







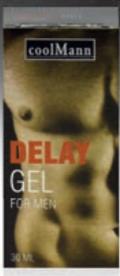
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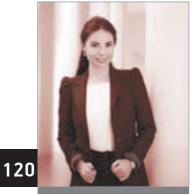








Women should be able to enjoy oral sex when they want to – that is the goal of Melanie Cristol's up-and-coming company Lorals



Irina Krämer, Sales Manager at Satisfyer, outlines the path the Satisfyer product line will take going onward



Jakub Konik, the founder of Lovely Inc, looks back at the developments of year one since the launch of smart cock ring Lovely Miguel Capilla, Commercial Director of Fleshlight International, gives an update on the company's successful fight against product pirates



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Tracy Felder is the new Brand Ambassdor of COTR Inc, and in our EAN interview, she grants interesting insights into her work



Brad Taylor is highly motivated going into his new job as Account Manager at Shots, and he tells us about his plans and ideas in our EAN interview



Not only is ATOM the first Hot Octopuss cock ring, but it is also equipped with innovative technology, as company founder Adam Lewis tells us



Frank Ferrari, President of Standard Innovation, talks about the 10-year anniversary of We-Vibe and the changes that the product set into motion in April 2008

#### CONTENT



'Shameless Sex' – that is the name of the podcast Amy Baldwin and April Lampert launched to openly and honestly talk about sex and intimacy



Lovehoney presents, a new, one-of-a-kind product, and Quality & Technical Manager Paul Jaques tells us why 'Uprize' truly deserves to be called unique

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Dear readers

getting more and more traction The number of exclusive agreesing - meaning that, within a serves as the sole source of distribution model used to be quite popular in the past, but then it kind of faded away. So, is this resurgence we are seeing right now the beginning of a new long-term trend, or is it just a temporary development that won't leave a lasting impression on the market? At this point, that a new Sheriff just rode into town? Well, that's probably a cannot be denied that exclusive tain elements - namely control, the goings-on in the market.

That's it for this month!

Matthias Poehl

## **E**ropartner selected as System JO's exclusive European distributor

To be effective on April 1st

Zwaagdijk, The Netherlands – Eropartner is excited to announce its selection as the exclusive European distributor of System JO and DONA brands. On April 1, 2018, Eropartner will begin supplying all of Europe, the UK, and Ireland with the complete lines of personal lubricants and intimate care products.

We are extremely proud to be named as the System JO Preferred Partner for Europe," Eropartner's Chris Bakker explains. "Our team is excited to help our existing and new customers succeed with the JO and DONA lines." Working closely with the brands' parent company, United Consortium, Eropartner will be able to provide retailers with expanded marketing and sales support. As one of the region's most progressive adult distributors, their ability to impact sales extends far beyond fulfilling orders. "Eropartner has a great understanding

of the sales trends within the European Market," United Consortium's Rebecca Anniuk says. "Combining their data and experience with our analysis and strategies, we'll be able to support Europe's JO retailers like never before." Eropartner stands ready to welcome retailers who wish to begin or continue selling the System JO and DONA lines. "Our sales team is prepared to help every retailer during this transition," Bakker continued. "Whether you are starting a new account or simply stocking up on JO, we look forward to hearing from you."

#### Limited-Edition Anniversary Collection shipping soon

Ottawa, Canada

– To celebrate
ten years of
bringing couples
closer together,
We-Vibe is
pairing two of
the brand's most
loved vibrators,
Sync and Tango,





of our customers' pursuit of passion," said We-Vibe marketing manager, Stephanie Keating. "Consumers told us they would love a collection of premi-

um products they can take on the go. This request led to the new exclusive play case that discreetly holds and charges both Sync and Tango together, so they're ready for fun at all times." Retailers can order from their Authorized We-Vibe distributor now. The We-Vibe Anniversary Collection retails for 229 EUR / £195 MSRP.

#### EDC Wholesale added new items to Sinner Gear urethral play series

Dilators and penis plugs

Veendam, The Netherlands - EDC Wholesale releases over 30 new items to the Sinner Gear Unbendable collection. The Unbendable series was released at the beginning of this year and has already been expended with a collection made of cold and strong metal. Sinner Gear offers an extension to the urethral play series with additional dialators and penis plugs.

The Solid Metal Ribbed Dilator for instance provides an unforgettable stimulation due to its wavy shaft. Providing an intense feeling when inserted bead by bead. At the top of the dialator, a large bead makes sure it stays in place. Beginners of urethral play can start with the compact Hollow Penis Plug With Pull Ring. This metal sex toy is short, durable and has a practical pull ring. The plug is easy to insert and provides a good grip. Use some lubricant to insert the plug and experience a fantastic stimulation of your urethral.

The more experienced sex toy user, looking for a kinky thrill can turn to the kinky cock and ball play series. Manly shapes will get a kinky boost with the Metal cock ring and anal plug from the Sinner Gear collection. This sex toy is made of strong and durable metal. The metal can be warmed up and cooled down and is safe to use in combination with every kind of lubricant.



The Sinner Gear Unbendable collection offers quality metal products for the experienced Fetish toy user

The cock ring provides a harder erection and makes sure the blood won't leave the penis. This will make the penis swell up a little, so both the wearer and his partner can enjoy extra girth. The anal plug has a round top with a small tip that will perfectly stay in place during use.

The Sinner Gear Unbendable collection offers quality metal products for

Chastity, Urethral, Cock & Ball, Anal, and Medical Play for the experienced Fetish toy user. Sinner Gear Unbendable is a unique collection with a wide range of the most popular fetish products. The high-quality products are offered at an affordable price rate. The brand matches the fantasy and wishes of the user. A total experience with the necessary supplements, such as a handy manual and a cleaning kit, included in each product.

#### SHOTS offers promotional material for JIL

Beneden-Leeuwen, The Netherlands - According to Shots, the JIL brand has gone from strength to strength, since its introduction in November 2017. The entire series, which consists momentarily of eight products, uses a new technology, called 'Endless Flexibile Technology'. This means that the products can adjust to any body shape and the seamless ,skin' of these toys gives them a silky and luxurious feel. In regards of promotional material, Shots offers a big poster available (84x59cm), a sign-box for planograms (53x35x0,2cm), an infographic counter display (22x15x0,2cm) in three different languages and testers with displays of the



All JIL toys are equipped with powerful, yet discreet motors and come with ten speed modes and vibration patterns

various products. Furthermore there is an introduction video for the brand in several languages plus a variety of drawings and pictures of the products. To maximise the potential of JIL, the company also offers the possibility to customise POS material for clients. All JIL toys are equipped with powerful, yet discreet (less than 50db) motors and come with ten speed modes and vibration patterns. The complete JIL series is rechargeable, 100% water proof and all toys come with an included USB charger cable.

#### Petits Joujoux Massage Candles

In stock at Eropartner

Zwaagdijk, The Netherlands - Petits Joujoux fine Massage Candles are delicately scented wax candles that melt into warm and nourishing massage oil made from Shea butter and Jojoba. This means that at the same time the skin gets pampered and sustainably nourished, with all natural ingredients, without any artificial colors or preservatives.



The exquisite Petits Joujoux massage candles are available in six beguiling

The exquisite Petits Joujoux massage candles are available in six beguiling scents, which have been chosen representative for six places: A Trip to Paris with a hint of vanilla & sandalwood, A Trip to Rome with a hint of grapefruit & bergamot, A Trip to Waikiki with a hint of coconut & pineapple, A Trip to Athens with a hint of musk & patchouli, A Trip to London with a hint of rhubarb, cassis &

ambra & A Trip to the Orient with a hint of pomegranate & white pepper. The six most beloved scents are now available in a smaller size. Packaged in a neatly designed tin jar, they can either be purchased by piece, in a set of five or in the new displays, which include samples for your customers to try their favorite scents. Petits Joujoux Massage Candles are now available at Eropartner Distribution.

#### MIXGLISS at Lovely Planet



MIXGLISS has been on the market

Gemenos, France - MIXGLISS lubricants are available at Lovely Planet wholesale. The distributor from France is offering various items from the lubricant manufacturer, which has been on the market since 2004. The MIXGLISS lubricants are medical devices classified IIa. Formulated and made in

France under pharmaceutical control, the products combine the expertise of a laboratory with original fragrances made in Grasse, France, cradle of the world-wide perfumery industry. The lubricants are condoms and sextoys compatible and available as 13 different water based and ten silicone based lubricants.

## Allure Lingerie celebrates its 25th anniversary with launch of new line



Adore will be unveiled at the Altitude Intimates Show in Las Vegas April 17-19th 2018, with a fashion show

Mississauga, Canada - Allure Lingerie celebrates its 25th anniversary in the intimate apparel industry with the launch of its new line Adore by Allure. "Adore is intoxicating high fashion lingerie & nightwear that is the culmination of creating glamorous seduction by combining lace, sheer, sequins, tulle and wet look in 26 unique creations that hit the sweet spot between tease and show,"

the company describes the new collection in a press release. "Adore is redefining the perception of lingerie as being only worn 'sometimes' through its styles that easily traverse from the boudoir to nightwear by layering with other outfits in your closet." Allure says, that Adore is inspired by the woman who knows that she is the center of attention.

#### Two new Fleshlight masturbators available at SCALA

Backdoor pleasure

Wijchen, The Netherlands - The new Adriana Chechik Next Level and the Nikki Benz Reign anal-orifice masturbators by Fleshlight are now available at SCALA.



he wholesaler announced the arrival of the new designs in the Fleshlight Girls range. These realistic mastur-

bators come in a lifelike skin-tone and feature enticing anal-orifices. The internal texture is an exact copy of the girls their individual anatomy, molded exclusively on their anal curves. Each unit comes in a sturdy, easy to grip casing and offers a unique experience, as no Fleshlight Girls design is the same.

#### Warning of the so called eroFame ,Attendees List'



Hanover, Germany - As of late, an offer is going round on the internet, which is mainly presented for purchase to

eroFame exhibitors. It suggests the availability of address data of eroFame 2018 visitors. Mediatainment Publishing eroFame GmbH disassociates oneself from this offer. Such a list was neither ever put in circulation nor is its provider authorized by Mediatainment Publishing eroFame GmbH to act accordingly. Therefore the organizers need to assume that this is a fraud attempt. All companies are urged not to agree to this offer.

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#### **b**-Vibe available at ABS

Anal toys

Ringwood, England - The b-Vibe range is coming to ABS. The range of toys is founded by Sex Expert Alicia Sinclair and offers a high end design coupled with high quality materials for a luxurious look and feel.



ABS are stocking the Rimming Plug 2, Rimming Petite, the Trio Plug, the Novice Plug and the Triplet

ABS are stocking the Rimming Plug 2, Rimming Petite, the Trio Plug, the Novice Plug and the Triplet. Each toy enhances anal play in it's own way, inviting customers to explore a varied range that's playful and fun for an exciting sex-positive approach.

The Rimming Plug 2 features rotating beads for a rimming sensation and tip vibration for amazing dual stimulation. This butt plug is compact and body safe. Rimming Petite is a smaller, petite version of the best selling Rimming Plug. It also features rotating beads and a vibrating tip, and comes with a wireless remote control for creative partner and solo play. The Trio Plug features three powerful motors in it's medium sized

body. Eight vibration levels and nine vibration patterns give plenty of choice when it comes to play. For beginners ABS are offering The Novice – a small and easy to insert butt plug with a motor. It's compact, body safe and seamless, and features 15 vibration patterns. The Triplet features three spheres for gradual insertion and a curved based for comfort, even during extended wear. ABS are also adding Snug Plugs to their collection - these are weighted butt plugs that are designed to give a full feeling. These plugs are discreet and the round edges promise easier insertion. These plugs have a thin neck that keeps them in place during wear and they're completely waterproof for bath and shower fun.

#### EDC Wholesale takes on Topco's Vulcan line



The Vulcan line is offering an extensive collection of masturbators, available in various versions

Veendam, The Netherlands - EDC Wholesale takes on a new brand, Vulcan, offering an extensive collection of masturbators, available in various versions: vaginal, anal and oral. They are made of skin-like materials and the distributor praises their excellent quality/price ratio. Many masturbators are also available in combination with a vibrator for extra pleasure. The collection offers different types of masturbators. Besides the traditional versions, Vulcan also carries special editions in its collection. The Vulcan Cyberskin H2O shower stroker is one of the unique items in the series of mastur-

bators. The sleeve is specially designed to become slick when it comes into contact with water. No lube required. The sleeve has a ribbed inner structure for a realistic stimulation. The Cyberskin material is very soft and flexible and adapts to the body. This makes the masturbator suitable for every man. Remove the sleeve from the casing after use and clean it with water and toy cleaner. Another exciting series in the range is the Cyberskin Vulcan Stroker. A small bottle of warming lubricant is included, which gives a realistic sensation. The internal design re-creates the textures of a real mouth, vagina, and ass.

#### Cottelli Collection Party

New collection for glamorous appearances

Flensburg, Germany - The new collection from Cottelli Collection Party is full of erotic surprises because it has fancy outfits that show off female assets in an amazingly sexy way.

That is why the designers have mainly used skin-tight wetlook material that is extremely figure-flattering. These exclusive outfits offer breathtaking looks for women who love to be fashionable. They can be worn with various other pieces of clothing and for lots of different occasions – they could be for a fetish party, a club, worn on holiday or worn as everyday outfits. The new collection from Cottelli Collection Party is now available from



ORION Wholesale – as always, the outfits are high-quality and at great prices. It will, of course, be delivered in the new Cottelli packaging made of a high-quality cardboard box that can also be used as a gift box. This cardboard box is covered in an additional slipcase with a detailed image of the respective product, as well as a description of the product in nine languages.





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## New promotional material from ORION Wholesalee

Brochure ,Lovetoy Collections'

Flensburg, Germany - A new, brand-neutral brochure, which can be given to customers, is now available from ORION Wholesale. The 16 page ,Lovetoy Collections' brochure is in an A5 (landscape) size and presents the latest products from the best-selling labels Joymatic, Lust, Jülie, Close2you, Vibe Couture, PURE Lilac Vibes, Power Vibe Collection, Rebel and Javida.



The 16 page ,Lovetoy Collections' brochure is now available from ORION Wholesale

There is a short description of each product in German and English and small icons showing their features. The brochure is without prices and there is a space at the back of the brochure for the retailer's stamp/logo. The brochures are available in packs of 50 (item number 09084600000) – only while stocks last. In addition to this, ORION Wholesale can also offer its customers a variety of

different brand-neutral catalogues and brochures that can be given to their own customers. A brochure for the best-selling label Cottelli Collection plus is also available as well. There are large pictures of the products inside the brochure but no text and no recommended retail prices. The brochures are available in packs of 25 (item number 09080370000) – only while stocks last.

#### Mister B exclusive distributor of BON4

Amsterdam, The Netherlands - As of April 1st Mister B will be the exclusive European distributor of the entire Bon4 collection.

Bon4 is a renown European brand known for their high quality products of which the steel chastity cage is one of its most popular items and indispensable in the collection

of any fetishist. The Bon4 collection also includes humblers, silicone chastity cages, cock and ball toys, whips and paddles and butt plugs. "We are very proud of this new partnership where this unique brand complements the story of Mister B" says Tony de Wilde, Marketing Manager.

#### moreAmore condoms now in stock at Eropartner



Eropartner is expanding its portfolio of condoms with the brand moreAmore

Zwaagdijk, The Netherlands - Condoms from moreAmore are now available at Eropartner Distribution. They make sure people can have sex without worrying about contracting a disease or unwanted pregnancy. moreAmore condoms come in five different versions: Soft Skin, Thin Skin, Fun Skin, Basic Skin and Tasty Skin. They are made from latex and all have extra lubricant for more comfort and prevention of damaging the

condom during sex.

Fun Skin condoms have a unique design with dots and ribs for extra pleasure and fun. Soft Skin condoms are wider at the opening and the top for more comfort and pleasure, and are smaller in the middle which prevents slipping. The Tasty Skin collection come in three different tastes: strawberry, banana and Pina Colada. The Thin Skin condoms are made of super thin latex.

#### Cottelli Collection Stockings

Breathtaking stockings for a perfect appearance

Flensburg, Germany - Sexy stockings are the epitome of pure femininity and that is why every woman should own at least one special pair.



The new collection from ,Cottelli Collection Stockings' offers breathtaking stockings that add that sexy finishing touch to any seductive outfit. Stockings and tights are essential accessories with that little extra that create the perfect look – they could be tights or hold-up stockings, they could have a classic

denier or be made out of net, or they could be in a seductive lace look with a decorative sewn-on seam at the back. The new collection is now available from ORION Wholesale. All the stockings from the ,Cottelli Collection Stockings' collection are delivered in flat packaging that can be hung up in store. There is also description of the product in nine languages on it as well.

## Nexus releases Douche Pro



Zwaagdijk, The Netherlands - Men can enjoy a stimulating deep clean with Nexus Douche Pro, which is now available at Eropartner Distribution. It has a large 330ml bulb

and curved nozzle that fits comfortably within the body and targets the prostate for stimulation. The bulb is made from high quality rubber and the nozzle from super smooth plastic. Easy to use only one application needed for a thorough clean.

#### **b** s w i s h

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#### **S**hunga's Edible Body Paint available at SCALA

Various flavours in stock

Wijchen, The Netherlands - The Shunga assortment at SCALA spans over many different product categories such as edible body powders, body and bath products, sensual massage creams, lubricants, lip balms and other intense pleasure products.



All items have been designed to let lovers explore the true art of making love. One of SCALA's favorite products from the Shunga range is the indulgent Edible Body Paint. This drugstore product is made from premium ingredients. The Edible Body Paint by Shundrus and the state of the state of

ga comes packaged in a bottle with oriental-inspired artwork and includes a brush to make application easy. It's ready to order at SCALA in various flavors including the sweet and seductive Chocolate and the delicate and smooth Vanilla.

#### The Good Time & The Steamy Affair



The Good Time and The Steamy Affair are simple to use, as well as discreet and compact

Ontario, USA - CalExotics announced the release of two new additions to the "Cheap Thrills" collection of life-like PureSkin masturbators. The Good Time and The Steamy Affair are simple to use, as well as discreet and compact. The soft and stretchy material is designed to give the user a good fit with a textured interior chamber. The PureSkin material is maintenance free and easy to clean. They are retailing for \$11.99 and are backed by Calexotics'

90-day warranty.

The Good Time and The Steamy Affair join the Cheap Thrills line which includes The Showgirl, The Farm Girl, The Harlot, The Naughty Nurse, The Cheerleader, and The Roller Girl.

"The Cheap Thrills line has always celebrated fantasy play and these new additions will allow the customer to bring their own fantasies to life", say CalExotics CEO and Founder, Susan Colvin.

#### MVW releases new Mr. Cock products



The Mr.Cock Ultimate Vibrating Silicone Cockring has ten different vibration levels

Mainz-Kastel, Germany - The Mr. Cock Line from MVW is expanding with a new lube and two new cockrings. Mr. Cock The Wet Dream is water based lubricant gel with a unique formula. It is also suited for using it with sex toys. Mr. Cock The Wet Dream is easy to wash off, doesn't stick, doesn't leave stains and is neutral in taste and smell. The Mr. Cock intimate

gel is pH-optimised and alleviates vaginal dryness.

The Mr.Cock Ultimate Vibrating Silicone Cockring comes in black color and has ten different vibration levels. The elastic ring for the penis and the balls is made of soft silicone. The Mr.Cock The Bang Vibrating Silicone Cockring has exactly the same features but is focussed on the penis.

## The brand new Doxy Number 3 is coming to ABS

Compact & discreet

Ringwood, England - Doxy Number 3 is a compact version of the original Doxy. The Doxy 3 is perfect for travel, it's also easy to handle and more discreet for easier storage.

This Doxy has a plug-in design for maximum power and has a solid metal body made from aluminium and titanium alloy. The silicone head feels incredible on the skin, and is easily unscrewed for cleaning. This new Doxy Number 3 is the perfect toy for couples play, as partners will appreciate its smaller, less intrusive design. It has a long power cord of 3m and is easily



manoeuvred for comfortable control. This massager has a Pulse mode that is effortlessly varied by using the + and – buttons. It is compatible with worldwide voltages and the plug-in design ensures that users are

treated to those rumbly vibrations that Doxy is famous for. With its smaller, lighter design the new Doxy is an easy option for unforgettable solo and partner pleasure.

## Lovely Planet now offering MAN.WAND



Gemenos, France - MAN. WAND, a wand vibrator especially designed for men, is now available at Lovely Planet. The product can be used with or without and erection, as the two flaps on the flexible head hold the penis during

stimulation. It offers eight different speeds and 20 vibration modes. The wand is made of 100% phthalates free silicone, is USB rechargeable (cable included) and water resistant. A MAN.WAND storage pouch is included in each package.





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## **W**elcome Spring into your store with Leg Avenue lingerie

SCALA

Wijchen, The Netherlands – Spring is finally here: time to update the lingerie assortment with some flirty, bright and colorful choices that add a touch of sunshine to any erotic apparel assortment.



Though the weather might still be a bit on the chilly side, Spring is officially here: making it the perfect timing to stock-up on some flirty lingerie to get in the mood for sunnier, sexier days ahead. Whilst winter is perfect for dark and seductive looks, Spring is all about color, movement and floral lace: which can be found in the trendy lingerie collections by Leg Avenue at SCALA. The Spring-favorites from the Leg Avenue collections are the fashionable blue-colored looks: bright and vibrant like a clear sunny sky on a beautiful Spring-day. Examples are the 3-Piece Leopard and Lace set: which includes a lace bra top,

garter belt and Brazilian-style briefs with wild leopard print, contrasted by a vivid blue lace trim for a striking, eye-catching effect. The Deep-V Babydoll Set is a little more conservative, yet still drop-dead sexy. The delicate floral-lace, bow detailing and flowing silhouette guarantee to put a 'Spring' in your step! Last, but certainly not least, the Brushed Jersey Lace Teddy is a must-have for the new season. This sleepwear look features a boy short romper with adjustable straps, feminine lace detailing on the cups and a vibrant blue/pink color scheme to brighten up your nighttime rest – and nighttime play!

#### Rouge at ABS



ABS are adding a list of Rouge products to their selection

Ringwood, England - ABS announced that they are adding the Rouge brand to their bondage portfolio. Rouge is a bondage manufacturer and ABS are adding a list of Rouge products to their selection. This includes a range of accessories like dilators, pinwheels, sperm stoppers, urethral plugs, sounds, butt plugs and more. Rouge is most well known for their cuffs, collars, gags, leads and more. Retailers

can look forward to padded wrist and ankle cuffs as well as padded collars and blindfolds – each piece adds instant visual impact to bondage play, while keeping the user comfortable. ABS are also adding a list of toys for anal play – from the Fish Tale anal probe to a jeweled silver butt plug. The new additions also include fetish favourites like floggers, paddles, a spreader and a chastity cock cage.

#### Eropartner stocks Satisfyer Pro Traveler



Thanks to its compact size the Satisfyer Pro Traveler can be swiftly slipped into any bag

Zwaagdijk, The Netherlands - Wether you are a globetrotter or happy at home, the Satisfyer Pro Traveler is an ideal companion - no matter where you are. The practical cap has a magnetic closure, making the pleasure to a discreet and hygienic companion. Thanks to its compact size the Satisfyer Pro Traveler

can be swiftly slipped into any bag. The elegant design and the breathtaking internal technology makes it to a lifestyle product that no toy collection should be without.

Further special feature; it is colored in the trendy color Aubergine with rosé-gold applications.

## Tracey Cox's EDGE collection is now being shipped by Lovehoney

Male sex toys

Bath, England - Lovehoney has announced that Tracey Cox's EDGE collection of male sex toys is now shipping.

The unique range is the first mainstream range of male pleasure products designed both for pleasure and to improve men's sexual performance. Tracey, an international sex, body language and relationship expert whose products are made exclusively by Lovehoney, has spent close to 30 years interviewing thousands of men who want to improve their



sex lives - and EDGE is the end result of all this research. Tracey said: "The aim of the EDGE range is to address what men are most concerned about: feeling more confident in bed and getting firmer, more reliable erections. "The range is aimed at any man, straight or gay, who wants to be in peak sexual health. It doesn't

25

matter what age you are, the better care you take of your penis, the better it's going to perform.

"Every product in the range is designed to enhance stamina and help make men last longer during intercourse. It uses tried and tested solutions, based on reputable sex therapy techniques and all products come with clear instructions." Kate Hodgson-Egan, Lovehoney's Sales Manager, said: "The EDGE vision is to create the world's leading range of 'go to' male products to enhance a man's ability to have a satisfying sex life. To achieve this goal, we have brought together a unique product offering, with tried-and-tested product solutions to delay male ejaculating and prolong lovemaking."







## **T**OYJOY Drugstore's affordable Toy cleaner

Back ins stock at SCALA

Wijchen, The Netherlands - TOYJOY Drugstore's competitively priced Toy cleaner is back in stock at SCALA. This quality cleaning spray will leave all favorite toys feeling sparkling fresh and makes a great up-sell item to any TOYJOY purchase.



The TOYJOY Drugstore Toy Cleaner is simply an essential choice in sexual wellness for consumers who want to keep their adult toys clean and bacteria-free. The quality toy cleaner is made of organic ingredients to ensure hygienic, fresh results. The transparent toy cleaner can be used on any type of toy material. It comes in a

sleek, non-intimidating packaging. The Toy cleaner from the TOYJOY Drugstore range also makes a great up-sell item with any TOYJOY purchase. Simply slip this very affordable spray in with any transaction to offer consumers a 'full-brand' experience, whilst profiting yourself from the extra sales margins.

#### Eropartner stocks LELO HEX



Respect XL is one of the biggest condoms on the market

Zwaagdijk, The Netherlands - HEX Respect XL, the latest concept to enhance LELO's condom offering, is now available at Eropartner Distribution. Stylishly packed and larger in all dimensions, HEX Respect XL is the condom for bigger guys. With a diameter of 58mm, Respect XL is one of the biggest condoms on the market, and offers a true point of difference from the 54mm Original. "The HEX range is all about depth of choice," Ero-

partner stated in a press release. "LELO HEX delivers strength, thinness and sensation through its revolutionary hexagonal structure. The network of cells allow no compromise. At just 0.045 – 0.055mm thick, HEX is one the thinnest condoms on the market. HEX not only meets but also exceeds all international safety standards. Furthermore, LELO electronically test each and every condom they ship to ensure the highest quality."

