Egon will deliver.

**Which target groups did you have in mind when you developed Vesta, Onyx, and Egon?**

**Sophie:** Anal play is really for everyone to enjoy, and so we are catering to anyone who is curious about this type of play.

We have developed a range of butt plug options to support everyone depending on where they are at with their anal exploration.

**Are there plans to further expand the anal toy category?**

**Sophie:** We are continuing to invest in our new product development, it's something that our customers have told us loud and clear they want to see from us. As with all new product development, we will be asking our customers what they want to see next from us and if they want more anal – well, watch this space.





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# "We continue to expand our international presence."

An interview with Davey Ottema, Senior International Account Manager at ONE-DC

Davey Ottema,  
Senior International  
Account Manager  
at ONE-DC



*In their endeavour to strengthen the international presence of their brand, ONE-DC have taken some big steps recently, most visibly in big markets such as the United States and Australia. EAN had the opportunity to ask Davey Ottema, Senior International Account Manager at ONE-DC, about the company's new expansion strategy.*

In the last few months, ONE-DC has been expanding internationally, signing new partnerships in the US as well as Australia. Could you bring us up to date on your expansion plans?

**Davey Ottema:** In the past few months, ONE-DC has been extending its global presence by establishing new partnerships in both the United States and Australia. In the United States, we've collaborated with Entrenue and Nalpac to secure exclusivity for the distribution of Rosy Gold products. Additionally, our partnership with Eldorado has granted us exclusive rights to offer the LoveBoxxx and Bloom product lines. Across the ocean in Australia, our collaboration with AAPD has



resulted in the availability of our Bloom, BUTTR, and Rosy Gold product ranges to the Australian market.

### **How much potential do the aforementioned markets hold for ONE-DC or ONE-DC's own brands?**

**Davey:** The markets we mentioned, both in the United States and Australia, offer substantial potential for ONE-DC and our proprietary brands. Given the sheer size and population of these markets, the opportunities are significant. However, realizing this potential hinges on implementing the appropriate strategies for each brand. It's imperative to ascertain the viability of each brand within these markets. This involves identifying the distribution channels that can effectively position the brand, determining the optimal price points to drive strong sell-through figures, and formulating marketing strategies that enhance brand awareness and engagement. Success in these markets will be contingent on our ability to tailor our approach to each brand's unique strengths and market dynamics.

### **When it comes to the challenges of international expansion, cultural differ-**

**ences are always a tricky subject. These differences are probably less significant in the case of Australia and the USA, but generally speaking, what are the challenges for ONE-DC when expanding into countries in the Western world?**

**Davey:** While cultural differences may be less pronounced in Western countries like Australia and the USA, international expansion for ONE-DC still presents challenges. These include navigating competitive landscapes, adapting to diverse regulations, tailoring branding to resonate locally, and selecting the right distribution channels. Adapting to varying consumer behaviour, fine-tuning marketing strategies, managing operational logistics, and forming local partnerships are also key considerations. Overall, even in familiar markets, a thoughtful and strategic approach is essential to ensure successful expansion.

**Speaking of cultural differences, are all of your own brands designed and developed with international markets in mind, or are there exceptions where a product is made to appeal specifically to European tastes?**

**Davey:** Certainly, our approach involves designing and developing all our brands







with the intention of successful global marketability. While we acknowledge the presence of cultural differences, our brands are conceptualized to transcend these boundaries. Our focus is on introducing innovative concepts and remarkable designs that resonate with and captivate a wide audience across various countries.

Nonetheless, during a visit to stores in the US two years ago, we gained valuable insights. These observations prompted us to make improvements to our packaging, particularly with regard to physical retail. We swiftly acted upon these insights, ensuring that our products are well-suited for different market dynamics and customer preferences, including those specific to the US market. This adaptive approach underlines our commitment to delivering pro-

ducts that excel not only on a global scale but also within diverse regional contexts.