#### pjur love – gives you more knowledge



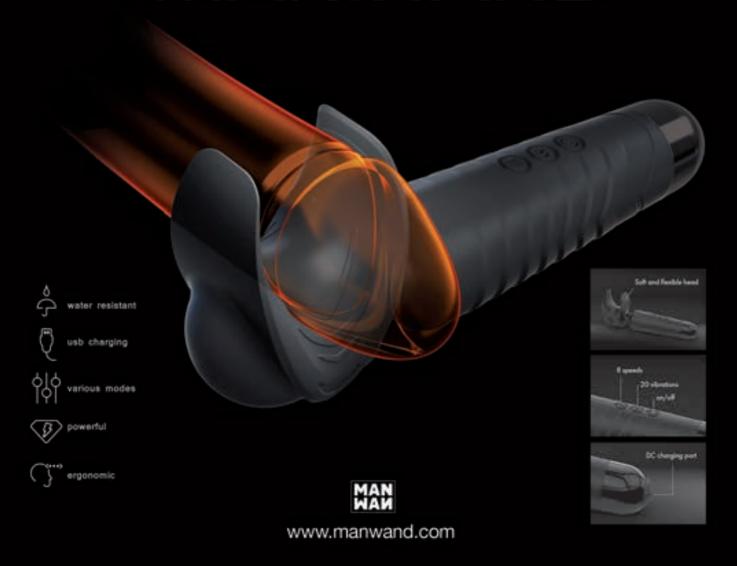
pjur's Key Account Manager Stefan Daniel in action

Wasserbillig, Luxembourg - ,pjur love – gives you more knowledge' – under this motto, the pjur group is launching an intensive customer support service this year. Key Account Manager Stefan Daniel has been visiting different branches of NOVUM Märkte GmbH, the leading retail company in the Eastern Westphalia-Lippe region of Germany,to provide its sales teams with pjur product training. "The atmosphere was great and the sales staff were really interested. At the end of the presentation, everyone received our new training folders, which proved to be very popular

with participants," explains Stefan Daniel. Michael Schnelle, Managing Director of NOVUM, was also impressed: "This kind of product training session is a great way to highlight the subtle differences between products and understand why they were developed. I'd like to thank Stefan and pjur for giving us this opportunity!" A total of six product training sessions were held in NOVUM branches in the towns of Bielefeld, Bad Oeynhausen, Osnabrück, Lippetal, Andernach and Kaiserslautern. NOVUM operates a total of 23 retail stores across the country.

## 1<sup>st</sup> WAND for MAN

## MANHOOD REVOLUTION MANHOOD REVOLUTION





## Pillow Talk doubles production to meet demand

International success

Brampton, Canada - Production levels of Pillow Talk by BMS have been doubled. As BMS Factory informed, the biggest distributors in North America have advised them that their sales of the Pillow Talk line have been an unprecedented success, far out-selling their expected numbers and increasing in sales with each order.



The Pillow Talk collection is designed with luxury in mind

fith the Valentine's rush earlier this year the buzz around the brand was even greater than expected, and the already overstocked shelves of distributors and retailers alike were completely emptied," BMS said in a press release. "Distributors and retailers across North America and internationally are clamoring for more Pillow Talk, to replenish their regularly sold

out stock." The Pillow Talk collection is designed with luxury in mind. Each piece is dressed in a silky high-grade silicone finish with a Swarovski Crystal. Packaged in a gift box these vibes present themselves on a store shelf. All the styles are USB rechargeable, and the incremental speed control allows the user to find their precise power level, utilizing a PowerBullet motor.

#### Chakrubs Founder Vanessa Cuccia pens Spiritual Sex Guide to Pleasure & Healing



Crystal Healing & Sacred Pleasure is available for pre-order by visiting Chakrubs.com, with orders shipping in early June 2018

New York, USA - Vanessa Cuccia, founder of The Original Crystal Sex Toy Company, Chakrubs, has published her first book, Crystal Healing & Sacred Pleasure. Cuccia's book is both a self-development memoir and guide to spiritual sexual empowerment, focusing on awakening your sensual energy using crystals, healing rituals, and the chakra energy system. "Crystal Healing & Sacred Pleasure is a book that addresses the chakra system as a road map for self-discovery," says Cuccia. "Using crystals as support systems and energy amplifiers along with self-love practices, this book encourages gentle yet profound erotic spiritually." Throughout the book, Cuccia guides readers as they discover sexual enlightenment through ancient spiritual ideals, all with a modern, relatable message for seekers of all generations. "We go through each of the chakras and look at how they affect your life with a focus on your sensuality," says Cuccia, "I've provided many exercises for self-love dedicated to each of the chakras.

all with the use of crystals as support systems and energetic enhancers." Chakrubs crystal pleasure products, which include striking rose quartz wands and amethyst yoni eggs, go hand-in-hand with the book's gentle, natural methods for reawakening your sexual energy or healing from past trauma. "When I began Chakrubs, it was because I was creating the types of products I desired for myself to experience crystal healing through sexual exploration," says Cuccia, According to Cuccia, Chakrubs' fans often wrote to her, asking for advice on how to "explore more of the world of energy and crystals, sexuality and self-pleasure, and emotional awareness and spiritual attunment. It's essential to acknowledge crystals for their ability to initiate us on a path of spiritual eroticism. If you have been looking for a way to deepen your connection with crystals, sensuality, and yourself - this book is for you," concludes Cuccia.

Email loveCHSP@gmail.com for more information.

e

## KINGCOCK

**Introducing 2 Cocks 1 Hole & Uncut Dildos!** 



**Get ready for** Two Cocks in One Hole!

A double dick dildo for double the fun!



The World's First Dildo with

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A lifelike foreskin that slides back... just like a

Real Uncut Cock!

In Stock and Shipping Now! 

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#### **N**ew models from Vibe Couture available

ORION Wholesale

Flensburg, Germany - The new models from the exclusive sex toy label Vibe Couture are now available from ORION Wholesale: the Vibe Couture Duo Rhapsody rabbit vibrator and the Vibe Couture Revel vibrator.



One of the highligts of the new Vibe Couture products is the promotional packaging

Doth vibrators are available in pink and purple. Just like the previous models from Vibe Couture, the USB rechargeable pleasure-givers look, très chic', feel fantastic and provide satisfying explosions of pleasure! Each vibrator has an elaborate finish and is also made out of very soft silicone. The vibrators also have seven vibration types and they come with an additional model-specific function too. The model-specific function for the ,Revel' is its droplet-shaped tip that stimulates the G-spot with its ,knocking' function. The model-specific function for the ,Duo Rhapsody' is its double-layered sili-

cone surface and its clitoral stimulator. Just like the other models from Vibe Couture, the very shiny metallic parts on the shaft are beautiful eye-catchers. Another highlight is the promotional packaging: it has a classic and beautiful design that focuses on the most important thing – the product. The product can be seen behind the blister packaging once the front of the box has been opened. The box can be easily opened, thanks to its magnetic fastener. Product information in 6 languages is on the back of the packaging and a video of the product is available via the QR code on the front of the packaging.

#### •

#### **B**rad Taylor joins SHOTS



The new face at SHOTS: Brad Taylor

Beneden-Leeuwen, The Netherlands -SHOTS have announced the acquisition of Brad Taylor as Account Manager for the UK, Ireland, Italy, Greece and Cyprus, as well as Central and Eastern Europe. Originally coming from a background of Biomedical Sciences, he has been working in the industry since 2013 – bringing five years of business sales expertise as well as experience at both distribution and manufacturing levels. Customers from the UK will now have the benefit of a sales rep based in the British Isles, which will allow maximum customer contact and support. Hein Schouten, who has been serving UK customers for seven years at SHOTS, previously looked after Brad's UK customers. Brad and Hein will be contacting customers and handing over in the coming weeks, including visits to customers throughout the British Isles to ensure a smooth transition. There will also be a greater focus on the

regions of Central, Eastern and Southern Europe; with Brad working on strategies for this region on a country-by-country basis. This will include not only existing customers but will also be exploring new customers in these regions. He will be using his experience to gain a greater understanding of these markets and adapt strategies accordingly; this will include visits to each of these markets on a frequent basis. Brad also brings strong experience with the USA market and will be assisting Shots America with trade shows on a regular basis and working with a select number of US accounts. When discussing his new role, Brad said "I am delighted to be on board with the SHOTS family, I have been an admirer of how SHOTS do business for a long time and to land this role is, I think, a fabulous fit for both of us. I look forward to bringing my "A" game and taking SHOTS forward in my territories".



## Doc Johnson's iWand featured in cover story of Cosmopolitan April 2018 issue

"It's Getting Hot in Here..."

Los Angeles, USA- Doc Johnson is proud to announce that its iWand heated massager has been featured in Cosmopolitan Magazine's April 2018 issue, in the cover story, "It's Getting Hot in Here..."



The iWand heated massager has been featured in Cosmopolitan Magazine's April 2018 issue

Released in 2018, the iWand is a silicone vibrating massager that delivers deep, rumbly vibrations and offers a very special feature: a gentle warming mode that slowly heats the silicone wand head to a pleasurable, body-safe temperature. It can be used with both the warming and vibrating modes active, or either one. The article, written by journalist Julie Vadnal, describes the iWand as being a part of sex toys' latest trend: warming products

Vadnal writes, "From toys that heat up to lubes that yield warming sensations, the latest trend in pleasure products is muy caliente." The iWand is described as a "Hot Rod", with "a warming feature that heats it to an erotic, body-safe temperature." "Cosmopolitan is the top women's magazine in the world, so it's incredibly exciting for our iWand to be featured in one of its cover stories," said Doc Johnson's Erica Braverman. "We are also overjoyed to see pleasu-

re products in general getting the exposure that they deserve in the mainstream press more and more each year-- why should sexual wellness be discussed with any more embarrassment than any other health and well-being activity? A huge thank you to Cosmopolitan for the opportunity to help promote sexual wellness and contribute to the de-stigmatization of pleasure products overall." Doc Johnson COO/CCO Chad Braverman said, "We're particularly proud that our new iVibe Select vibrators have been racking up so much quality press. Our product development team spent countless hours developing these vibes and jam-packing them with as many quality features and components as possible, while maintaining a laser focus on improving the end-user's experience for each one-- they really knocked it out of the park, and we're really pleased that people are as excited about these new products as we are."

### Wicked Sensual Care hires Jennifer Brice as Director of Sales



New at Wicked Sensual Care: Jennifer Brice

Los Angeles, USA – Wicked Sensual Care, maker of luxurious intimate lubricants and enhancers, has hired industry veteran Jennifer Brice as Director of Sales. "We are thrilled to welcome Jennifer to our team," said Steve Orenstein, owner of the burgeoning company. "She brings a tremendous amount of experience and knowledge which will be a great asset to Wicked Sensual Care as we continue to grow our brand and expand our footprint." Brice brings expertise and finesse to her position from her work within the

pleasure products industry since 2008. "I pursued a career in this industry because the idea of genuinely helping people with something so private, yet so important, resonated with me.", Brice states. "And I still have that passion today. Joining the Wicked Sensual Care team means I get to continue in that mission and introduce our premium brand to even more people customers and consumers alike." Jennifer will be overseeing the sales team as well as developing and managing new and existing business.



## **V**eronica Rodriguez arrives as Fleshlight Girl at SCALA

Caliente

Wijchen, The Netherlands – Great news for Fleshlight fans: the Veronica Rodriguez Caliente is now ready to order at SCALA!



This masturbator guarantees a passionate and fiery session of intimate play with Venezuela's hottest adult star. The Veronica Rodriguez Caliente masturbator is the newest arrival in the Fleshlight Girls collection at SCALA. Fleshlight has stated that Rodriguez, came to Fleshlight because she wants to get even closer to her fans than ever before. She wants her fans to get inside of her, and feel what it is really like to fuck a Latin porn star! It all makes sense since Veronica's astrological sign is

Leo. She loves when all of the attention is focused on her and because of this she loves her adoring fans and treats them well. The inner Caliente texture offers consumers a unique, hot and passionate experience, according to the brand: "Her Caliente sensation is a force to be reckoned with as it was created to capture her essence and take your fantasy to another level. Smooth pleasure swirls and velvet nubs run throughout giving your cock a stimulating stroke like you've never quite felt before."

#### Jelle Chill and Jelle Heat





Jelle Chill and Jelle Heat are long lasting, water-based and provide the same great thickness as regular Jelle

Los Angeles, USA - Wicked Sensual Care is debuting Jelle Chil land Jelle Heat. The temperature play products have been created from the base of their award winning and best selling Jelle formula and promise to take anal play to another level. "We are very pleased to announce the newest addition to our acclaimed line of personal lubricants," said Cassie Pendleton, marketing director. "Jelle Chill and Jelle Heat use all natural ingredients to bring exciting and thrilling sensations that feel cool and warm, respectively. These additions offer another dimension to your intimate moments with a super slick water-based formula which adds greater pleasure and superior glide for extended anal play." Jelle Chill provides a cooling and tingling sensation that arouses and excites by bringing pleasure to its peak without desensitizing ingredients found elsewhere in order to ensure safety, sensation and pleasure. With Menthyl Lactate as the cooling agent, Jelle Chill provides fewer sensitivities than other products that use regular menthol. Similar to Jelle Chill,

Jelle Heat also arouses and excites but with a warming sensation that enhances pleasure and intimacy. With Cinnamon and red clover as the warming agents, Jelle Chill offers users a natural alternative to other warming ingredients that may irritate or cause discomfort. "By developing Jelle Chill and Jelle Heat, Wicked Sensual Care is adding two unique items to our awarded product line," said Steve Orenstein, Wicked Sensual Care owner and president. "For the first time, our customers will get to experience high-quality warming and cooling lubricants that are vegan, made from clean ingredients and free of synthetic preservatives." Jelle Chill and Jelle Heat are long lasting, water-based and provide the same great thickness as regular Jelle, making them great for anal toys. It spreads easily, coats without dripping and is easy to clean up as well as safe for all toys and play. Both Jelles are latex friendly, glycerin free, paraben free and are heavily aloe-based to allow for healing for any micro tears often associated with anal play.















## **EROPARTNER**

DISTRIBUTION





## **N**u Sensuelle announces their new line of powerful, bendable, silky smooth Flexi-Toys

Bentlii, Baelii and Bobbii

Boca Raton, USA - The Bentlii, Baelii and Bobbii have arrived at Nu Sensuelle! These latest creations are a line of rechargeable, bendable, Flexi-Toys.



Available now: Nu Sensuelle's new products Baelii. Bobbii and Bentlii

The Bentlii is a flexible 15 Function vibe featuring not one, but two powerful motors. The Baelii is a 20-function vibe with a flexible shaft and curved tip to reach those "hard to reach" spots and last but definitely not least is the compact Bobbii Mini vibe with a mind blowing 69-function, ultra-powerful single motor. All of these vibes are USB rechargeable and made of silky smooth silicone. They are 100% waterproof and submersible and come with a 1-year manufacturer's warranty. "The Bentlii, Baelii and Bobbii are like nothing else that is out there," said co-founders and creators Barry and Thao Brinberg. They fill a gap in the market for powerful, soft, smooth flexible

vibes that bend to meet the curves of the body's most intimate places. People have always complimented us on the power of our vibes and these are no exception. With a technologically advanced bendable shaft and silicone sleeve, retailers who have already received them are already sold out and ordering more. Waterproof and submersible they are perfect for the bath, shower or just providing easy clean up. They are available in a beautiful range of colors in our classic, retail friendly, packaging. The Bentlii, Baelii and Bobbii are now available from your favorite distributors or you can contact Lulu Shwartzer for more information at lulu@ nusensuelle.com.



Bfilled Deluxe is made with body-safe materials and matched with a curved shaft and flared foundation

#### **B** Swish's Bfilled Prostate Massager

Zwaagdijk, The Netherlands - Eropartner Distribution is now offering the Bfilled Deluxe prostate massager. This rabbit-style design is made with body-safe materials and matched with a curved shaft and flared foundation. Its battery-powered dual

motor has six deep vibration settings. The massager has a total length of 21 cm, a girth of 3,8 cm and a use time of up to three hours. Besides the massager, a instruction booklet and a pouch are included in the box.



The new Crystal Skin sleeves from You2Toys are delivered in high-quality packaging

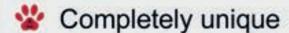
#### New Crystal Skin Sleeves from You2Toys

Flensburg, Germany - Two new Crystal Skin sleeves from You2Toys are now available from ORION Wholesale. The transparent penis sleeves can be put on an erect penis with the help of some water-based lubricant and they can therefore lengthen the penis in the blink of an eye. One sleeve is attached to an adjustable black harness, which means that it can

be thrust into a partner without it slipping off. The other sleeve is held in place by an integrated testicle ring and makes the penis both longer and firmer. The new Crystal Skin sleeves from You2Toys are delivered in high-quality packaging with a description of the product in various languages on it as well. The packaging can be stood up or hung up in a store.



### PUPPY TAIL PRO



Huge growing puppy market

Powerful, rumbly vibrations

Remote control

USB Rechargeable

Waterproof

100% Quality silicone







## No need for changes to the eroFame concept

eroFame task force

Hanover, Germany - In a newsletter to all exhibitors of the erotic trade fair eroFame the organizer of the show commented on a planned meeting of the eroFame task force, which should have enabled the participants to actively participate in the fair's development, as follows:



"We, as the organisers of eroFame have always taken the task to heart allowing longtime exhibitors to take part in the development process of the leading b2b trade show within the international erotic branch. Therefore, we developed the idea of a so called eroFame task force to which we invited all fair participants. Your feedback towards this idea was surprisingly overwhelming and encouraged us to keep on track: The invited ones generously replied to our request and gave us great credit for calling upon this opportunity - nevertheless, the majority came out in favour of keeping the main concept of eroFame, as it would be well-rounded and complete - an additional

task force would not be needed: eroFame will stay as established as it is right now! Due to that and few registrations, the scheduled event in March won't take place - only three companies positively replied towards this event: individual issues will be handled within one-on-one conversation in the near future.

Also, we insisted on integrating further fair highlights starting from eroFame 2018 - of which more later... just allow yourself to be surprised.

Thank you very much for your trust, we wish you great business and a good time until it says again:

Welcome to eroFame 2018 in Hanover!"



### More Mini Marvels available at SCALA



Wijchen, The Netherlands - New at SCA-LA: the Marvelous Teaser and Marvelous Lover stimulators by CalExotics. These two beauties from the Mini Marvels collection are pretty, petite and very pleasurable. The Mini Marvels collection by CalExotics is compact, trendy and very pleasurable. The range offers adorable stimulators to tease and please her to seventh heaven. All made of premium silicone and USB-rechargeable, these compact stimulators each have their own unique skills and thrills. The newest arrivals: the Marvelous Teaser and Marvelous Lover extend the pleasure of the Mini Marvels even further, creating an all-inclusive collection... The Marvelous Teaser is ergonomically shaped like a leaf. This pretty green design has a pleasure ridge down the middle for

maximum impact, whilst the stimulator can be used for pin-point precise fun or broad. all-over-surface stimulation. The Marvelous Lover is shaped like a naughty flower: featuring a sleek stem / handle attached to a broader surface with a little pleasure nub for pin-point pleasure. This vivid pink design allows for easy navigation and versatile intimate adventures thanks to its unique silhouette; inviting users to explore both ends for double the play possibilities. Both stimulators also have 10 functions of vibration, pulsation and escalation, plus come packaged in unique, pop-art inspired box that will instantly catch the eye. All Mini Marvels feature a travel-lock function: making them the perfect accessories for a naughty trip away and/or pleasure on the go.



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London - Miami - Tokyo

## **E**njoy the sparkling pleasure of Joycicles by Rocks-Off

SCALA

Wijchen, The Netherlands - The new Joycicles range by Rocks-Off is now ready to order at SCALA! The collection features one, sleek silhouette available in 3 different colors. Consumers can choose between the Sparkle (red), Spangle (blue) & Shimmer (purple).



ach stimulator offers 10 powerful function of vibration, combined with a unique spiralled silhouette for unparalleled pleasure. The beautiful chrome-look finish gives this stimulator a trendy appeal and ensures it doesn't just feel amazing, but also looks amazing! The Joycicles range

also has a very attractive mid-range pricing: givin consumers access to products with a high-end appeal, at a very competitive pricing. Packaged in a contemporary, non-intimidating way: the Joycicles collection by Rocks-Off will shimmer and sparkle in any in-store or online display.

### **A**BS and Life Is Short announce cooperation



ABS have partnered exclusively with Spanish distributor Life Is Short (LIS) to bring the Minx, Linx and Kinx brands to Spain

Ringwood, England – ABS have partnered exclusively with Spanish distributor Life Is Short (LIS) to bring the Minx, Linx and Kinx brands to Spain. This partnership will begin on the 1st of March and will stay in place for a year. Minx, Linx and Kinx are ABS' own-brand ventures. The company's Head of Global Trade Sales Justin Vickers says: "We could not have picked a better company to partner with and we are excited to see the brands grow in new territories. Life Is Short provides superior service to their customers and that is one of the key reasons why we chose them for this exclusive partnership. Customer ser-

vice is a priority here at ABS, and LIS align perfectly with these core beliefs and values of our brand." The UK and parts of Europe have already been introduced to Minx, Linx and Kinx. They offer affordable pleasure, allowing customers to experiment with products, explore desires and indulge their curiosity for kink. Minx is aimed at women and includes mini bullet vibes, G-spot toys and a rabbit vibe. Linx is aimed at men and includes a range of strokers, pumps, plugs and more. Kinx invites customers to explore their individual kinks. It features a range of products that include bondage inspired toys, cuffs, masks and more.

# Affordable scoop

Powered by the intense 20-function positive motor, the scoop provides 60+ minutes of deep, rumbling vibration on a single charge

### Screaming O releases the Affordable Rechargeable scoop

os Angeles, USA – With the launch of its new Affordable Rechargeable scoop Vibe, sex toy company Screaming O continues to expand its product portfolio. Many competing vibrators have rigid surfaces, or feature secondary arms that jut out at incompatible angles, making the products uncomfortable for some users' bodies. The contoured shape of the new Screaming O massager is desi-

gned with a wide scoop-shaped tip that cups the curves, vibrating over a wider surface area to heighten the sensation without discomfort. Powered by the 20-function positive motor, the scoop Vibe provides 60+ minutes of vibration on a single charge, and thanks to its modern Lithium Polymer battery, it safely recharges without leaking, overheating or overcharging.





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## **X**R Brands debuts Athena's Deluxe Sex Machine with customizable penetration system

Versatile machine equipped to deliver multiple pleasure methods, including double penetration

Huntington Beach, USA – XR Brands is proud to unveil Athena's Deluxe Sex Machine, the mechanical pleasure innovation from Lovebotz equipped with a customizable penetration system.



Athena's Deluxe Sex Machine is built with two independently controlled thrusting arms and a powerful motor

roviding powerful and steady stroke motions at multiple angles, this new machine is built with special capability for delivering double penetration in a variety of positions, making Athena's Deluxe is one of the most versatile pleasure machines on the market. Athena's Deluxe Sex Machine is built with two independently controlled thrusting arms and a powerful motor that lets users choose the perfect penetration speed, from a smooth 50-strokes-per-minute all the way up to a pounding 250. When it comes time to change positions, users can easily adjust the machine to accommodate 13 different angle settings - allowing it to point straight up, straight down, and everywhere in between - and enjoy single and double penetration with a simple setting switch. Each dildo is held in place by two solidly constructed thrusting arms, easily repositionable to allow for a comfortable distance between them and making it easy to experience the kind of powerful double penetration once reserved for fantasies and porn plotlines. Each thrusting arm is adjustable to drive at a particular length, and an extension arm can be purchased separately to add an even longer thrust. "Athena's Deluxe Sex Machine is one of our most industrially advanced sex machines, thanks to the engineering required for the independent thrusting arms to operate at optimal capacity," XR Brands General Manager Rebecca Weinberg said. "Sex machine fans love to experiment with mechanized pleasure, which is what Lovebotz is known for, and we are proud to offer a new machine that can fulfill so many more fantasies. The opportunity to customize the user experience is a huge selling point for this item and we expect Athena's Deluxe Sex Machine to be a big seller in 2018."

### FPPR, is now available at EDC Wholesale



FPPR. comes in variable inner structures and different skin tones

Veendam, The Netherlands - FPPR. is the newest addition to the EDC Wholesale house brand collection and specifically designed to bring intense stimulation and an unforgettable climax to the male sex toy user. The line offers masturbators with a discreet and stylish look, a complete collection to satisfy any man's desire when alone, on the road or indulged by his bed partner. They come in variable inner structures and different skin tones at affordable price rates. FPPR. (pronounced as Fapper) is now available for retailers to order at www. edcwholesale.com According to Melanie,

designer of EDC FPPR, the packaging is a crucial element for consumer decision making and therefore a very important part of the product. The package suggests a world map, to emphasize the traveling aspect of the product. Apart from the design, she also developed a functional packaging with good grip. The sleeve has a realistic color and a realistic vagina, anal or mouth opening. The inside of the sleeve is napped and ribbed for maximum stimulation to the penis. The sleeve can be removed from the casing for proper cleaning after use in order to be used over and over again.



## SUCK-O-MAT

HANDS FREE MASTURBATION TECHNOLOGY





Order now!











## Hands-free Masturbator SUCK-O-MAT

Mains-powered masturbator with a sleeve and plug (for power supply). Apply plenty of water-based lubricant and insert the penis halfway into the soft, flexible sleeve. Then set the intensity and the speed - now injoy!

Extra strong sucking motor with 5 intensity levels and 5 speeds.

Powerful pump and suction impulses

Individually adjustable, interval-controlled stimulation

Item No. 0587176 0000

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www.orion-wholesale.com

## **P**ornHub and Ann Summers are reportedly ending cooperation

No offical statement announced so far



Whyteleafe, England/ Montreal, Canada - The cooperation between retailer Ann Summers and the porn tube site PornHub has reportedly come to an end.

So far no official statement by Ann Summers or PornHub has been released on this topic. As various sources report, public pressure led the retailer to cancel the collaboration: British publica-

tions and websites have criticized Ann Summers, as working together with a website that offers hardcore porn doesn't correspond with their commitment to creating a female friendly environment.