### **What criteria does ONE-DC apply when looking for distributors?**

**Davey:** ONE-DC's distributor selection process hinges on several key criteria. We prioritize partners with established market reputations and broad presence, often gauged through feedback from retailers and participation in international trade shows. The ability to effectively cover the entire market is crucial, ensuring our brands reach their target audience comprehensively.

Furthermore, we assess distributors' marketing and sales capabilities to determine





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their potential contribution to our brand's longevity. A diverse customer base is sought, especially under exclusive agreements, encompassing various retail channels. We value distributors who offer robust support and training to retailers, ensuring effective product showcasing and sales. This meticulous approach enables us to forge successful partnerships that drive our brand's international market presence.

**ONE-DC has opened a warehouse in the US at the end of January 2022. So, it would be easy to supply retailers directly. Why are you still working with distributors?**

**Davey:** While it's true that we established a warehouse in the US in January 2022,

its purpose was primarily to streamline import processes and ensure efficient lead times for distributors. The choice between working directly with retailers or utilizing distributors is a strategic one, each with its advantages and drawbacks. Our decision hinges on aligning with our overarching goals.

For the US market, we've opted for a distributor-centric approach due to several reasons. This includes the broader reach and coverage that distributors can provide, cost efficiency, their market expertise, and resource savings. Given the challenges of maintaining a local presence from Europe and managing time zone differences, partnering with distributors proves to be the more practical choice for ensuring optimal market penetration and effective operations.

**You have signed exclusive distribution agreements with Australasian Adult Product Distributors and Eldorado. Why this strategy? What advantages does exclusive distribution offer?**

**Davey:** The strategy of signing exclusive distribution agreements with both Australasian Adult Product Distributors and Eldorado is rooted in several advantages that this approach offers. One significant benefit is the heightened commitment and focused efforts that an exclusive distributor tends to invest. This intensified dedication can lead to more effective brand





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





representation and increased sales. Furthermore, opting for exclusive distribution allows us greater control over the brand's reputation in the market. This control is essential for maintaining consistent brand messaging, ensuring a premium image, and aligning the brand's values with customer perceptions. In essence, the exclusive distribution strategy not only enhances commitment and focus but also empowers us to safeguard the brand's reputation, resulting in more strategic and controlled brand growth.

**How does ONE-DC support its international distribution partners?**

**Davey:** ONE-DC extends robust support to its international distribution partners through a multifaceted approach. This encompasses the provision of samples and testers, along with point-of-sale materials, enabling partners to showcase products' designs and quality optimally. This aids not only in-store presentations but also in persuading consumers effectively.

We collaborate on joint marketing campaigns spanning various avenues, such as website banners, social media videos, and trade magazine advertisements. Additionally, we ensure comprehensive staff training, equipping partners with in-depth knowledge of product functionalities and, importantly, the brand's narrative. Finally, we introduce show specials during events and shows, augmenting partners' engagement and enhancing the brand's visibility and reach. In essence, our comprehensive support empowers distribution partners for effective brand representation and successful market penetration.

**Can we expect announcements of more partnerships in the near future as you continue to expand internationally?**

**Davey:** Absolutely, you can anticipate further partnerships being unveiled in the near future as we continue to expand our international presence. Stay connected with ONE-DC and stay tuned for upcoming announcements.







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# "Female bodies are the main inspiration, the shapes and the lines."

Leandra Burgers, SHOTS' lingerie specialist, on her design approach

Leandra Burgers, Lingerie Specialist at SHOTS



**Could you walk us through your design process? How you go about creating lingerie that caters to a diverse range of body shapes and sizes?**

**Leandra Burgers:** My process is looking at the market and assessing what is missing, what is out there, and what we can add. What are the influences in the fashion world, what do I see on the catwalks, either right now or trends from years past, and what do I see from influencers and haute couture? I identify what is in going on in mainstream fashion and then, I translate that to our industry. Female bodies are the main inspiration, the shapes and the lines. I try to get most of my inspiration from mother nature. Lines in the sand, shapes in the water, simply a fruit that you cut open; I love the beach! This is how I make figures and then I start drawing, pencil and paper, sketching until I think it's good enough. I already have materials and fabrics in my head while sketching.