### We-Vibe Anniversary Kit coming to SCALA

Wijchen, The Netherlands - Coming soon to SCALA: the We-Vibe Anniversary Kit. To celebrate 10 years of bringing couples closer together, We-Vibe is pairing two of its most loved vibrators, Sync and Tango, together in an exclusive, travel-ready play case. The We-Vibe Anniversary Kit is expected to be a big seller: offering double the sensational stimulation in one, sleek set. The beautiful kit includes the Sync couples vibrator and the Tango bullet vibe: allowing for versatile intimate play and lots of tantalizing play opportunities. The We-Vibe Sync is an ergonomically curved couples stimulator, designed to be 'worn' during intercourse. The design

offers dual stimulation of the clitoris and G-spot, whilst also indulging him with thrilling shaft stimulation. This high-end toy has all the innovative features you'd expect, including the option to control it via the smartphone and create custom-made vibration patterns using the We-Connect mobile app. The Tango is a classic bullet vibe with powerful stimulation. Also waterproof, Tango allows to take the pleasure into the shower or bath tub for some splashing good fun. Both designs are USB-rechargeable and made of premium materials for a luxurious touch of intimate perfection. The We-Vibe Anniversary Kit is available at SCALA mid-April.

## **6**65 Inc. signed an exclusive European distribution agreement with DUSEDO



Amsterdam, The Netherlands - 665 Inc., announced that it has signed an exclusive European distribution agreement with DUSEDO. 665 Inc. has been a pioneer in the design and manufacture of Neoprene and leather garments since 1997. "The increased collaboration with DUSEDO comes at the perfect time for both companies," said 665 Inc.'s President, Curtis Thompson. "It gives

DUSEDO customers exclusive access to our innovative 2018 designs and packaging, while giving us the best possible distribution partner for the European market." This collaboration creates communication and support that is seamless, and results in providing European retailers with quick awnd easy access to the entire 665 Inc. and Sport Fucker lines.



Cottelli Collection





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1.-5. Can be recharged with the included USB cable













## ThaiFest 2018 focused on ideas

exclusive

The sixth ThaiFest took place in Israel from February 12 to 17, 2018



In 2013, Leonid Fishman started ThaiFest, and every year since, a new chapter has been added to the success story

From Thailand to Russia to Israel – ThaiFest, the event for the Russian retail trade that Leonid Fishman has been organising since 2013, has seen quite a lot of change geographically. The goal and the concept, however, have remained the same throughout the years, focusing on establishing and facilitating a more direct relationship between producers and trade members. In this interview, Leonid tells us all about ThaiFest in Israel and this thoughts on the latest developments in the Russian adult market.

he Russian market, which is still in a state of stagnation and crisis, nevertheless shows good results as far as the sale of adult products and intimate cosmetics is concerned, which speaks of the extraordinary creativity of the market participants and their passion for this business. There are more and more design-crafted shops, shop chains with a certain concept. It is very encouraging that, at last, our market has come to understand the laws of merchandising, the presentation of goods on the shelves by brands, series, and function, taking into account recommendations from manufacturers. The shop owners actively use marketing ideas, planograms, testers, etc. Year by year, business owners have become more professional and aware of the product range. And this is good news. But the problems still exist, of course; the decrease in the consumers' disposable income, and as a result, the reduction of the average amount they spend in the store, unfair competition among retailers, especially among online businesses, the lack of clear legislation. It is also impossible to ignore the overarching economic changes that can lead to global changes: The chain of producer-supplier-distributor-retail will simply cease to exist as such, to be replaced by so called producersaggregators, supplying all kinds of products. One needs to be ready for such a situation and reconstruct one's business processes accordingly.

Returning to the past ThaiFest - the concept of which has proven effective for 6 years already, specifically the unique cooperation between suppliers, distributors, and retailers during business product trainings and various entertainment events - I would like to send special thanks to our VIP Partners: Pipedream Products Inc. and Steven Sav for his training course, where each participant was involved in the process of learning the features of the products being presented; Svakom Design Hong Kong Ltd. and their vibrant representative Fanny Chen for the bright emotions

## for business development

and extraordinary positive attitude that Svakom toys provides; NS Novelties and charming Jade Leon for informative trainings and a lot of products that have their own philosophy, each intended for certain users - this classification and this approach to the selection of goods were much appreciated by the Russian adult market.

11 other companies were also partners of the festival: ORION Wholesale from Germany: Sven Jacobsen and Hauke Christiansen showed the new line of the Cotelli Collection, a series of Joymatic massagers, Lust and Smile toys, Medical Silicone realistic dildos and the new Suc-O-Mat, which in fact is a sex machine for men that ,will do everything itself. Concorde from France: Elena Ramos presented four brands - the intimate cosmetics line Plaisir Secret. including new mini candles in the form of hearts with massage oil, the Anne D'Ales line of women's erotic stockings and tights in new packaging, the erotic chokers line Bijoux, which was pretty much all female shop owners tried, and the line My First, silicone vibrators for those who are just beginning to get acquainted with the fascinating world of sex toys. DX Products/ Bathmate from Great Britain: Thanks to a well-developed concept with product trainer Igor Gerasimov who does trainings not only at various events, but also provides constant supportive trainings in Russia. The brand has retained its positions for a long time, despite the initial complexity of the task, which is the sale of the mono product. Mystim GmbH from Germany: It is no secret that electrostimulation, be it on its own or pin combination with vibration, makes for truly extraordinary sensations and enhances the intensity of orgasms, because nervous conduction and excitability are all about electricity.

For the second time, the owner of the company, Christoph Hofmann, came to ThaiFest and introduced all of the participants to the mysterious world of electrostimulation in a most interesting way. This year, Christoph showed us many new products, including wireless remote controllers which can be connected to 8 toys simultaneously.

Eau Zone from Canada: Manon Vallée, the inventor of the brand Shunga Erotic Art, is beloved by the whole Russian market. After the 2nd festival and the subsequent MiniThaiFest in Moscow, where Manon held such successful and lively







Pipedream – here: Steven Sav – was one of three VIP partners of this year's ThaiFest



Brings unending energy to every ThaiFest: Manon Vallée (Shunga) the representative of the company, Randal Withers, has become very popular in our country and everybody loves attending his training sessions, which helps promoting the product which has been popular on the Russian market for 6 years.

YESforLOV from France: The company was represented by founder Christian Palix and Valerie Palmierie. Both showed that love is always beautiful and romantic, and when high-quality products come to the aid of feelings, designed not only to arouse passion, but also to care for the delicate skin of the intimate areas, then the emotions during sex reach a whole new level. The perfume compositions developed specifically for the products of this line are themselves a work of art and, in combination with natural plant ingredients, stimulate the sensuality of both partners. We hope that the Russian consumers will be imbued

with the sophistication and charm of this cosmetics line and will appreciate it.

BioMed-Nutrition from Russia: The company presented new cream lubricants on a natural plant basis. The uniqueness of these lubricants lies in the fact that they do not contain synthetic components and perfectly moisturise, tone, stimulate, and increase the sensitivity of intimate zones. The brand





is still young, like its founders, Maxim Kalyatin and Yulia Isachenkova, but the guys are determined, and you definitely believe them when they say that they will start a revolution in intimate cosmetics.

Kokos Co from South Korea: They are a regular participant at ThaiFest, and they presented realistic masturbators and sleeves. The uniqueness of their products lies in the hypertrophied realism of the masturbators, especially the inner texture and the unique material that feels exactly like real body.

P.Gopaldas Ltd. from Hong Kong: They took part

at ThaiFest for the first time and introduced the brands Seven Creations, Play Candy, and Vibe Therapy. All products received a very positive feedback from our market players, which, we

hope will help further develop the brands.

Doc Johnson from the USA: A brand that needs no introduction. Since 1974, this company has been producing toys that have become classics. Their 6 "and 8" inch realistic dildos are known all over the world. Realistic dildos and massagers of The D series were presented at ThaiFest. They are available in three colors: vanilla, caramel, and chocolate. Also, the company is

"IT WAS OUR FIRST
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VALERIE PALMIERIE, YESforLOV



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Christoph Hofmann (Mystim GmbH) has the ThaiFest guests test products









to the idea. But all doubts quickly evaporated on December 1, as women were already waiting outside the pop-up store before it even opened. "Indeed, we received lots of positive feedback. In all, we had roughly 200 women in our store, and there was hardly a minute when the side room was not occupied. In terms of age, the women ranged from 20 to 70 years. Long story short, it was a huge success for us." So, seeing how the concept exceeded the sex toy brand's expectations, would it be conceivable to set up pop-up stores in other large cities? "Of course, we are open to the idea of bringing more pop-up stores to other cities and metropoles, and we are already in the early stages of mapping out further events. I mean, DIY stores for women in Paris, London, Barcelona, or New York? Why not?"

actively expanding the range of ergonomic toys made of silicone, which were also shown during trainings.

As usual, all the training sessions took place over the course of 3 days. The team of organisers would like to thank all participants and partners of the festival. A lot of work has been done that will definitely have a positive impact on further business relations, both between the manufacturers/suppliers market and distributors in the Russian market, and also between distributors and their customers - the owners of offline and online stores - within the market.which was underpinned recently when scientists from Chapman University in California conducted a large-scale study. What this means is that 35% of woman only experience orgasms infrequently, if ever. That is a problem we are determined to fight, hence our ,Orgasm is a human right' campaign. Orgasms are wonderful, unique things, and every woman has a right to experience them, no matter their age, be its in the early years of their sexual activity or when they have entered menopause; no matter if they are physically impaired or if they are just curious."

As Rief points out, the concept of the womanizer DIY store is something no one has ever really done before, consequently, no one really knew in advance how it would turn out and how people would respond

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Explicit Blue

## **U**nder pressure

exclusive

Was it inevitable that Ann Summers would bow out of PornHub collaboration?

## Yes



Matthias Poehl, editor in chief

The team-up between Ann Summers and PornHub is over. The British retail company will no longer distribute the PornHub toy range in any way, shape or form. There is a lot of speculation about the reasons for this decision, but many feel that it probably had to do with external pressure. As could be gleaned from British trade publications and websites, the collaboration with PornHub was met with a lot of negativity, and critics demanded the company focus on its core philosophy. Teaming up with a hardcore porn portal is incompatible with the Ann Summers image, they argued.

Yes, it was an inevitable step and - more importantly - a step that was taken way too late. Ann Summers basically locked the stable door after the horse had bolted, and it remains to be seen how long this blunder will haunt them. Who knows, maybe people will have forgotten about it in a jiffy, but still: One can't help but wonder how this came about. A company that is lauded as a champion of the new sexual revolution in the adult market, a pioneer of pleasure - and on the other side, a Tube site that offers free pornographic content. It seemed like an unlikely combination. You don't have to be an expert on the matter to see that there is basically no common denominator between the content on PornHub and the corporate philosophy of Ann Summers. Yes, sure, you will find categories such as ,female friendly' among the countless niches on PornHub, but we all know that ,female friendly' is still used as a mere marketing shell way too often. Don't get me wrong, I am not some moralizer wagging his finger. This is not about porn bashing. But this collaboration seemed off from the get-go. It certainly deserved to be given a chance, but at the same time, it was obvious that there would be some kind of backlash. What surprised me most is that it took a while before people started criticising this team-up. Maybe it took some time for the news to spread. But at some point, the snowball started rolling down the hill, and it couldn't be

stopped. That was probably the moment the decision makers at Ann Summers felt compelled to pull the ripcord. By the way, they made that decision even though the collection had proven quite successful commercially. An insider who wishes to remain anonymous stated that the products sold very well. But the price, it seems, was still too high for Ann Summers. The current situation can be summed up quite well in two proverbs: "Hindsight is always 20-20" and "The laugh is always on the loser."

Let's just hope that, at the end of the day, it won't be the adult retailers who lose out because they are now robbed of the potential of the PornHub collection - as stated before, these products were quite popular. And while there are many who are not exactly fans of PornHub or other Tube sites that flood the world with porn - for one reason or another -, one can't deny that, with 27 billion visits per year, PornHub is an incredibly powerful marketing ally. When Ann Summers entered into this collaboration with the porn titan, the plan had been to tap into this massive marketing machine and use it to support the adult trade. Well, only time will tell what remains of that idea, and if the PornHub collection will go down in the annals of the adult industry as DOA - dead on arrival.









Over ten years ago, Relph and her husband didn't expect to wind up as their country's top shop for orgasmic goodies. The pair originally opened a vanilla e-tailer, selling typical wares like watches, sports equipment, and stainless steel accessories, right as online commerce was ramping up. Rather unsurprisingly, the few lingerie and adult novelty items added as an afterthought sold out faster than the tennis rackets and luxury timepieces, and Relph quickly realized they were onto something big. "We knew online sales was a growing industry, and it was a fascinating platform to work within because it was so new. Adult toys and lingerie aligned itself so well with this platform because of the discretion of purchase and delivery," recalls Relph. "The competition at the time included back-alley stores

and poorly created web experiences, so we knew that we could provide customers with a clean, friendly and discreet online environment in which to shop and gain knowledge. We wanted to provide a similar experience to shopping in a department store."

The Relphs switched gears and turned their full attention to the pleasure market, always analyzing their methods and enhancing their website's aesthetic to appeal to the discreet Kiwi mindset. Third party retail sites weren't exactly friendly to the adult market at the time, so Nicola and her husband poured their heart and soul into an independent web retail space that was christened Adult Toy Mega Store in 2009 – and this shop definitely lives up to its' Mega name. "We did all work in-house – from web creation and marketing to product management and everything in-between," says Relph. "The team has grown as we have expanded, and today ATMS



is New Zealand's biggest and most popular online adult toy and lingerie store."

When it comes to selling dildos and butt plugs in New Zealand, it takes a Kiwi to know a Kiwi. Relph's customers don't always know what they're looking for right off the bat, but her team is on-hand via online chat, phone, email, and even social media to take questions almost around the clock. The ATMS website is constantly being tweaked as the team racks up monthly stats on what customers crave. "Our customers are from all walks of life, however they all have one thing in common - they're looking to enhance their sex lives in some way through the use of sex toys, sexual aids, or lingerie," says Relph. "People want to be able to find what they're looking for almost instantly, so it's imperative that we continue to ensure we're on top of our game when it comes to user-experience. The sleek website we have today is a result of testing and measuring absolutely everything we do."

These NZ sex toy slingers reached #1 with a rather obvious, though often underutilized, selling strategy – letting their devoted fan base pick exactly what lines their digital shelves. It allows return shoppers to feel like a part of the ATMS family and keeps them coming back for their favorite brands and the latest innovations. "It's not up to our product mangers

to choose parts of ranges – we offer everything to the customer and through careful analysis of views, customer pathing and sales, we select our range accordingly," says Relph. "Working with products from the likes of Pipedream, Doc Johnson and Shots, and the direct product innovation that they are bringing to the industry has changed the market over the years."

Throughout the new year, Adult Toy Mega Store will be staying ahead of the game from their island headquarters with fun marketing campaigns, social media buzz, and new product launches. Kiwis can expect to catch all the latest Womanizers, Screaming O's, Fleshlights, and every top-name brand that can make it across the South Pacific. And of course, Relph and crew will be standing by every step of the way.

"Right from the beginning our mission was simple: we wanted to help New Zealanders to make good sex, great," concludes Relph. "Our core values of being approachable, transparent, trustworthy and innovative are still at the forefront of every decision we make. The only thing that has changed are the new and innovative ways we communicate those values and enhance the overall customer experience."

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## **B**AD VIBRATIONS

exclusive Marketing Matters



In his monthly column, Brian Gray from Glasgowbased erotic marketing agency Lascivious Marketing offers his thoughts on all things marketing. This month he's assessing the breakup of the **Ann Summers** and Pornhub relationship. What went wrong, and what are the key points arising from it?

In early March the British digital newspaper The Independent featured a brief interview with Jacqueline Gold, CEO of British adult retail institution Ann Summers. Discussion topics

institution Ann Summers. Discussion topics focused on women in business as well as the wider apparel industry. The article also fleetingly mentioned the collaboration with porn website Pornhub which received widespread industry coverage over the past few months.

But only two days later, the press reported the demise of the Pornhub tie-up. An Ann Summers spokesperson stated "We did not feel our brand could sit alongside the content that appeared on the site."

Oops.

So what happened? While we won't know exactly what occurred in Ann Summers' HQ we do know with certainty that an online petition launched in February called for the company to dump Pornhub. This was compounded by organised protests outside Ann Summers stores and media coverage in the likes of New Statesman magazine. As an aside, in hindsight it's surprising that Gold didn't get grilled about all this in her newspaper interview.

While this episode is not going to bring about the imminent demise of Ann Summers, it's nonetheless costly and embarrassing. This wasn't some quick-win PR story to gain column inches: it was a full blown product tie-up. There was trade show exposure, distribution arrangements, marketing collateral, the whole nine yards.

But I'd argue that not only is the fallout something their PR team could have done without, it also suggests to me a clear lack of marketing and PR nous at the earliest stages of this ill-fated collaboration.

The huge elephant in the room to be called out is the apparent lack of anyone in Ann Summers

doing any sort of marketing due diligence at the outset when assessing the suitability of Pornhub as a partner. Or if someone did, it appears they were outvoted on the matter.

The Ann Summers website proclaims that "Our brand is built on a solid foundation of strong women, strong morals and girl power." In direct contrast, a not exhaustive look at the Pornhub website should have given any savvy PR or marketing manager a reason to raise their hand at the initial project meeting and question just how closely the two brands – and their respective wares – were aligned, and how their existing customer base would perceive it. It really does beggar belief that this didn't occur, or that it did and was over-ruled or dismissed.

To be clear, for good or bad, Pornhub is what it is. And I'd wager their considerable viewer base is not unduly concerned at this tie-up collaboration prematurely ending. The same cannot be said for Ann Summers however, who potentially have much more to lose.

Furthermore, the problem is not that
Ann Summers chose to get into bed (I might as well keep the euphemisms relevant) with a porn company per se. Myriad statistics (including from Pornhub themselves as well as Ann Summers' own 'Great British Pleasure Survey') clearly indicate women watch porn. That's beyond debate.

I know female lingerie and latex designers who have no problem selecting porn performers to model their creations. Look also at the sex toy manufacturer Lelo partnering with sex party organisers Killing Kittens. There's enough media reporting of their parties to know what occurs at those events, yet there's an upmarket sex toy brand happy to be associated with them. Wicked smiles abound, it appears.

The issue, at least from a marketing perspective, is their choice of bedfellow, who the protestors



and petitioners had a serious grudge against. And by getting into bed with Pornhub, Ann Summers unwittingly gifted anti-porn protesters the perfect 'vehicle' to hijack to help in their own wider campaign.

So how should Ann Summers react to this? Firstly. by not bothering trying to placate the hard-core protesters and campaigners. They may be making the most noise, but they're a minority and probably unlikely to be buying anything from the retail chain anyway. Of far more importance are the much bigger segment of customers who really identify with the Ann Summers brand and perhaps watch porn too. How many - if any - of these women are offended by the Pornhub tie-up? What are their intentions now? Are they going to carry on shopping or consciously look for alternative retailers? Obviously this sort of insight isn't going to magically materialise onto somebody's desk. It will require sales and social media monitoring, and primary quantitative research to ascertain the mood in the camp and conduct lost sales analysis.

The irony of all this is that had Ann Summers been wiser and put a bit more effort into things from the outset, they could well have succeeded with a porn collaboration. There are female porn producers – some even regarding themselves as feminist adult filmmakers – who surely could have been a more suitable choice, perhaps using a brand new female and couples-friendly platform that would have been more in line with the brand vision of Ann Summers. It's debatable whether they would have completely nixed the calls from the diehard campaigners – "haters gonna' hate", as they say - but I'd wager that the campaign would have petered out –

or even not existed - if Ann Summers had announced a partnership with a couples- or female-owned website or filmmaker in which there was a much closer alignment of brand values and positioning.

Of course, given the planned introduction of age verification in the UK later this year to access porn websites, it is up for debate as to whether this commercial collaboration would have reached its true potential anyway. Does anyone – Ann Summers in particular - know to what extent (if any) porn-consuming customers are going to change their attitudes and consumption habits if credit card, driving licence or passport details will now need to be provided to continue watching?

At the end of the day, Ann Summers will of course survive, but in my opinion, they've earned themselves a black mark in the eyes of many - especially if the comments in online forums such as Mumsnet are an accurate barometer.

At Head Office I hope someone has been held accountable for this error, for the sake of the company's reputation, and most importantly to learn from it. Whether somebody has received a jolly good thrashing is another matter although they've certainly got enough whips, floggers, and ticklers for the job in hand. But I've got a sneaking suspicion that even for Ann Summers, it's the sort of thing noticeably absent from their HR department's disciplinary procedure manual. What a shame.

Brian can be contacted at lasciviousmarketing.com, found on Twitter @LasciviousMktng or phoned on +44 (0)141 255 0769.



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

## **B**logger Nation



Lilly, blogger at DangerousLilly.com

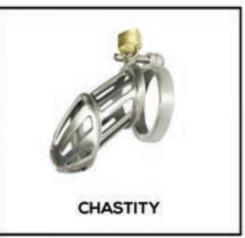
They're loved, hated, feared and praised, often within a single day's work, and they're definitely not going anywhere. The pleasure industry's community of dedicated sex toy reviewers are famous for their fiery tongues and lightning-fast wit – at least if a company Tweets a royally sexist meme or tries to pass off TPR as silicone.

With a pen name like Sugarcunt, it's obvious this blue-haired blogger is never at a loss for words. "Nearly seven years of sex toy blogging means I occupy a singular position in the distribution model that allows me to say with

some authority: you cannot make or market a sex toy like a toaster," jokes this opinionated sexpert, who dishes on everything from polyamory to battery-powered masturbation at SugarcuntWrites.com. "This industry went without any checks and balances for many years, and I'd like to think that activist sex bloggers are slowly turning the tide," says Lilly, a veteran sex toy reviewer and founder of DangerousLilly.com. Lilly's blog, in its' 10th year running, is a go-to resource on sex toys. Like most blog followers, her fans want more than a few Amazon reviews when choosing what to put next to their pleasure parts. Sex





















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Sugarcunt, blogger at SugarcuntWrites.com

toy reviewers, nick-named the Blog Squad, are part of a growing group of writers who are both devoted consumer and harsh critic. In short, they test sex toys and talk about it online. But the end result is an emotion-drawing written review about the trials and tribulations of trying to squeeze out an orgasm from a horribly engineerd vibrator – or how a particularly rumbly, powerful vibe was the answer to their ecstastic prayers. Either way, make no mistake about it - singing the praises of silicone and pondering the pH balance of lubricants is much more than a hobby for these expert witnesses to the sex toy industy. "I think it's fair to say we all believe in the importance of honest sex education and spreading awareness about the benefits of sex toys," says Epiphora, sex toy reviewer and blogger at HeyEpiphora.com. "Our work fights to normalize conversations about sexuality, destigmatize products that have historically been considered taboo, and educate consumers in an accessible and forthright way. We want to hold the companies has felt the presence and market reach of these passionate product testers. Today, bloggers are more closely followed and prevalent than ever, and it takes a genuine, transparent business mission to land on their good side. "Many businesses within our industry can benefit from networking with and supporting the sex blogging community," explains Sugarcunt. For companies with sex-positive values and ethical products, a relationship with the sex blogging community is a vital marketing tool and an opportunity for expert feedback on their latest vibes and social media campaigns. "Working with a blogger presents an opportunity to build a relationship that can often provide insight, connection, and exposure you are unlikely to receive anywhere else," says Sugarcunt, who often helps vet a company's copy writing, toy materials, and new releases. So what does it take to land on a bloggers' black list, or have a snowball's chance in hell of being one of their top-rated manufacturers? In the end, it's actually rather simple: you've got to honestly care about your consumers and making the world a more accepting, comfortable place for all humans, both within and outside the sexual health space. After all, isn't that what sex-positivitiy is all about? "I'm trying to create the change I want to see in the industry," says Lilly.



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"We see too many unethical jokes that are bodyshaming or sex-negative or that alienate minority groups. We tend to look beyond social media, too, to their overall company ethics or issues with company owners if they're smaller. If I hear too many negatives from readers about quality control issues, warranty problems, or customer service problems, I'll steer my readers away from that company."

Whether you're on board with bloggers' urgent call for change or not, it's impossible to deny their influence across the entire sexual wellness industry. Do you think some of the most famous pleasure businesses would be switching to silicone and abandoning the profit margins of toxic PVC it weren't for the likes of Lilly, Epiphora, or Sugarcunt? "There's been a definite shift toward body-safe materials, and I believe bloggers played a significant role in that," says Epiphora. "Our education of our readers has made everyone more savvy and aware, and consumers are demanding more transparency and ethics from the companies they patronize. Bloggers have the power to boost ethical companies and deter folks from wasting their money on lackluster products." Bloggers can be influential on an individual scale when involved one-on-one with retailers or manufacturers, but the values they instill

in consumers are what wind up evolving the industry in the long run. Millionaire production outfits with thousands of SKUs might be able to ignore a few sex toy writers, at least for a while. However, it would be downright economic sabotage to gaslight their readers. "Consumers are no longer taking sex toy companies' bombastic marketing claims at face value. They're Googling sex toy names, looking for reviews, and taking our advice," explains Eiphora. "As sex toys become more mainstream, the average person is more likely to research products before they purchase them, and we're the ones guiding them."

Despite the possibility of a less-than-glowing (and honest) review, it's rare to find a company without a single review somewhere among the Blog Squad community. In the end, most sex toy creators realize exactly what bloggers have been preaching all along. You can test your product with one professional who is willing to take the good with the bad, and help you improve. Or you can let hundreds of angry consumers and a large handful of disappointed retailers tell you themselves. "My goal in working with businesses is to make you more awesome," concludes Sugarcunt. "If you create or sell safe, quality toys and you're an ethical company, I want to help your business grow. If you aren't selling bodysafe products or you aren't behaving ethically, I want to help you fix that, because these things make the industry a better place for employees, influencers, and consumers. Our expertise can elevate your brand."



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A closer connection to the customer



pjur product training at NOVUM

In line with the new slogan ,gives you more', the pjur group plans to make some big changes in 2018. Customer proximity is a top priority for pjur – this applies to retailers and end customers. EAN wanted to know what the company's key focus areas are.

The first question comes just as the PowerPoint presentation ends: "What exactly is the difference between pjur SPA and conventional massage products", asks one member of the sales team. "Our pjur SPA products do not contain fat, oil, water or silicone. This means that they don't leave behind greasy marks and are also particularly

gentle on the skin," explains Key Account Manager Stefan Daniel at a product training session in one of the branches of the German retail company NOVUM. Other customers want to know why the pjur group places so much value on not using colorants, what the difference is between pjur med and pjur love products and whether pjur personal lubricants can also be used by couples trying to have children. "The Q&A sessions after product presentations are extremely important and very exciting. They make it easier for customers to sell our products and also allows us to find out what we should be doing better," says Stefan Daniel.

From now on, pjur will be focusing even more on its connection with customers - both retailers and end customers. The group has planned visits and product training sessions around the globe in order to deliver on the promise of its new slogan: ,pjur love - gives you more', pjur has made a successful start here, organizing training sessions and meetings at Orion, Amorelie, EGO, NOVUM and many other European retailers and home party organizers. Further product presentations are also planned in Australia, Taiwan and Hong Kong. This year, the group aims to establish closer ties with its international customers. Alexander Giebel. CEO and Founder of the pjur group is keen to emphasize just how important this is for pjur: "At the end of the day, our customers are closer to end customers than we are as a manufacturer. So it's crucial that they can recommend the right product to every customer. To do that, they need the right background information about our products and this is what we teach in our training sessions. Our previous courses were a great success, so we will be organizing many more this year in different countries such as England and Russia. Anyone who is interested in training should contact their sales partner."



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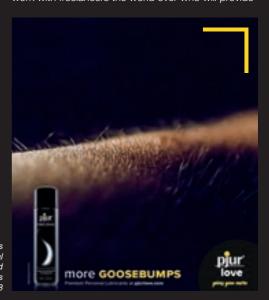
pjur's Valentine's Day promotion was a big success

The group also needs the requisite manpower to manage these additional tasks and give customers ,more', which is why Katrin Kühnrich has returned to the sales team. After a number of successful years in the ,pjur Health Care' area, she is now returning to her old department in the role of Senior Associate Business Development and will be working with Ralph Ehses, COO & Head of Global Sales, to focus in particular on new markets. Marius Weis has also joined the sales team as a Sales Manager. He will be primarily responsible for customers in Australia, New Zealand, Hong Kong and Taiwan.

In addition to increasing customer proximity, pjur aims to strengthen its ties to international media and end customers. The group has planned a range of PR events and campaigns throughout the year - all designed to make consumers want more pjur products. It aims to raise the profile of pjur through attention-grabbing adverts and advertorials in the world's most popular magazines such as Playboy, GQ, Cosmopolitan and myself as well as through online campaigns and events. "Alongside ads in international magazines such as Playboy and GQ, we are also taking part in a major "Girls Only" party event in autumn, where we'll be presenting a range of products including our pjur med After Shave. This will enable us to reach out to our younger, female demographic," explains Elisabeth Dahmen, Global PR & Communications Manager at pjur. pjur aims

to raise overall awareness of its brand through a diverse range of PR activities. This included a large and very successful campaign to send flowers to editors, bloggers, and influencers on Valentine's Day. The group is also planning further product seeding campaigns for media representatives, who can look forward to receiving not just pjur products but also other attractive goodies.

The pjur group is also working with two online agencies that operate at international level in order to strengthen its presence worldwide. "We will no longer be able to manage our new concept and the additional workload on our own from our headquarters. Our collaboration with these two agencies puts us in a strong position for the foreseeable future. The fact that these agencies work with freelancers the world over who will provide



The pjur group has planned several international ad campaigns for 2018

us with strong support is a further benefit for us. It will enable us to focus on other tasks such as implementing our global campaign," adds Michael Bart, Head of Global Marketing & Online Marketing. The pjur group will soon be appointing a new Marketing Manager to help him here.

"Our company is growing continually, and we are very proud of this," says Alexander Giebel. "Our ,gives you more' concept and the ideas we have developed will undoubtedly take us further on this trajectory and we are looking forward to the challenges that lie ahead."



## **B**edroom Ethics

exclusive

Ethical manufacturers are thinking globally and acting locally



Is your sex toy helping the environment, securing fair wages for workers, and looking out for your health? Well, ok, maybe your vibrator isn't literally out in the back garden planting trees or attending economic protests. But if that bedside toy was born from a business with the right head on its' proverbial shoulders, it might be doing more for the planet than you think.

In the world right now where people care about what they are putting in and on their bodies," explains April Lampert, Global Head of Sales at Hot Octopuss. "They are choosing to spend their hard-earned money eating organic local food, buying sweatshop-free clothing and desiring body safe, ethically made products where workers are paid fair wages."

Ethics in manufacturing and marketing are in the global spotlight, and it's not just the pleasure industry that's being examined with a microscope. As cheap knock-offs and substandard engineering plague the consumer market across the board, today's customers are doing some much-needed digging to uncover more ethical brands worthy of their dollar.

"The biggest statement a consumer can make is where they choose to spend their money," says Lampert. "People want to feel good about supporting a particular brand because of their manufacturing practices."

On the surface, most consumers are looking harder at health standards and inclusive marketing, but more and more are discovering that their values also require a boycotting of big businesses that don't pay fair wages or consider their impact on the environment. "Small, boutique brands like Hot Octopuss



## The tickling body massage foam



Tickle my body invites you to new pleasureful sensations!





Shellie Martin, founder of Crystal Delights

strive to produce quality, ethically made goods because we desire brand loyalty and integrity," Lampert elaborates. "People seem to take notice and express a lot of gratitude for what we are doing. Hopefully other sex toy companies which haven't yet followed suit will take notice and execute a similar strategy."

What's ethical for our planet and fellow humans just so happens to be a fantastic way for companies to build brand loyalty. A righteous mission is one of the easiest ways to capture today's conscious consumer with more than just an empty sales pitch.

"Ethical standards create a loyalty between brands, retailers and end-consumers," explains Lampert.

Considering the popularity of environmentally holistic trends like farm-to-table restaurants and vegan lifestyles, it's clear that being a do-gooder in business practice is finally becoming its' own point-of-sale incentive.

"We believe in giving back because it is just the right thing to do, and we educate and inform whenever we have the chance because an informed consumer will likely be a return customer," says Shellie Martin, founder of sensual glass manufacturer Crystal Delights. "Being an ethical toy company is very important to us."

The word ethical gets thrown around as easily as marketing buzz terms like body-safe and phthalate-free, but what does it actually mean to be an ethical sex toy manufacturer?

"What that means to me is that we make every effort to produce a product that is safe, fun, and exactly what we say it is," explains Martin. "We want you to know what kind of glass we use, and that we actually hand-make each and every piece that leaves our shop. We also use minimal packaging and never a clamshell that you will just throw away anyway."

Ethical isn't a one-size-fits-all sticker that can be slapped on any product meeting the bare minimum standard for not making the world a worse place. Good ethics encompass an entire company culture, from the in-house staff to outsourced manufacturing.

"I believe an ethical sex toy company produces products that ensure quality in an environmentally safe manner while paying workers fair living wages in sweatshop-free facilities," explains Lampert of her company's values. "As a brand, Hot Octopuss never cuts corners to save money because we want to guarantee quality products which are functional, beautiful and you can feel good about buying."

Honest practices don't stop once those pallets have left the warehouse floor. When a company truly cares











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

about every step of their work process, up until the moment their beloved design winds up in a buyer's bedroom, only then can they can honestly and proudly bear this coveted, earned label.

"Consumers are seeking high standards of quality in both the products they are choosing and the environment they are shopping in," says Lampert. "When retailers curate products known for quality, functionality, and ethics, then add a knowledgeable staff in a shopping environment with a pleasant ambience, the end consumer will feel comfortable, confident and more likely to shop there again and again."

And if you think you can fake it 'til you make it (or just fake it forever), don't expect devoted sex toy fans to give your brand a second chance. Thanks to the ease of internet research and outspoken consumer advocates, there's no hiding shady business practices behind marketing campaigns. The types of consumers that demand ethical standards, especially in the pleasure industry, will happily hold a grudge until your motives stop reeking of greed.

"I give most of the credit for ethical awareness to social media and the expanding group of sex education bloggers, who have taken on the very important task of providing correct info to their readers," says Martin. "Customers are seeking your trust. If you don't have their trust first, nothing you

have to say is going to make any difference." When your competition is a faceless Amazon seller hawking patent-infringing imposters, it's surprisingly easy to build a genuinely ethical reputation – and a lot like going back to grade school, in a way. Remember all those lessons we were taught about being honest, open, and treating others the way we'd like to be treated? Creating an ethical company foundation is hardly any different.

"It starts with leadership and an open mind," says Lampert, whose informal lesson in proper ethics is spot-on. "From there, recognize that consumers want to do business with a company they can trust – and be the company they can trust. Make decisions which better the lives of the people that work under you and produce goods which are made ethically, and you would feel good about using yourself. Operate with transparency and respectable intentions and produce reliable products which benefit everyone involved from the factory to the retailer to the enduser. Do your best to have a positive impact on your work community and the environment."

No matter how tempting it may be to put profit margins above the betterment of the planet, Martin's advice is a reality check, and a reminder of just who's keeping watch over your business: "You often only have one chance to sell your company and what it means to your customer."





# Love naturally!





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### Das Original.

Europe's No.1 Lubricant Brand.\*



### It's been an amazing ride for all of us at We-Vibe — and for our loyal, dedicated customers

exclusive

An interview with Frank Ferrari, President of Standard Innovation, creators of the We-Vibe brand





Ten years ago, a product debuted in Las Vegas that would go on to change the established order of things in the adult market. Roughly half a year later, this innovation also launched in Europe. making it onto the cover of EAN's 2008 September issue. Of course, we are talking about We-Vibe. Frank Ferrari. the President of Standard Innovation, and EAN back at a decade of We-Vibe. We talk about the changes in the industry that were set into motion when the product launched in April 2008, and that still dominate the market today. And of course, we also talk about the special We-Vibe collection that will hit shelves in celebration of the anniversary.

17 Ten years ago, you launched your first product – did you expect that it would have such an impact?

Frank Ferrari: Who could have imagined that We-Vibe, the very first couples vibrator, would go on to be enjoyed by millions of couples around the world? That it would become appenabled, so couples could play together even when they're apart? And that it would inspire a whole line of leading premium pleasure products and an industry-leading brand? It's been an amazing ride for all of us at We-Vibe – and for our loyal, dedicated customers. By creating the first couples vibrator and staying committed to innovative, high-quality, body-safe and eco-friendly design, We-Vibe has helped shape the global adult pleasure product industry.

How many units of the first We-Vibe have vou sold since launch?

Frank Ferrari: We've sold nearly five million We-Vibe couples vibrators to couples in more than 50 countries all over the world.

When we ask industry members about products that really left a mark on the industry, We-Vibe is one of the go-to answers. How does it feel to have laid the foundation for a product category that basically didn't exist before – couples' toys?

Frank Ferrari: We're incredibly proud that We-Vibe was the first and is still the best couples vibrator on the market and that our single product created a whole new category for retailers. We recently spoke to a number of early supporters and asked them to reflect on the 2008 We-Vibe launch - the phrase that kept coming up was, ,Game Changer.' It's very gratifying to hear that ten years later. And we continue to be honoured with awards naming our products the best, most innovative and best-selling pleasure products and sex toys on the market. This year, our founders, Bruce and Melody Murison won an XBIZ Legacy Award, and Bruce was inducted into the AVN Hall of Fame. It's been an amazing ten years of connecting couples with innovative products for shared pleasure. Best of all,



Standard Innovation presents an anniversary collection in celebration of the ten-year anniversary

though, we get rave reviews from our customers – that is what's truly rewarding.

"It only took 30 seconds to conceive the idea and 5 years to perfect it" – this is a quote from an EAN interview from September 2008. When and how did you conceive of the idea?

Frank Ferrari: Bruce and Melody Murison, our founders, had been working in the semiconductor manufacturing industry when the tech crash hit in the early 2000s. Bruce realised his job was about to vaporise. But he managed to see that as an opportunity: He had been inventing since his early teens – he had probably researched 20 inventions up to that point - and had always dreamed of building his own company and taking a product to market. Here was his chance. He and Melody came up with the idea of a vibrator that couples could use together. When he did further research, he found that the adult market was poised and waiting for innovation and advanced design. His vision was to create a unique product and to bring high-quality, and high-tech advanced manufacturing practices to the industry.

Looking back at those five years of development, what were the biggest hurdles you had to overcome?

Frank Ferrari: That was certainly a challenging time for Bruce and Melody. They mortgaged the house, took out a line of credit, and asked close family and friends to invest – so they wanted to make sure We-Vibe was the best it could be. Bruce's work included

carving the anatomically correct shape, creating miniature printed circuit boards, coming up with We-Vibe's unique internal backbone, and developing custom-designed motors to power it. Melody took on responsibility for marketing, packaging, magazine ads, and running trade show booths - and even getting her mother to personally plug in and test all 20,000 chargers in their first order. They risked everything they had. Starting as a small company with little money, they had to build the infrastructure, develop systems, and build a strong team. Being at the first show in Las Vegas where they launched We-Vibe in 2008, with everything on the line, was nerve-wracking. But it was also thrilling – even at that most difficult point in our history, there was a sense of euphoria about this amazing new pleasure product.

What was your impression of the vibrator market back then?

Frank Ferrari: When Bruce did his initial research, what he saw was an industry that was short on innovation and gave little thought to the health of its customers. As far as he could tell, there hadn't been any major changes in design or materials for a very long time. Many of the products on the market were poorly made and potentially toxic. So he saw the opportunity to enter the market with a product that would be made of safer materials, contain high-tech electronics, be manufactured using the most advanced methods, and look beautiful. And, he saw that there was nothing on the market that was targeting couples.



The original

You went all-in, pretty much putting all your eggs in one basket. Were there ever any doubts that things would pan out?

Frank Ferrari: Bruce and Melody certainly had a lot riding on We-Vibe. But they believed in the product,

and they worked hard to do everything they could to make their dream a reality. And right from the beginning, the response was astoundingly positive and supportive. People loved it. They loved the idea of a couples' device. They loved the shape. They loved our branding and clean, simple packaging. The first 20,000 sold out in only six weeks! We-Vibe immediately started winning accolades and awards: just six months after that show in Las Vegas, We-Vibe was launched in Europe, winning the Most Innovative Product Award at the Venus Berlin adult product show. It was also crowned Hot Product of the Year and Best Adult Product and was invited to be in gift bags at the Academy Awards.

"WE MAKE WELL
DESIGNED, GOOD
QUALITY PRODUCTS AT
REASONABLE PRICES AND
STAND BEHIND EACH AND
EVERY ITEM."

FRANK FERRARI

Having such a unique innovation under your belt, doesn't that also create a lot of pressure because everybody expects the follow-up to be just as revolutionary. Was We-Vibe maybe a blessing and a curse in that regard?

Frank Ferrari: You're right – expectations were high. But we also realised we were on to a great thing. The launch of the original We-Vibe ten years ago in Las Vegas set the standard for our commitment to innovation, quality, excellence and, of course, fun – a standard we have stayed dedicated to ever since. We-Vibe is dedicated to creating innovative, beautiful, high-quality products that connect couples for shared pleasure.

When EAN asked you about your future goals in said 2008 interview, the answer was: "Standard Innovation Corporation will become known throughout the world as an innovative company meeting the needs of the customer." So, mission accomplished?

Frank Ferrari: So far, yes. But we're still moving forward! Over the past ten years, we've expanded our product line, offering couples more possibilities for pleasure and reasons to choose the We-Vibe brand. We've created a purposeful line of beautifully designed, high-quality clitoral and G-spot vibrators and vibrating plugs and penis rings – all with innovation and unique features. In the past several months alone, we've launched Bloom, Gala, Jive, and Match. Bloom is a progressive weight set of vibrating Kegel balls that offer women a fun way to strengthen their PC muscles to help achieve stronger orgasms. Jive is a new vibrating egg with Bluetooth. As we saw a growing

demand for couples wanting the freedom to play on the go, at the end of 2017, we launched Jive, a wearable G-spot stimulator that can be controlled via the We-Connect app, giving couples a new level of liberation that comes with openly discussing their wants and desires with their partner. Jive has already won the award for Best Erotic Wearable from EAN! Gala is another unique product by We-Vibe: a dual-motor clitoral vibrator with two flexible pleasure tips to surround erogenous zones with intense sensations. Gala also works with the We-Connect app for independent motor control and to allow a partner to join in the fun. And Match is a great addition to the We-Vibe couples vibrator line: a mid-priced, premium couples vibrator, positioned in the We-Vibe couples vibrator line

between the flagship We-Vibe Sync and the entry-level We-Vibe Unite. Like Sync and Unite, Match is worn during sex to provide dual stimulation to the G-spot and clitoris. Match offers couples some of the most sought after features such as rumbly, dual-motor stimulation and a remote with intensity control.

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The We-Vibe brand is known all over the world. What were the core values of the brand in 2008, and what are they today?

Frank Ferrari: We-Vibe has stayed dedicated to its core brand – that of creating innovative, beautiful, high-quality products that connect couples for shared pleasure. Just as Bruce spent years researching and perfecting the original We-Vibe, we continue to rely on ongoing leading-edge research and development, as well as listening to our customers. Our customers know they can rely on the quality of our products and all the opportunities these products provide for enhancing pleasure and intimacy.

How hard is it to stay true to your core values when you add new products to your brand? After all, your range has grown to include cock rings, plugs, etc. ...

Frank Ferrari: It's by staying true to our core values that we have been able to create products like penis rings and anal plugs that are aesthetically pleasing and inviting, as well as being designed and manufactured to high standards, and safe to use. Our customers know they can rely on the quality of our products and all the opportunities these products provide for enhancing pleasure and intimacy.

"WE'VE SOLD NEARLY
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COUPLES VIBRATORS TO
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50 COUNTRIES ALL OVER
THE WORLD."

FRANK FERRARI

safe materials and focusing on both functional and aesthetic design. As the industry matures, we are seeing a shift from product marketing to lifestyle branding. More brands are using consumer research and using those insights to guide their direction. Now we are just beginning to see what the internet of things can bring to the industry. All of this means that brands are investing heavily in research and development and are taking steps to protect their intellectual property. This is a healthy development for the industry and will ensure that companies continue to invest in innovation.

Sex toys and modern technology are becoming more and more aligned; however, many people argue that most of these products don't offer an added value to the consumers. Do you agree with this criticism?

Frank Ferrari: We sure get a lot of feedback that suggests otherwise. The key is to use technology in a way that enhances pleasure and intimacy. Take We-Vibe Sync, our flagship couples vibrator. Not only is it app-enabled so couples can use the free We-Connect app to connect and play from anywhere in the world, but Sync's exclusive We-Connect vibration modes include Beat mode, to vibe to the rhythm of your favourite music, and Touch mode, which allows real-time touchscreen control.

Inclusion is a hotly debated topic in today's sex toy market. Will marketing terms such as ,womenfriendly' or ,couples-friendly' soon be confined to the dustbin?

Frank Ferrari: Inclusion is something we all need to do more to support, in everything we do, every day. Not only is it the right thing to do, it's also the smart thing to do. Part of being inclusive means being aware of the language we use and the effects it can have. At We-Vibe, we'll keep listening to our customers. We believe we can be dedicated to

The market has obviously changed quite a bit over the course of the past decade. How would you describe the current situation?

Frank Ferrari: You're right – over the past ten years, the social acceptance of sex toys has soared. Bruce and Melody were fortunate that they started We-Vibe during a cultural shift when the conversation about sex toys was changing, and retail stores were becoming more welcoming to couples. More and more companies are now also using body-





enhancing pleasure and intimacy for couples using an inclusive definition of the word ,couple.

Will products such as womanizer, Satisfyer, Sona, etc. push traditional vibration technology to the sidelines, or are they just introducing a new facet, adding more diversity to the product range?

Frank Ferrari: At We-Vibe, it's been our experience that expanding our product line has only added to all the possibilities for intimate pleasure.

You announced that there would be an anniversary collection to celebrate 10 years of We-Vibe. Please, tell us more about that.

Frank Ferrari: We wanted to mark our 10th anniversary by offering customers something special that celebrates We-Vibe's commitment to connecting couples. For many couples, a We-Vibe couples vibrator was their first sex toy purchased together. And when the small yet mighty Tango came on the market, its deep rumbling vibrations were a revelation to many women, quickly becoming their ,go to' vibrator while also enhancing couples play in all kinds of ways. That's why the We-Vibe Anniversary Collection includes a limitededition We-Vibe Sync and an updated Tango, plus an exclusive new play case. We've also been listening to our

customers, who have told us they would love a collection of premium products they can take on the go. This request led to the development of the new play case that discreetly holds and charges both products together, so they're ready for fun at all times. And in a nod to the original We-Vibe couples vibrator, in the Anniversary Collection Sync and Tango come in a limited-edition iridescent, cosmic purple that celebrates our customers' pursuit of passion.

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FRANK FERRARI

RETAILERS."

By offering two of our best-selling products together, we're showcasing the height of our innovation and excellence. The Anniversary Collection is inspired by the original We-Vibe and its iconic sunglass case that was launched in Las Vegas in 2008. It was the first, the original, and it's still the best on the market. Of course, over the past ten years, We-Vibe has

continued to use state-of-the-art techniques and tools to take our products to new heights, setting new industry standards for ergonomic design and high performance while remaining eco-friendly and body-safe. That means the We-Vibe Sync, our flagship couples vibrator, is now customisable to fit unique body shapes: the clitoral and G-spot stimulators can be adjusted to target pleasure. And with the free We-Connect app, couples can connect and play from anywhere in the world. Sync's exclusive We-Connect vibration modes include the aforementioned Beat and Touch modes. Tango has always been the most powerful mini-vibe. Its tapered tip delivers deep rumbly vibrations with pinpoint focus, while the flat edge is perfect for all-over massage. And now the updated Tango includes improvements to its control button, battery, and charging.

Apart from this special anniversary collection, what else do you have planned to celebrate this big birthday?

Frank Ferrari: We will have a number of events around the world. First, we're celebrating in Las Vegas, where We-Vibe was launched in April 2008. We will host an evening pool party during the Altitude Lingerie Show in April. In June we will host a party for family, friends and some of our early supporters in our hometown, Ottawa. And finally, in October at eroFame, we will sponsor the Octoberfest party to celebrate with our European and international partners.



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### Lorals are panties worn while receiving oral sex or being rimmed

exclusive

Lorals promises unburdened oral sex for women



Melanie Cristol,

cunnilingus even though they'd actually like to say yes, the reason being that they hadn't showered that day or because they were menstruating. But Cristol's invention, Lorals, could make such worries a thing of the past. Lorals are paper-thin latex panties that do create a barrier, but still allow for any and all sensations to be felt. In our EAN interview, the brand founder explains how the idea of Lorals originated and what we can expect from the product, that is set to launch in the upcoming months.

According to Melanie Cristol, four out of five women in the US sometimes say No to

"revolutionary lingerie that helps you say yes to oral sex." How exactly does Lorals does Lorals help women?

Melanie Cristol: Women report that oral sex leads them to orgasm 81% of the time, while intercourse leads them to orgasm 25% of the time. Yet so many women say no to oral sex, even when they really want to say yes. Lorals conducted a randomised survey of American women and found that 80% had been in this situation. More than half had said no because they hadn't showered that day, and nearly half had said no because they were menstruating. But with oral sex being such a satisfying activity, we wanted to help women say yes whenever they got the urge. Lorals are panties worn while receiving oral sex or being rimmed. They're paper-

thin and stretchy so that you can feel the sensations your partner is passing along, while they create a non-porous barrier – freeing women from worries or concerns so they can focus on the moment.

How did you come up with the idea for Lorals? Did you have previous experience in this field?

Melanie Cristol: I thought of the idea for Lorals after a really romantic vacation. Everything about the situation was set up for a no-holdsbarred incredibly intimate experience, and I was with someone I loved and trusted. But then in the moment, I found myself saying no to oral sex, even though I really wanted to say yes.

I remembered that moment for a while afterwards, and I thought about what my options had been. We could have used a

dental dam, but the idea felt so unsexy, and holding it in place seemed cumbersome. I guess we could have used saran wrap, but that felt beyond insulting and uncomfortable. I wanted a product that turned me on, gave me coverage where I wanted it, and didn't hold anything back when it came to pleasure – but research showed me that nothing like that existed. I decided there needed to be a well-designed product that helped women say yes to oral while helping them feel sexy, beautiful, and confident – whether on a fancy vacation, or in their everyday lives.

I drew from my experiences as a peer sex educator, a sexual health advocate, and a consumer products lawyer to develop Lorals.

What can you tell us about the technical properties of Lorals? What are the panties made of and how did you get them to be so thin?

Melanie Cristol: Lorals are made out of the same type of latex as condoms. We wanted them to look and feel like silky lingerie but be as thin and stretchy as a condom. "WE SPENT YEARS IN RGD,
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LIKE LORALS."

MELANIE CRISTOL

We spent years in R&D, working with several different manufacturers through dozens of rounds of prototypes. We eventually determined how to use the latex dipping process (also used for condoms) to make clothing items like Lorals. Our product and our process are utility-patent pending in the US, Europe, and in several other countries internationally.

Are Lorals one size fits all panties or do you offer different sizes to accommodate all body shapes?

**Melanie Cristol:** Lorals currently fit hip sizes 34.5" to 44.5", which corresponds to XS-XL in US lingerie sizes. We plan to expand to additional size options in the future!

To what extend does Lorals help with STD prevention?

Melanie Cristol: We've always hoped to provide STD protection with Lorals. From the beginning, we've used STD-blocking materials (the same latex as condoms) and careful processes to ensure that





Lorals will be able to pass the government's many safety tests. But in order to get approved as an STD-prevention device, we need to develop a brandnew technology to test every single pair of Lorals for STD protection. We are currently conducting a crowdfunding campaign on Indiegogo ( http://igg.me/at/mylorals ) to raise the funds for that effort.

Once we develop the proper machines and get government approval, Lorals will provide the same protection as a dental dam, but you'll wear them as lingerie. So, there's nothing to hold in place, no concern about the product moving around on the body, no extra material to get caught in the giver's nostrils -- and no fear of fluid transmission. You'll feel confident and you'll be free to enjoy yourself.

For now, you are marketing Lorals directly to consumers. When will erotic retail shops, especially in Europe, also be able to profit from your product?

Melanie Cristol: We're excited to announce that we're offering Lorals to distributors and retailers worldwide as part of our crowdfunding campaign!

This option is available to a limited number of retailers who want to be the first to share Lorals with their community.

After the crowdfund campaign, we will determine whether to sell Lorals to retailers or on an exclusively DTC model.

You are in the midst of a crowdfunding campaign right now. Where and when will Lorals be available and what can you tell us about pricing?

Melanie Cristol: Lorals will be available in August 2018. They are priced at \$25 for a pack of 4.

What are your plans for the time after the campaign is finished? Will we see additional shapes and scents in the future?