*The 'Shade' collection of the Le Désir lingerie brand is the brainchild of Leandra Burgers. In our interview, she talks about her job as a designer, the latest trends in the lingerie segment, and the challenge of creating lingerie that appeals to a wide audience.*

**How do you make sure you match the latest trends, and how do you ensure that your designs are inclusive and body-positive?**



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**Leandra:** In terms of body positivity, we pay close attention to the kinds of lines that make you feel empowered as a woman. For example, we pay attention to the shades, the lines that compliment your body. The materials we use stretch well, the products have sliders, they do not cut into the body and the two-size range suits a very large percentage of women. For trends, I look at which colours are trendy in fashion because they often come back in the mainstream. Of course, you always have your all-time favourites, red and black, which always stay beautiful and sexy.

**How do you approach design challenges related to size inclusivity, for instance ensuring the proper fit and support for different body types?**

**Leandra:** We are already going from xs to xxxxl which is quite unique, with sliders to make the pieces fit even better and super stretchy materials that offer great quality and feel nice to wear on your body.

**How do you prioritize comfort and functionality in your designs, and how do you ensure that your designs are both stylish and practical?**

**Leandra:** It's 50/50. Comfort is defined by the materials and the techniques. That is why we use sliders, and our lace is very soft; it stretches four sides instead of two and it feels very nice on the skin.

**What is your approach to colours, patterns, and textures in your designs, and how do you make sure that these elements are inclusive and appealing to a wide range of customers?**

**Leandra:** We play with the trendy colours of the season, but a lot of the collection comes back to the classic tones of red and black. We might surprise you this upcoming year. As for shapes and patterns, we are fully focused on complimenting the female body.





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*Since the very first Monthly Mayhem, all the way back in 2006, we have asked members of the industry about their childhood dream jobs, and we have gotten many of the answers you would expect, with things such as firefighter, policeman, etc. being at the top of the list. But there have also been lots of surprising answers. For example, Hannes Hultman, Sales Manager Europe at SVAKOM, wanted to be a lumberjack when he was little! Apart from this unusual dream, Iceland, the worst movie of all time, a full head of hair, and pepper spray also pop up in this latest edition of Monthly Mayhem.*

**In your role as Sales Manager, you travel all over Europe. Which country is the most beautiful?**

**Hannes Hultman:** Iceland, it just feels magical there!

**What was your childhood ambition?**

**Hannes Hultman:** To be a lumberjack.

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

**Hannes Hultman:** Through a post on social media from my now manager and a quick call.

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

**Hannes Hultman:** Being homeless.

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

**Hannes Hultman:** Moving to China for 8 years.

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

**Hannes Hultman:** I barley know what to do this weekend.

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

**Hannes Hultman:** A SVAKOM toy in every home.

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

**Hannes Hultman:** Doing a fair with the SVAKOM team in Europe.

**How do you relax after work?**

**Hannes Hultman:** I have a 2-year-old daughter, there is no such thing as relaxing.



# Hannes Hultman

## Questions & Answers

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

**Hannes Hultman:** I think it's better to like different traits rather than just having one role model.

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

**Hannes Hultman:** Will Ferrell for making so many funny movies.

**Which personal success are you proud of?**

**Hannes Hultman:** Tricking my wife into marrying me.

**What do you particularly like about yourself?**

**Hannes Hultman:** My hair is still pretty thick even though I am past 34.

**Which vice could you never forgive?**

**Hannes Hultman:** I don't know the word vice.

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

**Hannes Hultman:** I really can't sing.

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

**Hannes Hultman:** Everyone is beautiful naked.

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

**Hannes Hultman:** The Room with Tommy Wiseau.

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

**Hannes Hultman:** A long hike in Iceland.

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







**Hannes Hultman:** A boat would be enough.

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

**Hannes Hultman:** Elon Musk seems to have fun.

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

**Hannes Hultman:** Get pepper sprayed in the eyes, it hurts like crazy.

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

**Hannes Hultman:** Learn from your own and others' mistakes, it can take you really far. And nothing beats hard work.





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