Melanie Cristol: Our first goal after the crowdfund is to develop an STD-protection version of Lorals. After that, we're excited to expand to additional sizes. And then, we'll listen to customer demand and decide whether we should prioritise different shapes, scents, colours, or other features. We would love to hear retailers' opinions about what their customers want to see! We're always open to chatting – please feel free to connect with us at hello@mylorals.com.









### At the end of the day, people hold manufacturers and retailers responsible for their pleasure.

exclusive

Tracy Felder on her new role as Brand Ambassador for COTR Inc.



Conducting product training, visiting trade shows, always being up to date, and travelling a whole lot – being a brand ambassador is a multi-faceted job, but also a demanding one. Tracy Felder wouldn't be deterred by these challenges however. On the contrary: They only motivated her to take up the position of brand ambassador at COTR Inc., the company behind the b-vibe, LeWand, and Cowgirl brands. In our EAN interview, Tracy talks about her new duties and about the things she wants to achieve in this new position.

for COTR Inc. as a Brand Ambassador.
What exactly will be your job in this new role?
Tracy Felder: In this new role, I'll be visiting stores across the country to product train retailers on the intricacies of COTR's newest innovations, as well as attending national trade shows, expos, and conferences to help exhibit our products and educate the industry on their unique features.

You have been working in the adult retail industry for over a decade. Could you tell us a bit about your background?

Tracy Felder: I started off my career managing a brick and mortar lingerie boutique in Philadelphia for about 7 years and absolutely loved it. In that position, I learned the ins and outs of the biz and networked within the industry —it was really an invaluable learning and growing experience. After that, I went on to run a small adult toy store until I met Alicia Sinclair earlier this year, and fell in love with her and COTR, Inc's products and mission.

Why did you choose to take the new position at COTR?

**Tracy Felder:** I love change! I love to constantly be on the go, so that's certainly a huge part of

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why this position is a great fit. In fact, I couldn't ask for more change. Not only will I be constantly traveling and meeting new people, but a company like COTR, Inc. is always evolving and growing, so there will never be a dull moment. On top of that, I think Alicia is incredible and feel extremely proud to get to work with her. I met her the first time while assisting with the Cowgirl Launch Party in L.A. in January, and she completely inspired me. It's an amazing experience to be a part of a woman owned and operated company that is dedicated to creating products that are inclusive in every way.

Looking ahead, what do you want to achieve in your first year as Brand Ambassador?

**Tracy Felder:** Great question. Aside from being happy and fulfilled (which I don't doubt I will be!), I'd love to make sure we've really hit all our goals for the past year and have our eyes set on even loftier ones for the next. On a granular level, I want to train all the stores that carry our products in the states and continue to make new friends and connections within the industry.

With three brands under the COTR umbrella

– b-Vibe, Cowgirl and Le Wand – will you be
specialising in one brand? Which of the three has the
most potential?

Tracy Felder: I will be involved with all three brands, and I definitely think they all have potential in their own way. COTR looks for products that haven't seen a recent upgrade in their category. That's what makes us such a niche and innovative company. I feel like we're past the old "if it isn't broke,

94

don't fix it" nostalgia, and that each of these brands really closely examines and elevates categories that have been long outdated. We also always want to embrace luxury that also caters to the common dollar.

One of your tasks in this new role will be product training. What is the most important aspect of product training in your opinion?

Tracy Felder: When it comes to product training, I highly prioritize engaging with whomever I'm training personally. Part of this comes down to personality (it doesn't hurt that I love people!), and part of this is always being really open and understanding of where everyone is coming from. If we can form a personal connection, and I can be sympathetic to their background, then things are probably going to go pretty well.

You plan to become a certified sex expert while working for COTR. Why did you set this goal for yourself?

Tracy Felder: Education is very important in this industry. At the end of the day, people hold manufacturers and retailers responsible for their pleasure. I want to always be in the know — not only for myself, but for my community and anyone with whom I cross paths. I want to make sure that any sexual experience is safe, comfortable, consenting and always desirable. That means being constantly aware of changing trends,

cultural movements, and scientific advancements — it's a neverending job!

The latest innovation by COTR is The Cowgirl

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You are an advocate of sex positivity. Where does society stand in this regard? How well-accepted are sex toys today in general and how openly can people communicate their desires?

**Tracy Felder:** I see society as a fiery ball of continuous energy — sort of like, well, the sun.

There is always something too hot or too taboo to talk about, and yet, we still stare at it in awe without sunglasses.

There's always a fine line between something being taboo and interesting because it's taboo, and something being normalized and still maintaining the passion and intrigue that's required to encourage education and a deeper understanding.

I think it's really important that we stop sensationalizing sex and various subject surrounding it, and really dig into the nuance that should come with any discussion surrounding sexuality. This is where, I think, we are now with sex in our society — really honing in on the grey areas and acknowledging that labelling things as black and white is only ever harmful.

Obviously, of course, there are some people who still feel that sex toys and sex positivity overall are problematic, and there's a lot of education that's still needed around these points. That said, I've realized that as long as you remain confident, kind, and open — people are almost always looking for the permission to discuss

almost always looking for the permission to discuss sexuality, and I'm in a really prime place to call people into this discussion in a positive, progressive way.

How important is it for you to work for a brand that shares your values?

Tracy Felder: This is really important to me. I truly believe that your productivity increases tenfold when you're passionate about your job and your colleagues, and I want to be the most productive I can be in any role I take. When I met Alicia, I'd not only had experience selling her brands in my shop, but I was also inspired by her positivity and passion for the role. I want to be in an environment that encourages these traits. Not only are her values reflected in her products, they're reflected in every piece of how the company runs — and this is a really inimitable, and rewarding, environment in which to be.

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SEXUALITY."

When you look around in the adult market, what is the biggest trend shaping this industry nowadays? Tracy Felder: I'd have to say that the biggest trend right now is the webcam industry. I went to my first XBIZ awards in Hollywood and was amazed by the presence of the cam performers and how they're

truly shifting the industry. I love the diversity and support the notion that performers are making money by being themselves. In fact, this trend was something we took into consideration with our newest product — The Cowgirl. It is compatible with the FeelMe app, which performers anywhere in the world can easily use for tipping - empowering them to take ownership over their careers and finances. We certainly want to continue to keep our ear to the ground for emerging trends and find ways to effectively incorporate them into our products in a high quality, long-lasting manner.





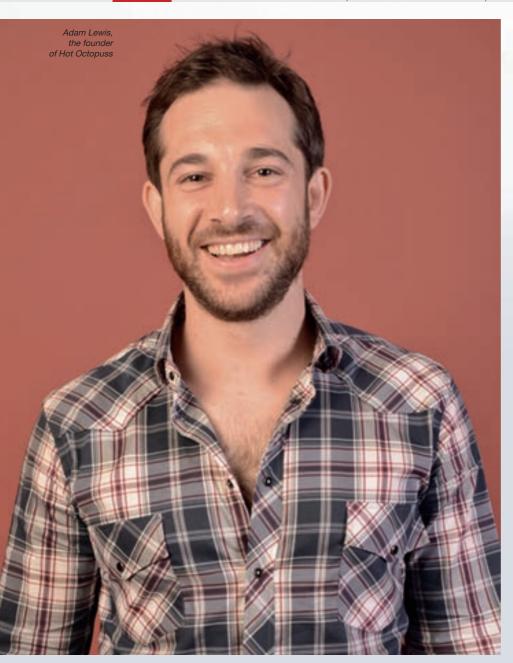




### ATOM is very much a Hot Octopuss product

exclusive

Adam Lewis presents the first Hot Octopuss cock rings



Hot Octopuss' successful Pulse collection is packed with high-profile products, so the bar is set pretty high for any new addition to the line. But ATOM and ATOM Plus easily live up to the company's previous successes. At first glance, these two products look a lot like regular cock rings, but it is the technology on the inside that makes all the difference. Hot Octopuss founder Adam Lewis tells us how ATOM and ATOM Plus stick out from the crowd in our EAN interview.

**11** With ATOM and ATOM PLUS, Hot Octopuss added a new category of toys to its portfolio. Why did you decide to create a product in this category?

Adam Lewis: Our company motto is 'reinventing pleasure' - that's what motivates and inspires us. With ATOM and ATOM PLUS, we wanted to take the classic penis toy - the cock ring - and reinvent it for the 21stCentury. Cock rings are one of the most popular entrylevel sex toys, and we wanted to turn our imagination to how we could apply modern technology and thinking in order to create something different to what is already out there. It was also important to us to create a product that would deliver perineum stimulation. The perineum is an often-overlooked erogenous zone. Simultaneous perineum and penis stimulation provides powerful sensations and intense climaxes, and that is the purpose of the ATOM PLUS.

Lastly, enhancing couples' play and sex is a huge passion of ours, and cock rings provide an obvious potential way to deliver better sensations for couples if reimagined in the way we've done it. So for us, cock rings were the obvious next addition to our brand family.

There are already a lot of cock rings on the market. What makes ATOM stand out?



The bigger ATOM Plus boasts a special wiring system for perineum stimulation – no bullet vibrator required



ATOM is the first vibrating cock ring from Hot Octopuss

Adam Lewis: Historically, it has been the wearer that has benefited the most from the cock ring, with little focus being given to the partner. A key objective for Hot Octopuss was to create a true couples' toy that would be as intense for the partner as the wearer. Both models feature a large contact area for the

partner to grind against, and a raised nub to add pressure and stimulation. The combination of thoughtful ergonomics and some of the most powerful vibration motors on the market ensures that both partners experience powerful vibrations during sex, taking couples' play to new heights.

The really clever technology however comes into play with the ATOM PLUS, the world's first cock ring to incorporate integrated dual motors that provide perineum stimulation in addition to the more standard vibrations to the top of the shaft. Until now, the technology to run wires through a product that needs to stretch has not existed, so cock rings that have attempted to target the perineum have had to use a separate bullet vibe to achieve this, which can be fiddly and lacking in power. With ATOM PLUS we have

overcome this with a patented wiring system that enables the ring to stretch while still powering two

hefty vibration motors simultaneously - a world first.

"A KEY OBJECTIVE FOR HOT OCTOPUSS WAS TO CREATE A TRUE COUPLES' TOY THAT WOULD BE AS INTENSE FOR THE PARTNER AS THE WEARER."

ADAM LEWIS

Why didn't anybody release such a technology earlier? What were the challenges you had to overcome in development?

**Adam Lewis:** There is a good chance that others might have also had the idea but either didn't have the knowhow or patience to see the project through.

We are a boutique brand with a small portfolio, which means that we spend a lot of time on each new product, perhaps more time than other brands are able to dedicate. The project was fraught with technological difficulties and it took us many months to solve these challenges to enable to product to function as intended. At points, we were told it couldn't be done but we persevered. We have a very talented team on the product development side and without them, it simply wouldn't have been possible to produce a toy of this complexity.

How do ATOM and ATOM PLUS fit into the overall Hot Octopuss portfolio? How is your brand reflected in the products?

**Adam Lewis:** As with our other products released to date, (the PULSE III collection,

Pocket PULSE and Queen Bee) the aim with ATOM and ATOM PLUS was to create technologically innovative, powerful and beautiful products that are accessible and of the highest quality. Our product







portfolio is still small compared to other brands. This is because we pick and choose the products we work on very carefully and spend a great deal of time exploring ways to create the best possible version of it. ATOM is very much a Hot Octopuss product – it represents our brand values and passionate approach to product development.

Will Hot Octopuss release more products with this technology in the future?

Adam Lewis: We are always experimenting with new technologies and ideas. Having developed this

technology, it's highly possible we'll use it, or a version of it, in the future and it certainly opens doors in terms of future product ideas. In fact, we do have a very different product in development right now that may employ this approach or build on it.

Hot Octopuss has released a number of innovative products already. How hard is it to meet the expectations after such successful launches in the past? What is needed to stay ahead of the curve in the adult market?

Adam Lewis: We never expected that our original invention, PULSE, would be as successful as it has been, and frankly, when you have a product like PULSE as your first hit, it's hard to feed the demand for another product as

impactful. We feel that with Pocket PULSE (which uses a different technique to deliver powerful stimulation), we have produced another great product and we are extremely proud and excited to have finally released the ATOM and ATOM PLUS. But, we take nothing for

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granted. Every manufacturer has its products that work and its products that don't as well. We learn as much, if not more, from the ones that haven't worked so well for our customers. We constantly request and review feedback.

What are the most important trends in product development in the adult industry right now in your opinion?

Adam Lewis: We still feel the holy grail for sex toys is hands-free products and products for use in partnered sex where the products stimulate both partners, and

of course, let's not forget about interactive toys and VR. We are anticipating some interesting developments in this area over the coming year. We will be focusing our attention on other forgotten areas of the market – products that we believe are ripe for reinvention. We are hoping to support the industry in continuing to innovate and improve the range and quality of what's on offer.

Besides the release of ATOM, what are your goals for the rest of 2018?

Adam Lewis: We have several product launches planned for this year, that span the market in terms of price, target market and product type. But our major business objective this year is around inclusivity. As our business grows, we want to ensure that we are fully inclusive as a company. To support this, we are working on a new brand values statement and will be auditing our website and communication

channels for inclusivity and accessibility, ensuring that we are delivering an excellent service to our customers whatever their needs. The ATOM (RRP \$85) and ATOM PLUS (\$99) are available to order now from www. hotoctopuss.com.





### EROPARTNER







exclusive

Alexander Zilberman on the 9th EroExpo



Alexander Zilberman, Project Manager of FroExpo

The adult market in Russia keeps growing, and so does the Russian adult trade show EroExpo. It will be held for the ninth time this year, taking place on October 19 to 21 in Moscow. In our interview, EroExpo Project Manager Alexander Zilberman tells us about the evolution of the show, the expectations for this year's event, and the characteristics that set EroExpo apart from comparable trade shows in Russia.

Moscow, I'd like to know: What is the current situation in the Russian adult market?

Alexander Zilberman: Due to the fact that the market for sex products in Russia is quite young, being little more than 25 years old, it grows annually, primarily due to the increased interest among the Russian population and the emergence of new technological products that allow diversifying and beautifying the intimate lives of people. As a result, there is an increase in the number of wholesale and retail

JJ Before we talk about the 9thEroExpo in

How much more potential for growth do you see in the Russian adult market?

companies, and chain stores are developing

successfully.

Alexander Zilberman: According to the specialists' estimates and despite the fact that now is not the best period in the Russian economy, demand for adult products has been growing steadily, on average by 15-20% per annum, and we are still very far from saturation. It is not only the number of orders that increases, but also the amount of money that people are willing to spend as they turn to stylish and designer toys.

What makes EroExpo the perfect place to experience this growth and potential and to benefit from it?

Alexander Zilberman: There are several annual industry exhibitions and conferences in Russia that are held in different regions of the country and even abroad by some large wholesale companies. But our EroExpo project is the only one to unite almost all participants of the adult industry in one place. By visiting the exhibition, you have an opportunity to see almost the entire existing range of products, get acquainted with new products, get optimal conditions for cooperation. Our visitors can also listen to professional seminars and trainings, communicate with each other, and get comprehensive advice from manufacturers and representatives of the retail trade.

How many exhibitors and visitors do you expect at this year's show?

Alexander Zilberman: Last year, during our 8th show, there was a serious growth in both groups, exhibitors and visitors. 44 companies were exhibiting (22 companies in 2016) and about 700 people attended the exhibition, among them representatives from 480 retail

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stores. This year, we are planning to attract even more participants and visitors and of course, we will try to raise the level of the whole event.

Please, tell us more about your exhibitors and visitors. Which companies present product at EroExpo and who is coming to see them?

Alexander Zilberman: Last year, 78% of the participants were Russian producers and wholesale companies, but many of them represented Western brands, while foreign representatives of these brands were there and worked at the stands along with their distributors. Last year, we were visited by representatives from Fleshlight, Scala, Tonga, pjur, Pipedream, HOT, Softland, Fun Factory, SHOTS, Inverma, Bathmate, Nexus, JOYDIVISION, Kiiroo, SystemJo, and other brands. For companies such as Milan Arzneimittel

GmbH, NomiTang GmbH, and a number of Asian companies had their own stand at EroExpo 2017.

Is EroExpo purely a business to business affair?

Alexander Zilberman: Of course, EroExpo is primarily a B2B project. At the 7th exhibition, we

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ALEXANDER ZILBERMAN

tried to change things up on the third day by inviting B2C audiences to the ,Fair of Goods for Adults

18+', but honestly, there weren't that many visitors, around 200 people. Still, their presence made it difficult for them for the other attendants to cater to a professional audience. So we decided not to combine these two events anymore. Outside the business part of EroExpo, we organise concert and entertainment events, a dinner with a buffet, and a dance programme on the second day of the exhibition. That way, our participants and guests can communicate with each other in an informal atmosphere. This is also one of the highlights of the project that almost everyone is waiting for

This is the ninth instalment of EroExpo. How has the show changed throughout the years? And how has the Russian adult

market changed since you first started the event?

Alexander Zilberman: Over the years, our exhibition has grown steadily, along with the entire adult market. It seems to me that EroExpo is an indicator for the development of the industry: The more the adult market develops, the more participants and visitors



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we have. And I really want this trend to continue for many years to come, and for the exhibition to contribute to this growth as it has in past years.

There is a lot of debate about trade shows in the industry. Some say, these events aren't relevant anymore because we now have modern communication, and also because you can't always quantify the results of a trade show; others maintain that personal contact and face-to-face business talks can never be replaced. What is your opinion?

**Alexander Zilberman:** I am inclined to agree with the second opinion: Personal contacts ,face to face' are necessary.

We can even draw a parallel to tourism, because today, you can virtually visit cities and countries, walk through famous streets and visit well-known museums with Google's help. But this does not replace travelling, because you can feel the atmosphere of a city or a historical place only by visiting it, touching the monuments of architecture, talking to the inhabitants, trying local food, and buying something by which to remember the trip ...

"OUR EROEXPO PROJECT
UNITES ALMOST ALL
PARTICIPANTS OF THE
ADULT INDUSTRY IN ONE

ALEXANDER ZILBERMAN

PLACE."

What kind of service do you offer to your exhibitors? How do you support them? And what can you tell us

about the infrastructure of the fairgrounds? For instance, are there hotels nearby?

Alexander Zilberman: EroExpo will traditionally be held at one of the best exhibition venues in Moscow - Sokolniki Exhibition Center. This is a unique place in a wonderful city park with a well-developed infrastructure, not far from the city centre, so it is convenient to reach, both by car (taxi) and public transport. We book a block of rooms in the ,Sokolniki' hotel, a10 minutes' drive from the exhibition centre, and we organise a transfer in the morning and in the evening. In addition, there are many more hotels near the

exhibition venue that guests can choose on their own. On the first and second day of the exhibition, all participants and guests can have lunch and dinner free of charge at the restaurant right inside our pavilion. The third day is short, so guests can go to the buffet or other places for coffee breaks. On the request of foreign participants and guests, we can also arrange to bring in interpreters for the duration of the exhibition.

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LENGTH.

### can now see why SHOTS have long had a reputation for good service

exclusive



Brad Taylor, SHOTS' new Account Manager for Great Britain. Ireland, Italy, Greece, Cyprus, Central and Eastern Europe

Great Britain, Ireland, Italy, Greece, Cyprus, plus Central and Eastern Europe - Brad Taylor definitely won't get bored in his new position as Account Manager at SHOTS, working with existing customers in the aforementioned markets and helping to further the company's expansion in these regions. EAN was curious to learn more about his duties at SHOTS and the challenges that go along with them, so was asked Brad for an interview.

Brad Taylor joins SHOTS

JJ Brad, please tell us about yourself. Where are you from? What did you do professionally before deciding to try your luck in the market for adult products?

Brad Taylor: My name is Brad Taylor - I originally come from Newark, Nottinghamshire and I am one of eight siblings. As I grew up I wanted to be a Doctor, Dentist and then eventually a laboratory scientist. I graduated from Newcastle University with an honours degree in Biomedical Sciences in 2012. After realising Science wasn't for me during the last year of

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TOGETHER."

BRAD TAYLOR

my course - I returned home to Newark to decide what I wanted to do for the rest of my life.

Why did you decide to enter the adult industry in 2013? Brad: My sister was working for a UK distributor in January 2013 and she was tasked with recruiting some ,muscle' for the warehouse - I didn't really fit the bill, but I turned up and put in an honest day's work!

And how has your career developed

since entering the adult industry. Which positions did you hold prior to your current job? Brad: After about 6 months in logistics and warehousing I was headhunted by an environmental firm for a sales role - I had one foot out of the door when my employers made me an offer to stay within the industry. I took on a role as a graduate trainee and was trained in administration, operations, purchasing and

eventually sales and that's where I stayed as it was by far and away the role I enjoyed the

So, how did you end up working for SHOTS? Brad: Ever since meeting Hein and Oscar at a trade show in the UK four years ago - we have had a mutual respect that has grown over the years. We have regularly been in touch with each and when the Central and Southern European markets became available late last year - Hein saw the opportunity to combine these regions with the UK and Irish market to

> make a role that suited my skillset and also best served these regions.

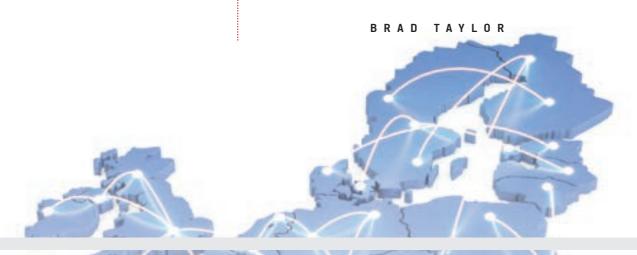
confident that you picked the right company? What are SHOTS' strong points?

Brad: I have always thought of SHOTS as a great fit in terms of their reputation in the market for service and great relationships with their business partners. Further to that, in the short amount of time I have worked with the company, I have already come to realise that

SHOTS are a well-oiled machine, if you'll pardon the expression! Their customer facing and back end systems are second to none and allow for efficient and accurate service for customers - I can now see why SHOTS have long had a reputation for good service. Furthermore - strong brands, innovative product development and excellent fulfilment percentages really do make SHOTS stand out.

What makes you

108:



What can you tell us about your field of activity at SHOTS?

Brad: My field of activity at SHOTS will predominantly be contact with my customers in order to further our relationship together – I will be the dedicated point of contact for customers in each of my regions and on hand to help our business grow mutually. I already have great relationships with the vast majority of the UK market, but it will be interesting to help grow my European regions as a lot of these customers will be new relationships.

SHOTS want to expand their presence in Central, South, and Eastern Europe. What strategies will you implement to achieve that goal?

Brad: I am currently carrying out a region by region analysis in order to plan sales strategies for each territory for 2018 and beyond. This includes a visit to each region before eroFame 2018. My aim is to have an understanding of the key customers in each of my regions by eroFame 2018 and to ensure these customers are well served going into 2019.

How much potential for expansion is there in these territories for SHOTS?

**Brad:** Absolutely huge – customers in these regions will now have dedicated focus on a daily basis which can only be positive. I will be working hard in 2018 to ensure we are best serving Central, Southern and Eastern European customers and that they can have access to the high quality, great value brands that SHOTS has to offer.

How does your experience in the adult market benefit you in your current position?

Brad: I have worked at both distributor and manufacturer level, so I have an understanding of the sales process from concept to consumer. Seeing as SHOTS is both a manufacturer and distributor I think this experience will only benefit both of us.

Brad: I am expecting growth in all markets for 2018 and have set that as my personal aim. If I can enhance the relationship between each and every one of my customers and SHOTS between now and the end of 2018, I think I will have done a good job. I have also had a sneak peak of the product

have also had a sneak peak of the product development for 2018/19 and there are some incredibly strong releases on their way, so I aim to get the most out of these releases when they arrive.

Furthermore - the great relationships I already have

with UK customers that already deal with SHOTS

as well as some potentially new customers in this

What are your expectations regarding your new job,

and what are the goals that you set for yourself?

market will allow us to press forward in 2018.

GROWTH IN ALL
MARKETS FOR 2018
AND HAVE SET THAT
AS MY PERSONAL AIM."

"I AM EXPECTING

BRAD TAYLOR

What plans and ideas do you want to implement at SHOTS?

Brad: I think it was a pleasant surprise when I came to work for SHOTS that our ideas were already well aligned. I plan on adding my spin to the SHOTS way and putting my stamp on my regions in 2018 and beyond by building customer rapport. I think with our assortment so wide reaching and strong at the moment – we really are

becoming a ,one stop shop' distributor so I hope to spread that message as far and wide as I can this year

You have been working in this business for five years. What are the biggest changes the industry has seen during that time?

**Brad:** I think the biggest change for me has been retail stores transforming their look in response to a customer demand for more couple friendly, well merchandised stores. I think across Europe we are seeing retail customers become much more savvy about making their stores clean, well-lit, well-merchandised places that customers from every demographic would be happy to shop in.

### It is a slow process, but it is worth it

exclusive

Miguel Capilla gives an update on Fleshlight's fight against fake products



Miguel Capilla, Commercial Director Fleshlight International



The workshop of the Chinese product pirates mentioned in the interview

Fleshlight has been fighting on many fronts to crack down on counterfeiters all over the world. And even though it is a hard and arduous fight, it will ultimately lead to success, as Miguel Capilla, Commercial Director of Fleshlight, explains in our EAN interview. Only recently, the company has put a stop to product pirates in South Africa and China.

successes on the board in your fight against counterfeiters. Is that just a drop in the ocean, or does it show that standing up to product pirates is well worth the time and effort?

Miguel Capilla: Of course, this is the result of non-stop fight against counterfeiters. With hard work, time, and the right partners we are getting such important results. It is a slow process, but it is worth it. It was definitely the best decision ever to lead by example and go after people who sell counterfeits out there.

The global market can be complex and convoluted, still, Fleshlight manages to cover up fake products time and again. How hard is it to track down fake products? What is your strategy to achieve maximum efficiency?

Miguel: Well, we count on the help and collaboration of Red Points Company which



Raid against the Chinese counterfeiters

also works with FC Barcelona in the fight against fake products. So, it is a guarantee of success. We work together to take action against fake ads on the internet and products we detect in stores.

Do you get enough support from the local authorities (law enforcement, customs, criminal justice) when taking action against counterfeiters? And how much support do you get from the international adult industry?

Miguel: Our lawyers always contact the right local authorities, depending on the country. Sometimes, they are customs teams, sometimes national police. We have been very successful in working with these authorities. There were even raids in different countries such Hungary, Poland, Netherlands, France, South Africa... So, all the countries are definitely supporting the effort.

In South Africa, Fleshlight cracked down on a counterfeiter who sold substandard copies via the internet. How did you get wise to this particular product pirate?

**Miguel:** We found out about this thanks to Red Points and the constant monitoring of the market in all of its dimensions, which made it possible to detect and locate this commercialisation of fake Fleshlight products.





The fake products are confiscated

What kind of action can you take against counterfeiters in South Africa? What is the punishment for product piracy?

**Miguel:** Depending on the infringement or offense and the circumstances of the case, we can do two things: 1) Send the counterfeiter(s) a cease and desist letter in order to establish regionalizations with

them and reach an agreement. The terms of the agreement (undertaking) include respecting Fleshlight's intellectual property rights, delivery-up of the offending goods in their possession and/or control and, evidently, destroying the counterfeit goods. We normally request that the counterfeiter(s) contribute towards our legal costs, as well as damages caused to our brand. If applicable, we can also request that they provide details of the manufacturer or supplier (which may lead to initiating actions against them when possible) 2) If the counterfeiter(s) do not respond to the cease and desist letter, or if they actively do not wish to reach an agree

if they actively do not wish to reach an agreement, the next step is initiating legal actions against them. A complaint is lodged with the South African Police Service, a warrant is obtained and a search and seizure operation is conducted by the South African Police Service. Thereafter, criminal and/or civil proceedings are initiated. The criminal punishment for counterfeiter(s), if found guilty, can



The Chinese counterfeiters had been selling fake products since 2012 or even before that



Fake products are often not identifiable as such at first glance

be a fine up to a maximum of ZAR 5000.00 per article or imprisonment not exceeding three years - or both if this is not be the counterfeiter's first offense. A recent press release stated that said company has changed its business model and that it is now selling original Fleshlight products? Is that correct? If so, why didn't this company get blacklisted?

Miguel: It is possible that a company that previously sold counterfeits changes after we have taken action and decides to sell original Fleshlight products. When this happens, it is because an agreement has been reached with the company after several negotiations. If a company is willing to sell original Fleshlight goods and commits to not purchasing counterfeits any more and to respect Fleshlight's intellectual property rights, we will not stop them from purchasing and selling original products.

Nevertheless, if the company does not abide by the terms of the agreement, it will indeed be blacklisted and stronger actions will be taken.

The second case concerns a copyist in the Chinese market. How long had this individual been placing fake products on the market?

**Miguel:** They were using our name to sell fake products since at least 2012.

"THE FLESHLIGHT
TEXTURE IS EXTREMELY
REALISTIC AND
IMPOSSIBLE TO IMITATE."

MIGUEL CAPILLA



The Chinese product pirates caused substantial financial damage

> Many people say that in China, there is only a vague understanding of the importance of protecting original products and fighting counterfeits. Do you agree? And if so, does the ruling against the aforementioned counterfeiter represent a precedential case of sorts? Miguel: Of course, it seems like they don't respect intellectual property, the law is different there, so it is much more complicated to win a litigation there. Therefore, this case is so important, it would be a precedent for future litigations and other companies will support this case.

> > ..THE MORE AWARE WE

ARE AND THE MORE

UNITED WE ARE, THE

MIGUEL CAPILLA

MORE DAMAGE WE WILL

DO TO COUNTERFEITERS."

Fleshlight stated that both of these counterfeiters sold large quantities of fake products to retailers and consumers. Can you quantify the damage that was created?

Miguel: Looking at the amounts sold, around 5.000 units, so the damage caused is quite considerable. However, if we also take into consideration the number of fake products these companies had in stock at the time we intervened, the damage would be even worse.

Do trade members buy fake products because they don't know they're fake or could it be that, sometimes, they simply don't care? Miguel: Sometimes copies are so well done that

at first look, many people can't tell the difference. But of course, the difference exists in the texture and composition of the sleeves and in the quality standards. We are making presentations and

trainings to inform the retailers and our partners about the main differences so they know when they are touching a fake product.

And what about the consumers? Do they fall for fake products because they don't know any better? Miguel: If you try a Fleshlight, you would definitely feel the difference between a copy and our product. The experience is completely different. The Fleshlight texture is extremely realistic and impossible to imitate.

Shouldn't the adult industry pull together to create more awareness among trade members and consumers, or maybe provide all involved parties with tools and ways of spotting fake products more easily?

Miguel: Of course, this is a fight we are all faced with. The more aware we are and the more united we are, the more damage we will do to counterfeiters.

Fleshlight is also taking action against websites that claim to be ,official' and even use the Fleshlight name and brand to pull the wool over the consumer's eyes. Isn't that a lot like fighting the proverbial hydra which grows new heads whenever you cut one off? Miguel: We closed 4,783 of 6,212 fake ads on the internet in 2017, which led to several raids in

> several countries and helped eliminate the massive appearance of fake products in countries like France, Holland, Poland, but also South Africa, Mexico, and China. If following these ads provide us with clues to catch big counterfeiters like the ones in South Africa, we have to be doing

> distribution for fake Fleshlight products? And do you have some advice for consumers and trade members to help them tell original products apart from fake ones?

Miguel: Yes, you could say that is the

main channel. The best advice is: Only trust our official website and our main distributors and wholesalers. If you discover that the product is offered at much lower prices or that the shipment time is too long, maybe it is a fake. Also, if you have doubts about your Fleshlight, just check the box, our official products have an exclusive warranty sticker with a special ink to avoid copies.

something right. Is the internet the main channel of







# I think Lovely is the first sex toy in the world that can be updated over-the-air.

exclusive

Jakub Konik on year one of smart cock ring Lovely





We have been seeing more and more products labelled sex tech that combine adult products and the latest in technology. One of the most successful of these products is Lovely, a cock ring enhanced by an app and a number of digital features. A lot has happened since it launched at the beginning of 2017 - and not just on the software front. Jakub Konik, the founder of Lovely Inc., tells us how the product developed throughout the past year, and what Lovely holds in store for us in the months to come.

11 It has been one year since you launched your first erotic product called Lovely, a smart cock ring. How was the first year after the launch?

Jakub Konik: Despite no previous experience in the sex toy industry, we managed to reach customers from nearly 50 countries using only our website and two warehouses (one for the US and one for EU + rest of the world), plus we got our products approved by Target and Media Markt, where we'll start selling in the coming weeks. Besides that, we are working with mainstream brands such as Touch of Modern, the biggest male shopping club on earth, or StackCommerce, which added us as their first adult product.

We are also expanding our adult footprint thanks to partnerships with the best retailers

in a given market, for example Sinful in the Nordics, Amorana & Erotikmarkt in the Switzerland or E-Kondomy & Superlove in Czech Republic and Slovakia. Now that I look at it, I have to tell you, it's been a lot of work, but it's great to see the results!

Could you sum up what makes Lovely special? Jakub Konik: Lovely is not just a normal cock ring - after sex, our app provides couples with personalised suggestions for new positions, stimulation techniques, and other sex-related ideas. Couples use Lovely Tips the next time they're having sex to diversify and enhance their sex life. Lovely Tips were created with renowned sex educators and are based on couples' desires and data from the Lovely sensors. These sensors analyse movement

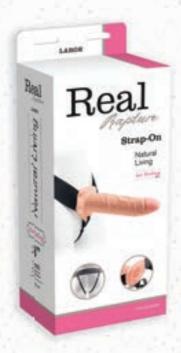


# Real

Rapture

Strap-On





new by TOYZ4LOVERS





during sex to find out what kind of stimulation the couple enjoys. Another cool feature - and a big differentiator - is that our app is showing couples how many calories they burned during sex.

Was there something you learned in the past months that you didn't expect? Jakub Konik: We learned how to work with big-box retailers such as Target or Media Markt, which amounts to much more effort. processes, and formalities compared to our usual channels. Also, it's been fascinating to observe how couples use Lovely to diversify and enhance their sex life, for example which positions they prefer or what desire is the most important to them. We know this from our Lovely connected app where couples express their desires in order to fulfill them while using Lovely during sex.

What feedback have you received from your customers?

Jakub Konik: We received many thank-you emails and positive reviews, one of which appeared on a whole page in The Sun, a daily UK newspaper with a readership of two million people. We use feedback to constantly improve our app, which has led to the addition of new categories of tips for couples and simpler navigation.

Something that is different when creating a sextech product like Lovely, compared to a classical sex toy, is, that you can improve and adapt the software even after the product has been launched. Jakub Konik: You're right! I think Lovely is the first

plan to do so in the future?

sex toy in the world that can be updated over-the-air. just like an iPhone or Tesla car. Thanks to that, we have improved how our button works, eliminating the button delay when you turn it on; we have made

Have you made any changes to the app or do you

the vibration stronger by changing motor frequencies: and we have added vibrations patterns – all with a software update that any existing Lovely user could do. Thanks to that, every Lovely is getting better and better with time, and that's something no other sex toy manufacturer can claim.

Using anonymised data collected by Lovely, you released a map showing the sexual satisfaction in the USA. What else did vou learn from the data?

Jakub Konik: The anonymised data collected by Lovely is a source of reliable information on the true state of human sexuality. We are working with sexologists and doctors who are analysing this data in order to find patterns for things like the

true average length of intercourse, which positions people chose, which of these are the most satisfying, and more. A cool feature is that Lovely also tracks calories burned during sex, so we're able to tell how much of a workout sex really is. It's important to mention that this sex-related data is 100% anonymised and we are not able to connect it to any personal data, which we do not collect for security reasons.

..THE ANONYMISED DATA COLLECTED BY LOVELY IS A SOURCE OF RELIABLE INFORMATION ON THE TRUE STATE OF HUMAN SEXUALITY."

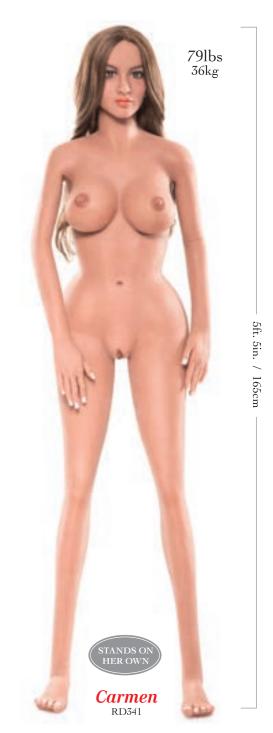
JAKUB KONIK

# ULTIMATE

FANTASY DOLLS







IN STOCK & SHIPPING NOW!





What can you tell us about the future plans for Lovely?

Jakub Konik: We are working on a huge app update and two new products that will help all people enjoy great sex. Our upcoming app update will enable couples to chat with sex educators 24/7 directly from the app in order to receive tips on elevating their sex life. As for our new products, I can't tell much, but the first one will be even more fun than Lovely and the second one will be related more to the health aspect of human sexuality.

It appears that in the current market, it is often more profitable to rely on proven technology instead of innovating. Would you agree?

Jakub Konik: This makes sense for incumbent companies with a large production scale and huge distribution network. However, we don't want to sell products that only vibrate and are cheap to manufacture. We are aiming for much more – apart from delivering good vibes, we provide couples with an advanced,

but simple to use app that helps them improve their sex life. There's much more value in a product like Lovely compared to any other cock ring currently on the market. Customers are already realising that, and with the current pace of tech, this number will grow exponentially.

Let's take a look into the future. How will the adult market develop within the next few years, especially with regard to sex tech?

Jakub Konik: I think much more sex-tech products and services will appear, and customers will discover

services. What's also important is that the whole industry is getting more and more mainstream, which will open the best products to new markets. This is what we are doing with Lovely and it is already proving to be successful.

more and more value in using such products and

The technological development within and outside of the sex toy market never stands still. Are there

any developments you think will have an impact on the adult market in the near future? Jakub Konik: This is just a guessing game, but I think with the current advancements in VR and connected sex toys, we might see the development of VR games or worlds where virtual sex will be the main objective. This can not only lead to changes in the market itself, but also to changes in how humans have sex. I also see a lot of space for sex-related products that help people with sex-related health challenges, such as erectile dysfunction or vaginal dryness. Apart from that, it's very interesting to the see erosion of adult distribution chain – it's too big of a guess to

tell what's going to happen, but I expect the situation to be tumultuous for the next few years.

Are you currently working with distributors? Where can retailers buy Lovely?

Jakub Konik: We are working with distributors in select countries, but the best way to buy Lovely is still to reach out directly to me at jk@ourlovely. com. Lovely is very easy to add for both, for offline or online shops, and we provide premium marketing material to help every retailer sell hundreds of Lovelys in their store.

"COUPLES USE LOVELY
TIPS THE NEXT TIME
THEY'RE HAVING SEX TO
DIVERSIFY AND ENHANCE
THEIR SEX LIFE."

IAKUB KONIK

#### leWAND

#### One Wand -Three Ways to Play





#### Shiatsu Attachment

Five precise contact points for deep tissue massage.



#### Curve Attachment

Bulbous head, perfect for G-Spot and/or A-Spot stimulation.



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Designed for the traditional blended orgasm.



A complete set that features a body-safe silicone head, flexible neck, multi use disposable texture cover, convenient travel case, and luxurious giftable packaging.



## The sky is the limit

exclusive

Irina Krämer explains the Satisfyer universe



Satisfyer Pro Traveler and Satisfyer
Men are currently the fixed stars in the
Satisfyer universe, but as Irina Krämer,
Sales Manager at Satisfyer, explains in our
interview, there will be more products in
the near future, and obviously, they will
make good use of the Revolutionary Air
Pulse Technology. Apart from talking about
the development history of the Satisfyer
line, the Sales Manager also tells us
about the TV ad campaign for Satisfyer
Men, which has marked a first in German
television history: advertising for
a masturbator – and at prime time,
no less!

If the latest addition to the Satisfyer Pro Line is called Satisfyer Pro Traveler. How did the market respond to the new product?

Irina Krämer: We have been completely blown away by the highly successful launch of our new Satisfyer Pro Traveler. The preorder numbers really exceeded our wildest expectations. And our customers love the new product due to its innovative design and unique price-quality ratio.

What sets the Traveler apart from the competition – and from other Satisfyer products?

Irina Krämer: As can be seen at first glance, the Satisfyer Pro Traveler is much smaller than our other models, offering the user all the advantages of a mobile, easily transported toy. It's the perfect product to take along on a trip. Also, this is the first of our product that comes with a magnetic cap, making the Satisfyer Pro Traveler a discreet and hygienic companion on all your travels.

Was it hard to cram the Air Pulse Technology into such a small, compact product?

Irina Krämer: We have an experienced team of developers who always find the right solution to make a new idea a reality. This time, the goal was to develop a Satisfyer that is small, with an appropriate, ergonomic design, but still offers the power that our customers love and expect. We feel Satisfyer Pro Traveler ticks all of these boxes. The small size of the product didn't really confront us with any major challenges.

How would you describe the evolution of Satisfyer, from your very first product until today?

**Irina Krämer:** As our products and our brand have beomce more popular, we are now in a position to intensify the relationship with our customers, taking user suggestions and feedback into account when developing new or improved versions of our products.

For instance, it was customer feedback that led to the addition of the +/- buttons and the additional vibration modes of our Satisfyer Pro Plus. We are thankful for this open and helpful exchange, not least of all because it helps us to stay in sync with the times and the trends and even to start our own trends.

Will your Revolutionary Air Pulse Technology continue to be the basis for all new Satisfyer products?

Irina Krämer: Due to the overwhelmingly positive feedback and the trust that our customers place in this technology, we will definitely continue to make good use of our Revolutionary Air Pulse Technology.

Is there still room to do new things with this technology?

Irina Krämer: The sky is the limit. We are already working on several new, innovative ideas, and in terms of design, there is still so much that we haven't done yet. Our goal is to cater to the wishes of the users even more strongly, and with customer satisfaction at the core of product



"WE ARE COMPLETELY

OVERWHELMED BY THE

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EXPECTATIONS."

IRINA KRÄMER

development, there are many, many avenues to explore.

Will the Air Pulse Technology and other modern stimulation technologies render the conventional vibration technology obsolete?

Irina Krämer: There is no hard and fast answer to this question, but if you look at supply and demand in the market, it would seem very improbable that the traditional vibration technology will disappear anytime soon. The truth of the matter is, there are different customers with different needs and wishes, and if they can all get products that cater to their wishes, then we're all for it.

What are the trends in the sex toy market right now that have the biggest impact on product design?

**Irina Krämer:** Drawing from our experience, there seems to be a clear trend toward sexual wellness, and we have already been catering to this increasing demand with our product launches since 2016.









The customers want products that fit in with today's lifestyle, and not only in terms of design, but also in terms of features and functionality. That is probably another reason why our Satisfyer Pro Traveler is such a wonderful success.

What are your plans for the rest of of 2018? What can the market expect from Satisfyer this year? Irina Krämer: There will be many exciting news in the months to come. We are constantly working on new, innovative Satisfyer products, and in due time, we are going to launch more Satisfyer models for women and obviously also for men. There is one addition to the Satisfyer family about which our team is particularly excited. Soon, we will present a new Satisyer Vibes collection, so the consumers can definitely look forward to that.

A little while ago, you launched an ad campaign for Satisfyer Men on German television. How have people responded to the commercials? Irina Krämer: The renowned advertising firm Jung von Matt created these commercials exactly the way we had envisioned them, and thanks to the

great concept and execution, the response was very positive. Of course, we always believed that the ad campaign would be a success, but we never anticipated the great reception it got.

"DUE TO THE POSITIVE FEEDBACK AND THE TRUST THAT OUR CUSTOMERS PLACE IN THIS TECHNOLOGY, WE WILL DEFINITELY CONTINUE TO MAKE GOOD USE OF OUR REVOLUTIONARY AIR PULSE TECHNOLOGY."

IRINA KRÄMER

TV spots about condoms, lubricants, and sex toys are no rarity on German television anymore. However, Satisfyer Men is a masturbator, which seems to be a tricky product to advertise – was there any hesitancy on the part of the TV channels?

Irina Krämer: There was no hesitancy. A big part of TV commercials has always been showing people products that are part of everyday life and that are very popular. There has been a major breakthrough these past few years, enabling our industry to present our great products to a wider audience, and we are absolutely thrilled about this development. A lot of work goes into ensuring that our products are advertised the right way. We are in the vanguard of the next sexual revolution – because that's what this is -, so we want to make sure that our message reaches as many people as possible. Therefore, it's great to see how open-minded the TV stations have become.

## RHYTHM



## NATYA

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# **W**e have more than 70,000 downloads to date in 50 plus countries but it's quickly growing from week to week

**exclusive** April Lampert presents the ,Shameless Sex' podcast



It is the age of YouTube videos and Facebook, but podcasts are also very popular, and new ones are launched every day. The appeal is plain to see: Podcasts are easy to produce, easy to distribute, and easy to consume. And they cover a wide range of topics. For instance, if you are interested in sex, eroticism, intimacy, relationships, and everything to do with these things, Amy Baldwin und April Lampert's popular ,Shameless Sex' podcast might be just the thing for you.

99 Of course, we want to talk about your ,Shameless Sex' podcast, but first, tell us about yourself. For instance, since when you have you been working in the adult industry?

April Lampert: I started working in the adult industry back in 2008 when my co-host and best friend. Amy Baldwin, opened her own boutique sex shop with her mom. Amy and I had been great friends and hardworking waitresses at a local seafood restaurant in Santa Cruz, CA while Amy was finishing her degree in Human Sexuality and I was studying for Law School. Amy was convinced I would be an awesome sex toy sales person and hired me as the manager of her store even though I had no retail experience nor ever used a sex toy. I ended up loving the work and finding real purpose in talking with people about relationships, orgasms, and sex. By 2012 I was ready to further my sex toy calling and I took a job as the Director of Sales for Fun Factory USA where I spent five years learning the manufacturing side of the business and deepening my love for body safe, innovative, products for a high-end company. By 2017, Hot Octopuss was rapidly growing and expanding their product line and I was ready for a new and exciting endeavour where I could help an up-and-coming manufacturer with massive potential become the best luxury toy brand on the market.

When and how did you get idea for ,Shameless Sex'? Why did you decide to make it a podcast?

April: Amy and I were guests on the 40-million-downloads-strong podcast ,Sex with Emily' with Emily Morse, Doctor of Human Sexuality in January 2017. The episode quickly became Morse's most downloaded episode of the year. Amy and I had always been the advisers for life, relationship and sex advise amongst our friends and it just clicked that we should create our own show. After our episode aired on Sex with Emily, Amy messaged me ,We're doing our own podcast' and I was like ,I'm in!!' The initial





## SHAMELESS SEX

plan was to record five episodes then evaluate if we should keep going and if it was fulfilling for us. We never needed revisit the idea of not continuing because it's been some of the most gratifying work Amy and I have ever done. Now, 38 episodes in, we're getting constant positive feedback and recognition as being people's favourite sex podcast to listen to on a weekly basis.

Could you give us an overview of the topics you cover in your podcast?

April: We do our best to have a broad range of topics appealing to all genders, sexual orientations and relationship status. We cover everything from Kink 101 to Keeping the Fire Burning in Relationships to Anal Pleasure to less mainstream but just as important topics such as Womb Healing, Attachment Theory, and Mastering Non-Monogamy.

Who is the target audience for ,Shameless Sex'?

April: Our target demographic is anyone and everyone who wants to feel empowered, inspired, informed, and wants to learn more about sexual liberation, communication in sex and relationships, and desire instruments for creating shame-free intimacy. Our statistics show the majority of our listeners are cis-women in long-term relationships between the ages of 27-55 which we totally understand and value because folks in long-term

relationships are typically on the hunt for awesome tools to help improve their intimacy and sex life and Shameless Sex is designed to be a resource that's perfect for those individuals.

How do you approach your audience? How do you present your topics to make them inclusive to the listeners?

April: We give the audience unabashed real talk and do our best to tell it like it is with an open mind and heart. We are candid and shameless in our delivery, sharing personal stories and information which allows our listeners to feel an authentic connection to the material we are putting out. We also try to connect directly with our listeners and even put out a survey last month to get an idea of topics they preferred to learn more about (and which ones they didn't). We always listen to our fans and do our best to heed their requests/feedback. I think listening to feedback creates an inclusive feeling and helps generate a genuine rapport between us and our listeners. We also have hosted incredible guests who are experts in their fields and have extremely beneficial information to share giving folks much needed access to less conventional but totally relevant ways to navigate through relationships, sex and life.

How much interest is there in topics such as relationships, sex, intimacy, etc.?

#### **PROUD PARTNER OF:**

































**(** 



































































































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**April:** Topics involving sex and relationships are the most popular and our most downloaded. Episode

#2: How to Ask for What You Want (In the Bedroom), for instance, is our most downloaded episode to date. It seems like people really want to learn about how to spice up their sex lives and keep the fire burning in their relationships.

How many episodes do you already have under your belt, and at what intervals, or how regularly, do you present new shows?

April: We just aired our 38th episode at the time of this interview and we release a new episode every Tuesday without fail. We'll likely always be a weekly released podcast as one a week seems like the perfect equation for us as we both have full time jobs and travel on the regular.

"WE GIVE THE
AUDIENCE UNABASHED
REAL TALK AND DO OUR
BEST TO TELL IT LIKE
IT IS WITH AN OPEN
MIND AND HEART."

APRIL LAMBERT

How many listeners do you get on average?

April: We have more than 70,000 downloads to date in 50 plus countries but it's quickly growing from week to week. We're so thankful for the number of listeners, it doesn't even seem real at times.

How do you prepare for your podcast? How much time do you need to produce ,Shameless Sex'?

April: We typically don't do any preparation other than a quick catch up and topic overview. If we have guests, we usually prepare some questions although we've been known to just create a conversation and let things happen organically and as tangentially as possible.

What are the advantages of a podcast? Why did you decide against doing YouTube videos or something in that vein?

April: Both Amy and I were avid podcast listeners for years before creating Shameless Sex. Podcasts tend to be an excellent resource for information seekers and, in a world full of commuters, downloaders, and free thinkers, a podcast seemed to be the most effective way to reach those who are hungry for information.

And you also offer workshops and sex/relationship coaching?

April: Amy is the go to for teaching and coaching. She is a Somatic Sex and Relationship Coach (trained in the Somatica Method) and Certified Sex Educator. She has a passion for promoting shame-free, pleasure-focused sexuality education while emphasising the deep emotional and energetic forces behind great sex and intimate connection. Amy travels all over the USA teaching sex and relationship workshops and erotic empowerment retreats and approaches sexuality as a continuum with endless possibilities for diversity in mind, body and spirit.

What can you tell us about the future of ,Shameless Sex'? What are your plans for the podcast, and are there maybe also plans that go beyond the podcast? April: We are hoping to hit one million downloads this year and would love to explore the idea of having a talk show and best-selling book which would encompass our playful yet informative approach to having a shamelessly amazing life. We want to continue to inspire, empower and help people improve their existence on the planet from the bedroom to the boardroom.



Amy and April consider exploring other avenues apart from the podcast to share their expert knowledge

# READY TO PLAY?



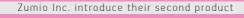
Creamy lubricant

MADE IN FRANCE



# **Z**umio Caress is for users who are more sensitive and prefer a more gentle experience

exclusive





Veronica Farmer, Chief Experience Officer at Zumio Inc.

If you wanted to list the new products at last year's eroFame that got the most attention, Zumio would definitely be on that list. The trade members were immediately taken with the distinctive-looking product from Canadian company Zumio Inc. This first toy has now been renamed Zumio Classic in preparation for the launch of the team's sophomore project, which goes by the name Zumio Caress. The idea for this new product was born out of consumer feedback, by the way, since some people felt that the experience provided by Zumio Classic was too intense. Veronica Farmer, the Chief Experience Officer at Zumio Inc., tells us more about the new product.

**JJ** What exactly do consumers appreciate about Zumio Classic?

**Veronica Farmer:** Zumio consistently report that they are pleasantly surprised at how deeply satisfying the Zumio experience is. Zumio not only looks different, it feels different and delivers a unique sensation and outcome.

The shape of Zumio is rather unusual. Has this had a positive or negative impact on the consumer response? Veronica Farmer: Both! Zumio's unique shape does not intuitively lend itself to being an obvious pleasure product. Some more conservative consumers aren't sure about it by looks alone and as a result may be reluctant to try it. On the other hand, the unique shape attracts many consumers, especially

those seeking something different and unique to add to their toy chest.

Lately, we have seen many sex toys that no longer rely on conventional vibration butother technologies. Where does Zumio fit in with these developments? And is the end of vibration technology near?

Veronica Farmer: Vibrators have been a mainstay in this industry from the beginning. Amazingly, vibrator technology has stood the test of time better than technology in virtually all other industries. Vibrators are easy to produce as the core technology is available off-the-shelf. Consequently, we expect to see manufacturers continue to utilise this technology for some

time. It's a lot easier and less costly to just vary the design of the outer shell and alter the electronic user controls to produce additional products. True innovation is more challenging and expensive and requires a lot of technical and medical science research. Eventually however, all technology gets supplanted by newer disruptive technology. Zumio is proud to be a pioneer in this transition.

"ZUMIO CLASSIC AND
ZUMIO CARESS UTILISE A
PATENTED TECHNOLOGY
THAT LENDS ITSELF
TO A WIDE VARIETY OF
PRODUCTS."

VERONICA FARMER

Zumio Caress is your next product. What has led to its development?

**Veronica Farmer:** A gentle version of Zumio Classic was always in our product roadmap. Initially learned during product trials and further supported by direct consumer feedback from the thousands of Zumio Classic users, we knew that approximately one in eight women





found the Zumio Classic to be too intense even when following the recommended "warm-up" approach. Zumio Caress addresses their specific need and helps expand the Zumio brand's ability to provide pleasure to users across most levels of clitoral sensitivity. In testing, users that found the Classic too intense loved the Caress.

compared to Zumio Classic and which features have remained the same?

Veronica Farmer: Zumio Caress retains all the engineering, functionality and physical dimension characteristics of Zumio Classic with the exception of the stylus and tip. All user controls, charging, care and maintenance are identical. Oh, and of course the colour! In keeping with the version name, Zumio Caress introduces a subtle shade of Lilac that pairs up nicely

with Zumio Classic in a retail display, online

and in print!

What is different about Zumio Caress when

"ZUMIO CARESS

ADDRESSES THE MINORITY OF USERS THAT
FOUND ZUMIO CLASSIC
TOO INTENSE."

VERONICA FARMER

Did you really had to weaken the intensity of the tip? Is the Zumio Classic experience too intense for many consumers?

**Veronica Farmer:** Zumio Caress addresses the minority of users that found Zumio Classic too intense. In order to reduce the intensity, we shortened the length of the tip to create smaller circles (engineers refer to this as reducing the amplitude).

Also ,we slightly increased the size of the tip by adding a body safe translucent "pillow" to absorb some of the energy and to increase the area of contact which in turn further distributes energy. The result is a decrease in the overall intensity without sacrificing the unique mechanism of action, pressure control and ability to precisely target pleasure zones.

Is Zumio Caress aimed at a different target group than Zumio Classic?

Veronica Farmer: To some extent, yes. Zumio Caress is for users who are more sensitive and prefer a gentler experience. However, it also provides a gentle onboarding path for customers who don't have sensitivity issues but aren't sure about the product due to how unique it looks and feels. Once they gain confidence with their Zumio Caress and have had some "practice" time, they may want to step up to the Zumio Classic and will make this additional purchase with high confidence and levels of anticipation

What will Zumio Caress cost in retail and how is the price different from the Zumio Classic?

Veronica Farmer: Zumio Caress will retail for the same price as Zumio Classic. It's simply a matter of choosing the intensity level that's right for you. Both

products are equal in engineering, quality, and functionality otherwise.

When will the Zumio Caress be available and when will the product come to the European market?

Veronica Farmer: Zumio Caress will be released in all regions simultaneously and will be available for the European market in early April.

Are there any plans to expand the Zumio line? Could the technology used in these products perhaps become the basis of an extensive product line?

**Veronica Farmer:** Absolutely! Zumio Classic and Zumio Caress utilise a patented technology that lends itself to a wide variety of products. However, we will not be flooding the

market with endless variations as is often done for the simple sake of expanding the line, despite how easy that would be. Zumio Inc. is committed to only designing and releasing products based on meaningful technology and that deliver unique capabilities and experiences.



AVAILABLE NOW





## We look at ourselves as the Harrods of bondage

exclusive

An interview with Julie Stewart, President of Sportsheet



Earlier this year, Sportsheets added 30 new products to the popular Sex & Mischief collection, and in July – on the occasion of the US company's 25-year anniversary – they intend to launch even more new products, as Julie Stewart tells us in our interview, the focus of which is on Sportsheets' activities in Europe and their collaboration with local distribution companies.

**II** Would you mind bringing us up to date on your latest product releases?

Julie Stewart: In January, we concentrated on our highly popular Sex & Mischief line with a rebrand and a launch of over 30 new and unique to the market products. We redesigned our packaging to be more compact so that European retailers could maximise shelf and slat wall space. We understand the limited space in European stores. With the added pops of colour on the new packaging, S&M stands out even more and looks very cohesive. The response at the ANME Show in Burbank was fantastic.

Are these products already available from your distribution partners in Europe?

Julie: Eropartner, our European brand partner is stocking the new S&M line release in its entirety as has already reordered since ANME. Creative Conceptions, our UK brand partner, also has the entire range. We are excited to have the Sex & Mischief brand as well as the new releases available now for the European

Do you also offer POS materials to go along with these new products?

**Julie:** We offer Sex & Mischief store signs, posters, consumer guides, and plan-o-grams.





Sportsheets will be celebrating the company's 25th birthday this year

What other new products can we look forward to this year?

Julie: This year is Sportsheets International's 25th anniversary. We are so proud and excited to celebrate with our customers, employees and supporters that have made this possible. To mark this momentous occasion, this July we will celebrate with new releases in both the Sportsheets and Midnight lines. Many of the products in the Sportsheets brand are consumer favourites, like the Under the Bed Restrain System, the

Doggie Style Strap, and our harness line, all of which companies have tried to copy throughout the world. Despite this duplication, people still know that Sportsheets is the originator and designer and that we stand behind our quality. We continue to lead this category with originality and integrity.

Did the third 50 Shades movie create more interest in Soft SM, BDSM, and bondage?

Julie: We were happy to see that it did so well in the theatres. It did not garner the press the first or second movie did. On a positive note, it still gets people talking about sexual pleasure, so the sales effects continue to be seen. Anything that opens people's perceptions and ability to speak about sex, fantasy play, and bondage is a good thing. January and February were very strong months for us, exceeding our sales goals.

"THE EUROPEAN
MARKET IS EXTREMELY
IMPORTANT FOR ANY
GLOBAL BRAND LIKE
SPORTSHEETS."

JULIE STEWART

As demand for these product increases, more and more products are launched in this category. How does Sportsheets manage to stick out from the crowd?

**Julie:** We are a well-known brand with 25 years of history in this business. Our brands Sportsheets and Sex & Mischief have existed long before the release of the books and already had an established following. This is what our family does for a living and we work hard to maintain the reputation we have

in the industry. In fact, Tom Stewart just won the 2018 XBIZ Businessman of the Year award and Emily Silva won Account Executive of the Year. We are so proud of them and the recognition from the industry. In the 1990's Sportsheets helped create the soft bondage category - which was non-existent at the time. Our mission is ,keeping couples connected' and that drives everything we do from product development to quality control to marketing. We look at ourselves as the Harrods of bondage. Bigger isn't always better. Better is better. For us, quality is in the details: the engineering, the stitching, the materials used, and the composition of the product.

We design and redesign, test and retest and get feedback from key customers before we launch. We test for strength, longevity, and safety. Sportsheets has also embraced the European compliance regulations for years. All of our metalhardware is nickel-free, we have translations on



Chris Bakker (Eropartner), Tom Stewart (Sportsheets), and Ed Hayes (Sportsheets)

our packages, and we comply with all labelling requirements.

We stand behind all our Sportsheets products with a Lifetime Warranty. We have such a solid Quality Control team and process that we have very few returns. In fact, if something should come back and a QC issue arises, we inspect the entire inventory to ensure product quality.

Of course, everybody will love the quality of their products, but when is a SM & bondage product really a quality product?

Julie: Sex & Mischief was designed to reach an audience that we were missing with Sportsheets. S&M was engineered with the Sportsheets level of quality and durability yet without all of the extra design elements and multi-function features. It had in mind the consumer who wanted to dabble without going broke. Sex & Mischief also has a definite feminine feel and reaches the woman who is put off by other entry-level bondage packaging. The brand has a following and creates the future Sportsheets consumer once that person is ready to step up and make the next investment in their fantasy play.

How important is the European market for Sportsheets?

**Julie:** The European market is extremely important for any global brand like Sportsheets. We are committed to success in Europe through our great brand partners and customers.



Who are your partners in the European market?

Julie: Eropartner, Creative Conceptions, many other regional suppliers, stores and websites throughout Europe as well as EAN and Sign Magazines. It's all a partnership to us.

What criteria do Sportsheets' potential distribution partners have to meet? What do they have to bring to the table for you to agree to work with them?

Julie: We look for distributors who handle quality product, who respect the company we are and are as committed to us as we are to them. We also review what other brands they carry, both competing and non-competing. We really value brand partners who understand the importance of reputation.

Many of our previous European distributors have tried to copy our products which is very disheartening.

We trust the eropartner and Creative Conceptions believe in the importance of brands and in the Sportsheets family of brands. We see how hard they



In July, Sportsheets is going to introduce new additions in their Midnight collection

work to build their own brands with integrity and service and this really resonates with us. Distribution partners with a strong knowledge of the European market, who give us helpful feedback that we can take action on and have confidence in; partners that can develop a joint business plan with us and execute so we are all working together to bring in revenue and satisfy our customers.



Colours revision doings are made from the best medical grade, body-safe silicone available. Non-porous for easy worry-free clearing these fun doings are velvely soft to the touch, yet first for effortiess penetration. Generously stied, these girthy eight inch doings are stightly curved and heavily wined providing immeasurable pleasure. The versalle suction cup base is super strong for creative exploration. Available in midright black and the hottest pink you've ever short

Colours Pleasures 8" NGTO/SOXXII Colours Pleasures 5" NGTO/SOXXII Colour Soft 8" NGTO/SOXXII Colour Soft 5" NGTO/SOXXII Colour Soft 5" NGTO/SOXXII

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Sall away on waves of pleasure with Colours Wave - a harness compatible didd made of supple, soft, yet firm for persetration silicone. Featuring a suction cup bottom this dual-purpose toy is designed to deliver in all positions. Reach for a wave and ride the crest of ecstasy. Body-safe silicone is compatible. with all Libricarity.



How do you support your distributors in their local markets? How closely do you work together?

Julie: We connect with them at trade shows, staff trainings and through incentive programs and educational material. Social media is also very important in helping to grow relationships.

It's important they have complete knowledge of our products, why a product was created and teh tools to then sell that product.

Why did Sportsheets opt to work with distributors instead of doing business with the retailers directly? **Julie:** The feedback we receive is that European business prefer having distributors handle to duties and overseas freight. They also like the ease



January saw the release of 30 new Sex & Mischief products

of ordering multiple brands from one company. Although our industry is very global, time zones and language barriers make working with local distributors ideal for European business customers. Through distributors who carry our product, the retailers can also place and receive their orders much faster.

Do you see potential to further improve or strengthen your presence in Europe?

Julie: Our relationships with our European distributors and the Sportsheets loyal supporters we see at the shows are very important to us. Strengthening those relationships and our brand



awareness in Europe is a big priority for us. Sportsheets brands offer value to the consumer and our longevity, quality, and service offer value to our distributors.

We reach out to distributors for educational trainings on our products and how to sell them to the consumer. Our hope is that the distributor does for

"IN THE 1990'S,
SPORTSHEETS HELPED
CREATE THE SOFT
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AT THE TIME."

**IULIE STEWARD** 

Europe what we do here...educate, train, educate, and train. A more educated sales force creates a more educated consumer. At that point, everyone wins.

Are there differences when it comes to marketing your products in the United States and in Europe? Are Europeans maybe more open-minded when it comes to things such as bondage?

Julie: We understand that the European and US markets are different. Since we are US-based it's much easier to connect in person with retailers here. Therefore, we rely on our distributors, trade publications and trade shows in Europe to carry the message of Sportsheets. We really love being with retail store owners from Europe and hearing what sells for them and what they love about our products. And we listen. We want to respond to the needs of both markets.

Europeans tend to be more global-thinking, more fashion-oriented, and more open-minded about many things including sex. When it comes to bondage, there are certain cultures that have more history with it. We also see other cultures that seem more reluctant to try it. That being said, Sportsheets has something to offer every consumer, no matter culture, gender-orientation, ability and budget!





# There is simply nothing like it on the market

exclusive



Kate Hodgson-Egan, International Sales Manager at Lovehoney



Paul Jaques, Quality and Technical Manager at Lovehoney

New and unique: Uprize

Imagine a dildo that can go from flaccid to erect, just like a real penis. Impossible, you say? Well, it's definitely not impossible for Lovehoney! The Sexual Happiness People from Bath, England, have turned this unusual idea into a nifty product, fittingly called Uprize. EAN absolutely needed to know more about the toy and AutoErect, the technology that makes Uprize, well, rise to the occasion. Paul Jaques, who is the company's Quality and Technical Manager, and Kate Hodgson-Egan, International Sales Manager of Lovehoney's trade sales team, took the time to answer our questions.

**11** Lovehoney has introduced the world's first bionic vibrating dildo, named Uprize. What can you tell us about the development of this unique product?

**Paul Jaques:** This took some time to develop as the mechanism needed to be robust and reliable. We utilised a full metal gearbox

construction and seamented articulated sections. As with most developments, it went through a number of iterations before we hit upon an optimised construction. Once we had the operational side finalised we then underwent a series of human tests to ensure the Uprize functioned as we intended it to and in its various modes. Once all design elements were finalised a design freeze was held, and the

product moved into the tooling and production phase - pilot runs conducted at the factory and products re-tested to conform to specification. Assembly jigs and work instructions were then created followed by a push into pre-production to balance the line and mass production was ready to kick off. At all stages, we concentrated on delivering a totally unique product with a series of benefits and functions, which so far have not yet been seen within the industry.

What makes Uprize special?

Paul Jaques: There is simply nothing like it on the market. It's strong enough to enjoy in a number of modes - solo, couples, etc and it's robustly constructed utilising modern production techniques/materials. Uprize is a fun toy with a unique function.

"THE FACT THAT YOU CAN
'SEE' THE UNIT GETTING
ERECT IS BOTH FUN AND
EXCITING - THE UPRIZE
MIMICS THIS REALLY
WELL."

PAUL JAQUES

Let's talk about
AutoErect, the
technology that is used
in Uprize. How long did it
the development phase
take? Is it correct that
have you already
patented this
Technology?

Paul Jaques: The idea is a simple one - actually getting it to work - reliably - is another story. All the various elements that go into making the mechanical parts needed to be tested

and they need to interact with each other, smoothly. Weight and noise are just two areas that took time to resolve - getting the moving sections to 'lock' securely and stay located during operation also took some time to work out. With all the prototyping, SLA modelling and user trials, the process took about 20 months. The construction is subject to a patent application and this number is featured on the actual product.

#### NEW!

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THE WORLD'S FIRST SINGLE OR DUAL PENETRATION SEX MACHINE WITH VIBRATING & HEATING REMOTE CONTROL!



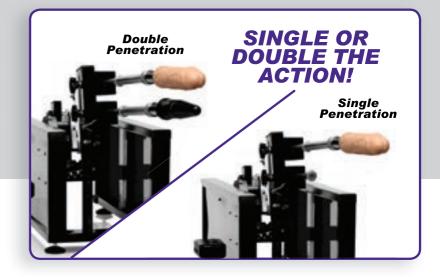
OVER 26° **ADJUSTABLE!** 



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Either 110v/220v











instagram.com/XRBrands







Thanks to the AutoErect technology, Uprize can alternate between soft and hard





Critics might argue that there is nothing the consumers can do with a soft/"flaccid" dildo, so the erection feature could be reduced to a fun but ultimately pointless gimmick. How do you respond to such criticism?

Paul Jaques: I think that it is all about the 'process', the fact that you can 'see' the unit getting erect is

both fun and exciting - the Uprize mimics this really well and the user feedback we have received simply says that it makes the whole thing a great experience and brings a smile to your face! After all, we are the sexual happiness people!

Apart from AutoErect, what other qualities does Uprize have to offer?

Paul Jaques: The Uprize is covered in a soft touch silicone and can be used with and without a harness, it has a suction base and it is ideal for both couples and solo play. It's operated either via remote or manual controls, it has 10 modes of vibration and it is waterproof. It comes in different colours and sizes (6 inch comes in purple and flesh and 8 inch comes in black and flesh). A travel lock with USB charging is practical and convenient and the packing is robust and well thought out - it has a

Do you already have plans for other products that will make use of the AutoErect technology?

removable outer sleeve leaving you with a discreet

box for storage.

**Paul Jaques:** We do have plans to expand the range with a number of other unique products that will

continue to bring yet more fun, fulfillment and sexual happiness... we are hard at work!

Lovehoney presented Uprize at ANME at the beginning of January. How was the feedback at the show?

Kate Hodgson-Egan: The Uprize product went
down really well at the show, was definitely
a talking point and a definitely customer
favourite.

How much will Uprize cost in retail stores?
Will there be several versions of the product?
Kate Hodgson-Egan: Uprize will cost
149.99, it will be available in three colourways and two sizes (6" & 8")

When will Uprize hit the shelves? And will you prepare sales-promoting POS materials to go along with the launch?

April and we will be offering supporting eyecatching POS which includes an acrylic slat wall unit (that can also be used free standing) which holds the product tester - a perfect in-store talking point!

"UPRIZE IS SHIPPING FROM APRIL AND WE WILL BE OFFERING SUPPORTING EYE-CATCHING POS."

KATE HODGSON-EGAN

Lovehoney's Uprize definitely deserves to be called an innovation





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# In 2018, Nu Sensuelle will become a brand name that people really know in the European market.

exclusive

Lulu Shwartzer is the new European brand ambassador of Novel Creations



Having launched in 2010, Novel Creations / Nu Sensuelle has certainly been around for a while, but many European trade members have never heard of the company. This may have to with the fact that so far, Novel Creations has focused on their home market Australia and, more recently, on their expansion in the United States. But of course, Europe is a big, appealing market, and as the company prepares to conquer the Old World, they have added Lulu Shwartzer as their brand ambassador for Europe. In our interview, Lulu tells us why she joined Novel Creations, which qualities make their products so special, and why said products are going to be a hit in the European market.

**99** You recently became the International Brand Ambassador for Novel Creations / Nu Senuselle. Why did you choose to take this inh?

Lulu Shwartzer: I have known the owners of Novel Creations / Nu Sensuelle going back about 7 years now. They were originally located in Australia and while I was there for a trade show, everyone there told me about this fantastic new Australian brand that I had to see. I wanted to meet the creator, so I introduced myself to Barry and it was kismet. He showed me the product and told me his story about being a creative engineer from Canada, and along with his wife Thao, a former fashion designer from Australia, he explained how they had created the line - and I was hooked. They invited me to dinner at their home in Melbourne where we were joined by their beautiful little daughter. I felt such a great energy from these people and I really believed that someday our paths would meet up professionally when the time was right, but a friendship was there from the start. Since then, we have remained friends and the brand







Baelii, Bentlii, and Bobbiil are all part of Nu Sensuelle's new Flexi-Toys collection

has grown tremendously. They moved their base to the US where they have become very well-known, mostly through word of mouth. Now was the perfect time for me to join the team to expand even further throughout the US and across Europe and beyond. I chose to take the job because the company and the brand stands for what I believe in which is innovation paired with quality, backed by great customer service. Products that do what they say they do, made of good materials, that work and sell, not to mention branding that is second to none! Representing innovative, quality products in luxurious colours with beautiful packaging and presentation. Who wouldn't want my job?

You have more than 28 years of experience in the industry under your belt. Before we talk more about your new position, could you tell us a bit more about the steps that brought you there?

**Lulu Shwartzer:** They didn't discuss selling sex toys in school, so I ended up in this industry totally by accident. I took a job working for a U.S. customs broker in 1989, and I was assigned a customer which was Adam & Eve, clearing their products through customs. That's when I started learning everything there was to know about sex toys from top to bottom as it was required for the job.

At that time, I supplemented my income doing home parties at night and on weekends. I eventually ran a store and helped with the running of that home party

company. Years later I went to work for my favourite Distributor and after that went to a brand that I worked for over many years and the rest is history. Since then everything has just fallen in to place to get me where I am today in my exciting new role.

What makes Nu Sensuelle stand out in the adult market? How would you summarise the company's philosophy?

Lulu Shwartzer: Nu Sensuelle is committed to the creation of the finest products made from the most innovative technologies and materials, creatively and stylishly packaged for the adult industry as well as mainstream. The Nu Sensuelle Design Team travels extensively around the world for research and inspiration to create new, innovative, and fun products, so there is a constant flow of fabulous items to showcase.

We make well designed, good quality products at reasonable prices and stand behind each and every item. Our newest range is a line of rechargeable, bendable, silky soft, Flexi-Toys named Bentlii, Baelii and Bobbii which are like nothing else on the market. This Spring we are updating our best-selling Point Bullet to the Point Plus which is even stronger and comes with three textured sleeves. We listen to what our customers want and try to provide them with what they are missing.





Could you give us an overview the product portfolio? Is there product that really stands out in your opinion?

Lulu Shwartzer: All of our powerful rechargeables are out of this world. Currently we have about 23 different items in multiple colours. Our bestsellers are our Joie Mini Bullet, Remote Control Panties, Point Bullet, Mini Butt Plug and our newest flexible vibes the Baelii (Curved Tip) and Bobbii (Bullet) which are all rechargeable, silicone and packed with power. The one that stands out is our Bobbii Flexible 69 function rechargeable power packed soft mini vibe. Made of silky soft silicone it is one of a kind and a "must have"! You can see the full line at www.nusensuelle.com.

Why did NuSensuelle choose to intensify their European activities at this time?

**Lulu Shwartzer:** I think that most brands believe when they start to trade in other countries, that if they have a good distributor in that location, it will cover the market there. Through experience I have found that if you don't have someone who works directly for the brand that knows the market and the retailers and is really immersed in the industry there, you won't see the growth of the brand in

"WE MAKE WELL
DESIGNED, GOOD
QUALITY PRODUCTS AT
REASONABLE PRICES AND
STAND BEHIND EACH AND
EVERY ITEM."

LULU SHWARTZER

those areas that you desire. Nu Sensuelle has grown organically, first in Australia where it was started and then in the US when the organisation was moved

there. Europe was the next logical step and with me being here it made the most sense. Nu Sensuelle products are perfect for the European market with innovative design and superior quality and I'm here to present that.

Your mission will be to promote the expansion of the brand outside of the US. What will be your fist steps to reach this goal?

Lulu Shwartzer: We are currently looking for strategic distribution partners covering each country. I have been presenting the line to retailers as well who are very excited to be able to get the items from these distributors. I am here to provide the retailers and distributors with training

and point of sale materials that they need to help the brand sell. We will be doing an extensive marketing campaign within and outside of the adult industry across Europe which will include our distribution partners and we will be at industry events to support them.

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Lovely planet

Where do you see differences between the US and the European market?

**Lulu Shwartzer:** The European market is sometimes a bit more scrutinising of quality. The EU laws require the following of certain quality and packaging standards which is great for us as we make a high-quality product in packaging that conforms to these standards. The European consumer seems to be more educated in materials and manufacturing requiring a higher standard of product for sale.

What can you tell us about Nu Senuselle's pricing policy?

**Lulu Shwartzer:** We have not increased our prices since the company began. We work hard to keep our prices competitive and to make sure that our customers are protected as far as pricing goes. We do not want the brand devalued in any way, so we make sure that it is fair and equal for everyone.

What requirements does the company have for its trading partners?

**Lulu Shwartzer:** For that information, interested parties would have to contact me directly. If they don't qualify to buy from us I am happy to refer them to one of our distributors to make sure they get what they need.

Does Nu Sensuelle offer any POS Materials for brick and mortar stores or for online shops?

**Lulu Shwartzer:** We do have POS materials for brick and mortar stores and are currently working on more that are geared towards the European market. We also have a lot of POS materials available for online shops as well.

Where can Nu Sensuelle products be bought in Europe? Do you work together with distributors here? Lulu Shwartzer: Currently Nu Sensuelle can be purchased from Tonga. They have been our partner for the last few years in Europe. We are currently negotiating with other distributors across Europe and will keep retailers informed as they are added.

What are Nu Sensuelles plans for 2018? What can we expect from the brand in the future?

**Lulu Shwartzer:** In 2018 Nu Sensuelle will become a brand name that people really know in the European market. We are moving forward with new products providing what is lacking in the market currently. We plan to keep providing great products with excellent customer service and expand that mission to the rest of the world. We have some great new releases that we know our current and future customers will love as well.







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A Selection of major brands distributed by Nordic Partner:

Pipedream - NS Novelties - Bathmate - Dorcel - Liberator - Topco - Rocks-off - Evolved - Zero Tolerance Satisfyer - Fleshlight - Pjur - Swede - Demoniq Lingerie - Wicked Sensual Care

Passion by Sweden brands distributed by Nordic Partner:

Be Legendary - Crystal Pleasures - GRL PWR - Please Be Kind - Sweden's Finest - yellooh! - Viking Cock









# Our goal has always been to spread EDC Wholesale's house brands globally

exclusive

EDC Wholesale go Down Under with their private brands



Roughly 16,500 kilometres – that is the linear distance between Veendam in the Netherlands, where EDC wholesale have their headquarters, and Sydney, the largest city in Australia. But in their quest to bring their private brands to consumers all over the world, EDC Wholesale won't be deterred by big distances, and as a result, their products will soon be available Down Under. EDC's International Sales Director, Andre Visser, tells us about the company's expectations for EasyToys, FPPR, and Sinner Gear in Australia.

13 Several Australian distributors are going to add EDC Wholesale private brands to their range – does this mean that consumers in Down Under will shortly be able to have fun with EasyToys, FPPR, etc?

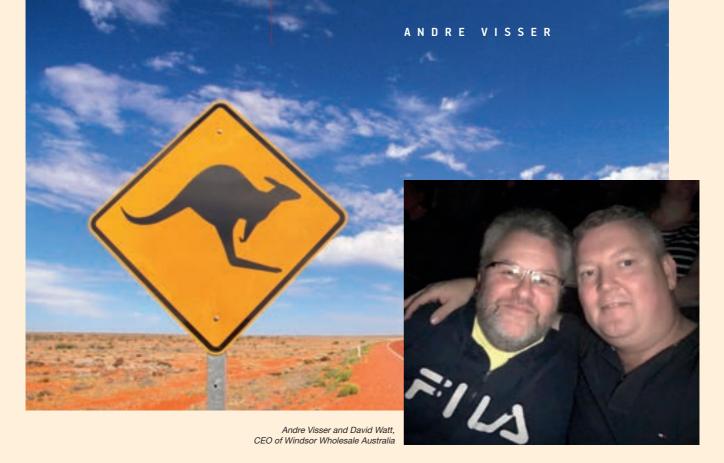
Andre Visser: We are thrilled and very excited that we are now entering the Australian market with our brands. Consumers from beautiful Down Under will get to enjoy products from brands like EasyToys, including the awardwinning Fetish Collection, the masturbators from one of our newest brands, FPPR, as well as Sinner Gear for the more experienced fetish toys users, penis and ball straps from Boners, and lubes from EasyGlide.

How did this collaboration come about?

Andre: We met with several Australian distributors in different parts of the world.

They were interested in EDC Wholesale and the brands we have to offer, so I decided to visit their companies at the end of last year to meet with them personally and discuss future collaboration. After spending some time, we established a good connection and decided to launch our partnership.

Which Australian distributors and which private brands are we talking about here, exactly?



Andre: We have made a partnership agreement with Windsor Wholesale Australia and Lonbrook, both of which are located in Melbourne. We are very excited to partner with these two amazing companies; they have a great reach in the Australian market and we are extremely happy to be working with them to get our brands to the consumers in Down Under.

Why did you choose these companies? Which criteria are important to EDC Wholesale when you look to add new distribution partners?

Andre: We always strive to build a personal relationship with our partners, this was one of the reasons to go to Australia and visit the companies and meet the teams. David from Windsor and Michael from Lonbrook are both trustworthy partners and we are looking forward to working with them to build a prosperous future for our brands in the Australian market.

There is no lack of products in the marketplace, so ... what made the EDC Wholesale brands so irresistible for the Australian distributors?

Andre: The great advantage of EDC Wholesale is that we are a young company, with new and fresh ideas in terms of packaging design, service, and loyalty. Our vision and drive are what distinguishes

"WE WOULD LIKE TO SPREAD AWARENESS OF OUR BRANDS TO THE ENDS OF THE WORLD AND EVERYTHING IN BETWEEN."

ANDRE VISSER

us in this competitive market. Our house brands are designed with a brand philosophy, the packaging designs are outstanding, as our partners confirm, and the affordable prices do their part in making our

house brands interesting to our Australian distributors.

What are your expectations regarding these distribution agreements?

Andre: We have high expectations regarding this collaboration with our new partners as they are solid and trustworthy companies in Australia. We will only be working with two partners – bear in mind that the country is 185 times the size of Holland, but doesn't even have double the population. With only 23 million people living Down Under, we are confident that our partners are more than capable to get our products in stores and to the Australian consumers.

Is EDC entering terra incognita, or had there already been points of contact with the Australian market prior to these distribution deals?

Andre: We've met Micheal (LonBrook) and David (Windsor Wholesale) during previous trips to the US and China. This lead to a trip to Australia to meet with them and other distributors to explore the Australian market and build a personal relationship with our

Michael Bassett, Managing Director at LonBrook, and his team going through the EDC Wholesale catalogue



new partners. I'm thankful for everyone's hospitality and for taking the time to meet with me. I really had a wonderful time in Australia and can't wait to visit this beautiful country again.

The linear distance between Veendam and Sydney is roughly 16,500 kilometers – does this great distance present your logistics department with a special challenge?

Andre: Maybe, but we are more than ready for the challenge. Our logistics and customer service are operational till 23:30 CET, which gives us the advantage of serving customers in a different time zone. We are also planning to supply the Australian market directly from China in the future to achieve an even faster delivery service.

Are there plans to introduce your private brands in other territories as well?

Andre: Definitely! Our goal has always been to spread EDC Wholesale's house brands globally. Our motto is 'think global act local' and we will do everything we can to put this motto into practice. We are shipping out to

"WE ARE THRILLED AND VERY EXCITED THAT WE ARE NOW ENTERING THE AUSTRALIAN MARKET WITH OUR BRANDS."

ANDRE VISSER

South Africa as we speak, and we have entered the US market last year with our house brand EasyToys. We would like to spread awareness of our brands to the ends of the world and everything in between.

Are your brands designed and developed in

such a way that they could be presented in pretty much any international territory without any changes?

Andre: Nowadays, it's much easier to supply internationally thanks to wireless devices and USB charging cords. We haven't designed our products solely with the purpose of selling them internationally, so our products and packaging have developed as we entered new territories. For instance, we launched My Magic Wand and later introduced it with a UK plug to cater to the UK and Chinese markets as well. Since we are the developer of our own products, we are flexible enough to make any necessary changes. We learn along the way and we

are confident that we can offer the best quality house brands thanks to the close relationships with our partners in the individual markets.





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JOYDIVISION's Original Soft-Tampons turn 20





Classic, evergreen, best-seller – all of these are adequate titles to describe the Original Soft-Tampons from JOYDIVISION. For 20 years, they have been enabling women all over the world to live a more carefree life. EAN and Oliver Redschlag, CEO of JOYDIVISION international AG, look back at two decades of Soft-Tampons – two decades of personal freedom.

**99** 20 years of Soft-Tampons – only few products in the adult market remain relevant this long. What is the reason for this continuous success?

Oliver Redschlag: Original-Tampons are a must have! Millions of women in many countries enjoy a new feeling of freedom thanks to this lifestyle product. They know the advantages of our Original Soft-Tampons and don't want to do without them because Soft-Tampons enable them to do everything they want to do during that time of the month. There are many situations in which they wouldn't be half as comfortable without Soft-Tampons. Hygienic intercourse during menstruation is a challenge, but not with Soft-Tampons, and the same is true for going to the sauna (no visible

string), sports, or swimming. Many women rely on our product and wouldn't want to miss the safety, convenience, and discretion of Soft-Tampons!

Your Soft-Tampons are the epitome of what's generally called a modern classic. What can you tell us about the creation of this product?

Oliver Redschlag: The original idea was: What do people want and how can I help them enjoy their life more? Developing products with such qualities has always been a focal point for me. My entire life, I have wanted to present a perfect solution with each and every product we make. I am very demanding when it comes to that, so the bar is set pretty high from the moment we come up with the idea for a new



The new MYSTIM Cluster Buster remote controlled electrostimulator can handle an unlimited amount of toys at the same time.





product. In the case of Soft-Tampons, it resulted in a 20-year (and counting) success story.

How long did it take to get from the idea to the finished product, and what were the biggest challenges along the way?

Oliver Redschlag: The process definitely took up a lot of time and money. Especially money. User tests were followed by optimisations, which were followed by more tests, and so on, until we arrived at the perfect product. That took about two years. Setting up hygienic standards and conducting tolerance tests outside the lubricant market was pretty much uncharted waters for us at that point, and we had to put in a lot of work to get everything right. Today, JOYDISION is an uncontested authority in that field, but we still do what we always did: We watch the market, listen to what women want and need, and use this information to further optimise our Soft-Tampons

"SOFT-TAMPONS HAVE
SOLD MILLIONS OF
TIMES, MAKING THEM
ONE OF THE MOST
SUCCESSFUL PRODUCTS
IN THE JOYDIVISION
RANGE."

OLIVER REDSCHLAG

certified by Dermatest GmbH. To that end, a number of testers were interviewed about the Soft-Tampons. After using them for the first time, 75% of the woman were already sold on the product, and 85% of all testers rated the quality of the Soft-Tampons as good or very good. Also, ,Made with Love in Germany' is a seal of quality that carries a lot of weight.

the risk of irritations. We had the tampons medically

Is it correct that Soft-Tampons are the most popular string-less tampons in the world?

Oliver Redschlag: Yes, our string-less lifestyle product line is now the top-selling product of its kind, worldwide. It is designed so women can do anything they want during menstruation, including exercising, going the sauna, swimming, or having intimate intercourse.

The adult market was a very different place 20 years ago. How did the industry and consumers respond to Soft-Tampons? Was there a certain reserve or was everybody open to the idea?

Oliver Redschlag: We invested in a large-scale campaign and a lot of persuasive strategies to make sure the initial wave of scepticism faded quickly. The

trade realised early on how much sales potential there was in our Soft-Tampons.

Hygiene, body care, wellness – there are a lot of products in today's adult market that fall into these categories. Would you say that Soft-Tampons opened the door for this new generation of products?

Oliver Redschlag: Definitely! Soft-Tampons have sold millions of times, making them one of the most successful products in the JOYDIVISION range. They opened the door and they are still holding that door open. String-less tampons are a big deal in all the categories you mentioned. How many women would steer clear of sex and wellness during menstruation if it weren't for Soft-Tampons?

How have Soft-Tampons evolved throughout the years – the product itself, but also things such as packaging design or package sizes?

Oliver Redschlag: Successful brands always keep evolving. Our product brands need to live up to the consumers' expectations in terms of presentation, appeal, and quality, obviously. JOYDIVISION always strives to offer added value to the consumers.

What are the standards the Soft-Tampons had to meet in order to live up to your expectations?

Oliver Redschlag: What was particularly important was making them exceptionally body-friendly and easy to use. The Original Soft-Tampons are made from environment-friendly materials and contain no harmful substances whatsoever - this eliminates









## SYSTEM ESSENTIALS









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SUCTION CUP BLACK

**DOUBLE PLUG BLACK** 

HANDLE BLACK





## HUNG DONGS, DILDOS & PLUGS





















A trustworthy brand such as our Soft-Tampons make the consumers feel safe - they pick these products because they know that they will get their money's worth. To keep it that way, JOYDIVISION is constantly working to improve and optimise our products and service. The artistic overall concept for the packaging helps us boost the brand's recognition value. With our optimised box design, the consumers immediately know that this is a JOYDIVISION product. And having a strong and easily recognisable brand such as JOYDIVISION is also an advantage for the trade members. As for the products themselves, the shape of Soft-Tampons has become more organic over the course of the years, making it a better fir for the sensitive female anatomy and ensuring that it's easy and comfortable to insert, wear, and remove the tampons. Due to the rounded arrow shape, Soft-Tampons have a narrow tip, and there is a slight indentation below the two wings where you can place your fingers while moving the tampon into place. Of course, removing the tampon needs to be just as uncomplicated, so there is an integrated lug that you can take hold of with just one finger. Alternatively, you can also grab one of the wings with thumb and index finger and remove the tampon that way. Apart from creating an effective, aesthetically pleasing product, our main goal when designing the new Soft-Tampons was to

ensure optimum material utilisation during production. So this new design made sense from an ecological and economical point of view. The packaging has evolved as well, and now, Soft-Tampons come in a convenient dispenser box, with each tampon being sealed in a hygienic blister pack. We overhaul the packaging design on a regular basis in order to keep it modern, distinctive, and evocative. Not only does the packaging appeal to women, but it also contains clear, concise information about the qualities of the product, so consumers can make a quick, clear, and educated purchasing decision. For the latest design overhaul, we have added more information to include characteristics the consumers are particularly interested in today, and we have given the packaging a fresh, feminine touch which conveys to the consumers that they can trust this product. The claim "Your Freedom!" is also clear and concise; it immediately catches the consumers' eye, underpinning this feeling of freedom across language barriers.

"MY ENTIRE LIFE, I HAVE
WANTED TO PRESENT
A PERFECT SOLUTION
WITH EACH AND EVERY
PRODUCT WE MAKE."

OLIVER REDSCHLAG

Will there be there special promotions and campaigns in honour of the Soft-Tampons anniversary?

Oliver Redschlag: We have several campaigns in place and will publicise them in due time.

What are your plans for the future of Soft-Tampons? Will they still be around in another twenty years' time? Oliver Redschlag: Of course Soft-Tampons will continue to be an indispensable lifestyle aid for active women, be it in two years or in twenty. So, yes, the trade can expect 20 more years of successful Soft-Tampon sales.



Verkrijgbaar bij uw groothandel /// Disponível junto do seu comerciante grossista /// Fåes hos din engros forhandler /// Finns hos Din grossist /// Dostpne w panstwa hurtowniach

# Ethically motivated consumers represent a growing target audience

exclusive

ecoaction presents PeriodCup, a different kind of menstruation cup



Oliver Gothe, CEO of ecoaction GmbH

ecoaction GmbH focuses on the production and distribution of consumer healthcare products, and their range is largely made up of ecologically sound and/or fairly produced products. The latest addition to this range is PeriodCup, the world's first eco-friendly menstruation cup, made from renewable fair-trade resources. Oliver Gothe, head of the ecoaction GmbH, tells us more about the unique new product.

JJ According to Wikipedia, the menstruation cup was invented as far back as 1937, but there seems to be a comeback right now. Why is that?

Oliver Gothe: A growing number of people change their consumer behaviour, and they want products that are sustainable or create as little waste as possible. So looking for an alternative to tampons or maxi pads only seems like a logical step.

Before we talk about your PeriodCup, can you provide some general information about the advantages of a menstruation cup?

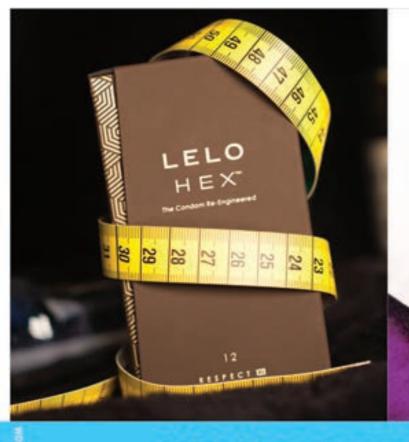
Oliver Gothe: Women can move as freely as they can on any other day when using a menstruation cup. It takes a little bit of training at first, but once you

get the hang of it, you can use the cup very easily. Because of its longevity, most women also save money using a menstruation cup. Furthermore, it is easier to control how strong the menstruation is, and last but not least, cups can absorb more blood than pads.

Are there also disadvantages associated with using these products?

Oliver Gothe: Not every woman feels comfortable inserting a menstruation cup. You need to know your body, but then, getting to know your body is not really a bad thing. Also, menstruation cups should not be inserted right after giving birth or after vaginal surgery, because during these phases, women are more vulnerable to infections.







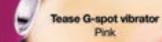
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Your company FAIR SQUARED has launched the world's first eco-conscious menstruation cup, made from renewable resources and traded fairly. When did you get the idea for PeriodCup, and how long did it take to arrive at the finished product?

Oliver Gothe: I have been distributing the Mooncup for almost ten years – a great product from Great Britain, but it is made from silicone, and this silicone won't naturally degrade for the next five thousand years. Being a condom producer, we know the advantages of natural rubber, and so we decided to look for a more eco-friendly and also more affordable alternative. After all, if baby pacifiers and other medical products can be made from rubber, the same should go for menstruation cups.

What material is the PeriodCup made from, exactly? And are there certificates to prove that this material is eco-friendly and renewable?

Oliver Gothe: The Fair Squared PeriodCups are made from renewable natural rubber, its source being a FSC certified plantation on Sri Lanka. There, we get our fair-trade rubber, and it is also processed over there. Rubber degrades in a natural way, and after a while, all that's left is dust. As a matter of fact, we are currently working with a compost specialist to determine how long this natural process of decomposition takes in organic compost.

We are curious to find out how much the microorganisms like our rubber.

The PeriodCup also bears the Fair Rubber logo. What exactly does that mean?

Oliver Gothe: The PeriodCups are fair trade products. We are working with Fair Rubber e.V., an organisation that wants to contribute to improving the working and living conditions of the primary

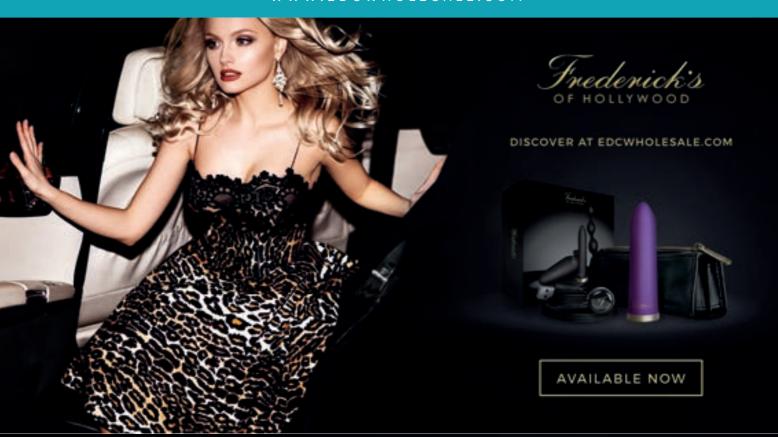
producers of rubber by applying the principles of fair trade to the production, distribution, and sale of rubber products. The primary producers of natural rubber, i.e. the rubber-tappers, the workers on the plantations, and the small-scale farmers, should partake in, and benefit from fair trade, but the low prices make it virtually impossible to achieve an acceptable standard of living for them and their families. This is where Fair Rubber e.V. comes in. By paying a fair trade premium

of 0.50 per kilogramme of dry rubber content (DRC), they can largely guarantee that the production costs are covered, even if the global market prices drop. Moreover, they pay a fair trade premium that provides the producers with a certain leeway to improve their working and living conditions. The producers decide themselves how they want to invest this money. They have their own farmers' association and a plantation committee, both of which are made up of employee representatives and management delegates.

"ETHICALLY MOTIVATED CONSUMERS ARE USUALLY VERY WELL-INFORMED."

OLIVER GOTHE

To produce the PeriodCups in a vegan, climate-neutral fashion, ecoaction has teamed up with Vegan Society and ClimatePartner





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Oh, and by the way, all Fair Squared rubber products such as condoms, stretch bands, or gloves bear the Fair Rubber e.V. logo.

What's more, you are also working with the Vegan Society and with ClimatePartner. What are the results of these collaborations?

Oliver Gothe: The PeriodCup is perfect for vegans because no animals or animal products are involved in any way in any step of the production. Therefore, the products have the Vegan Society logo on them. And we are particularly proud that the PeriodCups are also climate-neutral. Obviously, there are CO2 emissions when we produce, transport, and manage our products. The effects of climate change are not just a problem that our children and grandchildren will have to face; already today, our fair trade producers are troubled by these effects which are far-reaching and highly disadvantageous. Therefore, we decided to have ClimatePartner (www. climatepartner.com), an independent service provider, analyse our emissions to help us reduce our CO2 footprint and neutralise the remaining emissions through various climate projects.

"A GROWING NUMBER
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ARE SUSTAINABLE OR
CREATE AS LITTLE WASTE
AS POSSIBLE."

OLIVER GOTHE

Personally, we don't believe our target audience to be quite so large, but we can see that there is great interest in ethically motivated consumption, especially among the younger audiences.

Would I be right to assume that people who care about ecological responsibility are also willing to pay

a higher prices for these products? Oliver Gothe: Ethically motivated consumers are usually very well-informed. Yes, they are ready to pay more for a product when it lives up their eco standards. Things can get tricky when producers employ so-called greenwashing or fair-washing tactics, claiming products are eco-friendly when they really aren't. Obviously, ethically motivated consumers aren't too happy about such underhanded moves, and many a highprofile marketing campaign has already been torpedoed by massive shitstorms. Therefore, it is important to only promise things you can actually deliver - and not to lie, but that should be self-evident. After all, that guideline is as old as the ten commandments.

According to a press release, the target audience for FAIR SQUARED's PeriodCup is ethically motivated women. How large is that group, and what do they expect from products such as yours?

Oliver Gothe: Ethically motivated consumers represent a growing target audience. They take a critical look at their consumer habits and base their purchasing decisions on certain moral and ethical values. This group includes consumers who do a lot of their shopping in organic grocery stores, who care about animal welfare and make it a point to support sustainable products and production. A few years ago, American market strategists named this group of consumers LOHAS – Lifesyle of Health and Sustainability – and they found that almost 75% of the population falls into this category.

How much will a PeriodCup cost in the store?

Oliver Gothe: The PeriodCups retail bet-ween

Euro 14.95 and Euro 17.95, meaning they are
up to 50% more inexpensive than menstruation
cups made from silicone or plastic.



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Going into business for herself was definitely a big step for Gabrielle Looman, and she has never regretted it. On the contrary: With her company WiLTT BV (www.gowillt.com), she gets to do exactly what she always wanted to do – travel, meet great people, and enjoy her work. However, there was no masterplan. It was pure serendipity that led Gabrielle to the adult industry, as we learn in this edition of Monthly Mayhem.

**)** What are the outstanding characteristics of a product tester?

**Gabrielle Looman:** I thought we were going to start with a simple question:-).

The characteristics usually depend on the product that needs to be reviewed. In general, I can state that the women in our community are either very aware of their sensuality and sexuality, would like to spice up their sex life or simply would like to explore something new. They are definitely not shy and don't mind sharing their personal experiences online to help other women in their quest to find the ultimate erotic toy.

What was your childhood ambition?

Gabrielle Looman: When I was a child, my father used to travel a lot to the United States. At that time, he was a Commercial Director in the food packaging industry and sold to various airlines. He always had the most amazing stories about the cities he visited and the people he met. I decided that I wanted that for myself as well: travel, meet great people but most of all, have fun in what I do.

How did you get into the industry?

Gabrielle Looman: Absolutely by accident.
Back in 2013, I was working part-time as a legal secretary and ,liked' a story I read on LinkedIn.
I was curious about the author and sent him an invitation to Link. Not long after, the author, Arthur Balabrega, who owned a recruitment agency, called me. He asked me if I was looking for a full-time job and I answered positive. He then asked me to sit down as he had a quirky proposal for me. And although quirky, this job had my name written all over it. After a full three months of job interviews, I started my job at Beate Uhse.

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

Gabrielle Looman: Most likely I'd be working or owning my own bar/restaurant/coffeehouse. I love the hospitality industry and it is still my first love. I still have daydreams in which I envision this beautiful establishment where a person plays a guitar while people are having breakfast, chatting away combined with the smell of freshly brewed coffee.

What was the biggest step in your career?

Gabrielle Looman: There are several in my lifetime, but without a doubt, this last move can be declared the boldest one. Starting your own company is the best thing you could do for yourself, but without a doubt also the scariest one. There are a lot of worries before that one happy moment flies by. Nevertheless, it is truly rewarding when you finish a successful campaign and your client is happy.

Where do you see yourself in 10 years' time? Gabrielle Looman: I don't even know where I will be tomorrow so looking 10 years ahead is a tricky one. To be honest, I'm a very ,living in the moment' kind of person and never been able to look more than a day ahead. As long as I'm happy, I'm fine. The place or continent doesn't matter to me....I go with the flow.

How do you envisage the future of the sex toy industry?

Gabrielle Looman: The industry has been around for so long and been through so many changes that I cannot imagine a world without it. I would like to see more transparency, so companies can work together as each bring their own strength to the table. In relation to my profession, I can see that consumer reviews are becoming more relevant in our industry and accepted as a great tool. It is no longer looked at as a cost, but a great way to gain market share, build brands, boost sales and obtain consumer insights.

## Gabrielle Looman

#### Ouestions & Answers

What is your idea of a perfect working day?

Gabrielle Looman: Start with a cup of coffee,
answering my emails, sending out new proposals,
confirming new campaigns, updating my websites,
selecting new reviewers and have great conversations
with my clients and business partners. Until that perfect
working day comes along, I will now simply settle for
finishing everything I set out to do that day. I never seem
to have enough time.

Who would you consider your role model and why?

Gabrielle Looman: I admire certain people. I don't see them as my role model but truly respect them for who they are, what they have achieved and what they stand for. In our industry I know a handful of women who worked for a company, but later in life started their own business with beautiful products and ideas. That is what I admire and draw my strength from if the tough gets going.

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

Gabrielle Looman: Anybody who works as a volunteer! There are so many people that unselfishly help others, give their time to beautiful causes in the world, help children or are committed to make this world a better place, that I would award them this medal.

Which personal success are you proud of?

Gabrielle Looman: I think there are several that I'm proud of in my life. The first one that pops to mind is the fact that I left the Netherlands and moved to South Africa. You have to understand: I like stability and don't particular like changes so leaving everybody behind for a man I hardly knew, was a pretty bold move at the time. Everybody said it would be difficult to get a visa and a job, but I did manage to get both within three months and stayed in South Africa for eight years. Just so you know, I married the man.

Which vice could you never forgive?

**Gabrielle Looman:** It is not that I don't forgive, I do but there are two traits that I don't like. The first one

is people being nice to me, turning around and then talk negative about me. If you don't like me, say it to my face, I like honesty. Then; please don't make a promise to then break it. If you make a promise, stick

to it, otherwise don't use the word .promise'.

"I THINK THAT IF YOU
STICK TRUE TO YOUR
TRUE SELF, YOU WILL DO
EXACTLY WHAT YOU ARE
SET OUT TO DO."

GABRIELLE LOOMAN

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

Gabrielle Looman: May I trade this for a good dinner? It is such a shame to sit next to somebody and watch a movie when I'd rather talk to that person. I would definitely like to have dinner with Keanu Reeves. He is, to me, a very intriguing person. Maybe because he is famous but somehow manages to stay out of the public

eye. From what I have read, he has a very interesting perspective on life and religion and I would definitely like to discuss that with him.

Is there anything you would never do again?

Gabrielle Looman: Never ever will I throw myself of a bridge again. I did it once because the opportunity knocked but it confirmed the feeling I had before the jump. I'm afraid of heights, don't like that kind of adrenaline and it doesn't leave me with the happy feeling some people get. It is simply not my cup of tea but at least I can say that I did do it.

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

Gabrielle Looman: I don't know what the readers think is good advice, but there are two things I read that stuck by me and have become my credo: 'you do what you are' & the Greek word meraki. I think that if you stick true to your true self, you will do exactly what you are set out to do. Meraki is a beautiful word that does define what I do: doing things with love, passion and soul in work and life.

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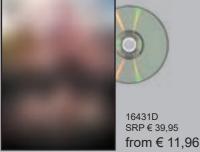
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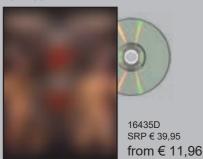
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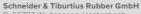
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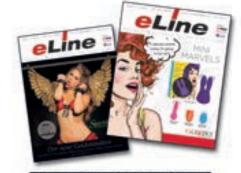


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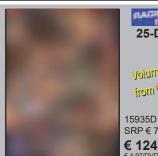
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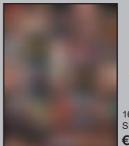


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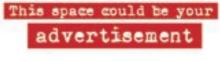
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