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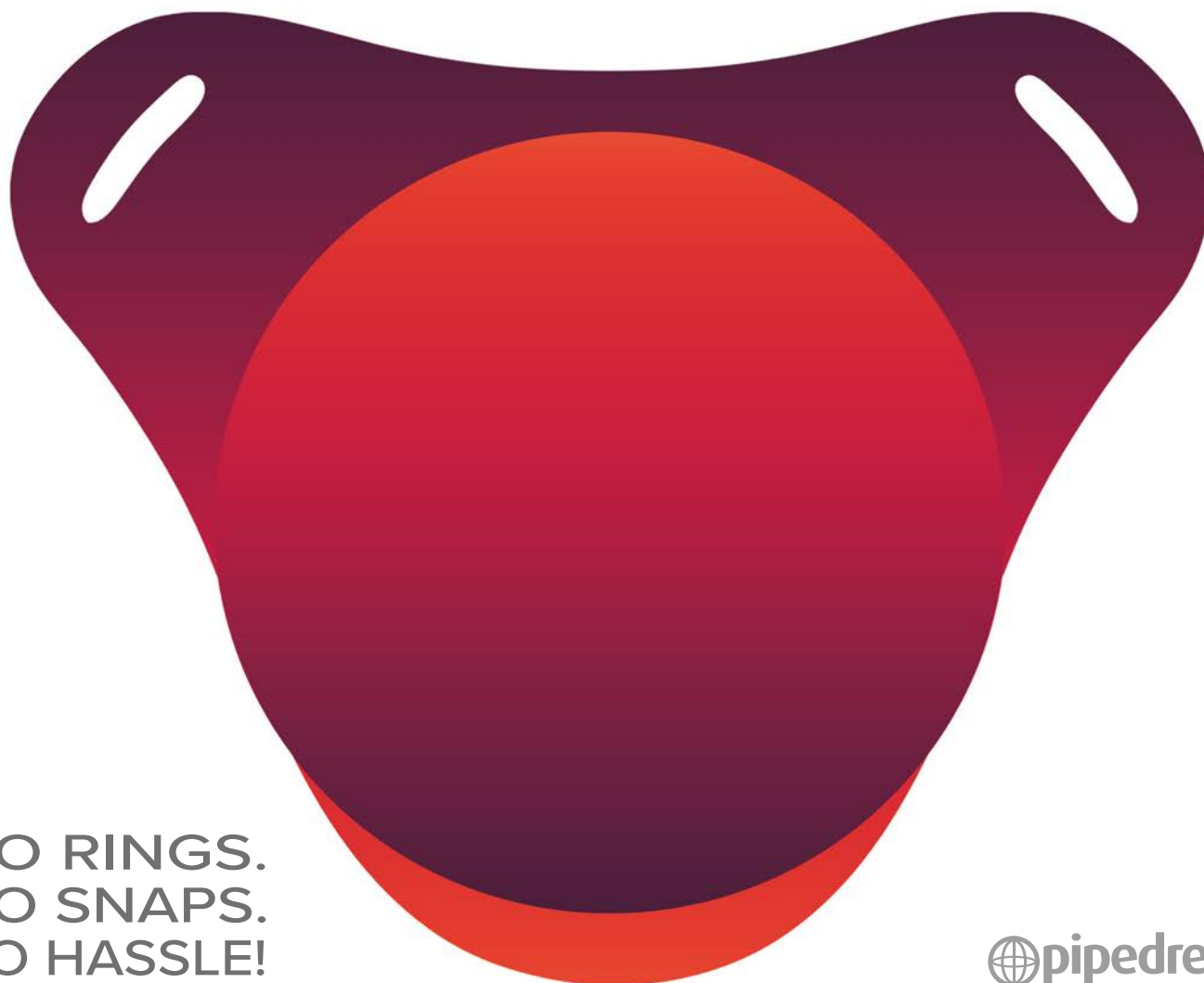
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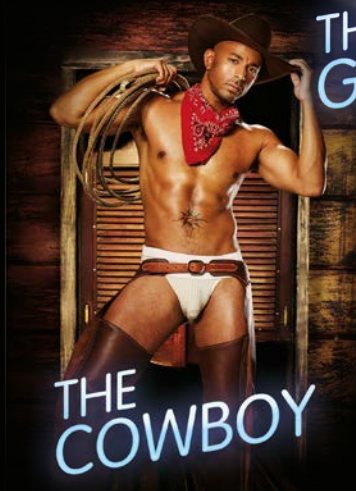
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letter from the editor

Dear Ladies and Gentlemen

Many of us probably remember the statements that were made during the COVID pandemic, about how digital communication was going to take over and how traditional events – i.e. the ones where people come together to meet in person - were about to become a thing of the past. Well, as it turned out, that's not what happened. As a matter of fact, things have been going in the opposite direction; Thanks to the emergence of new trade shows, there are actually more events of this kind than there were before the pandemic. And the number of in-house shows has remained unchanged compared to 2020 and 2021. Is this just a short-term anomaly or an indicator of a long-term trend? The market is always changing, so ultimately, only time will tell. But for now, interest in trade shows seems to be at an all-time high. And what about the digital communication revolution? Well, that revolution has been cancelled, at least for the time being.

That's it for this month!
Matthias Johnson

Eropartner Distribution seeks top talent to strengthen sales team

Focus on expansion

Zwaagdijk, The Netherlands - Eropartner Distribution is revolutionizing the sexual wellness industry with its pioneering spirit and ambitious growth plans.



As the company expands its market presence, it seeks to attract top talent to strengthen its sales team and propel its mission of becoming Europe's largest distributor of sexual wellness products. By joining the company's dynamic sales team, individuals will have the unique opportunity to work with a cutting-edge product range that pushes boundaries and challenges industry norms. At Eropartner Distribution, collaboration and creativity are at the heart of its success. The company fosters a supportive and team-oriented environment, empowering individuals to make a tangible impact in the field of sexual wellness. With ongoing training and mentorship

opportunities, employees can enhance their skills and unlock their full potential, while enjoying a clear path for career advancement as the company continues to grow. By joining the sales team, individuals will be instrumental in expanding the company's reach and solidifying its position as the go-to distributor for sexual wellness products in Europe. Fluency in English is required, and proficiency in additional European languages is highly beneficial, as the company caters to a diverse customer base. Interested candidates are invited to submit their resumes and cover letters, detailing their relevant experience and passion for the industry, to Lennard@erpartner.com.



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Erodeals turns five - Jeroen Rosier discusses the history and the future of the company

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Samantha DeMartini, founder of Kix'ies, creates the industry's first fully inclusive nylon collection

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cobeco
male

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Lubricant

Anal Relax Lubricant (150ml - 250ml)
Lubricant Water-based (150ml - 250ml)
Lubricant Silicone-based (150ml - 250ml)
Anal Lubricant (150ml - 250ml)
Warm Lubricant (250ml)

White Lubricant (250ml)
Hybrid 2-in-1 (150ml)
Lubricant Extra Thick (250ml)
Butter Lubricant (250ml)
Powder Lubricant (225g)

Delay

Delay Spray (15ml)
Wipes Delay (6 x 2ml)

Cleaning and maintenance

Talcum Maintenance Powder (150g)

complete product

The MALE collection by Cobeco Pharma is a complete line to enhance the sexual pleasure for men of all ages, ethnic backgrounds and sexual preferences. The line includes various types of specialty intimate lubricants, delay and maintenance products. The various types of intimate lubricants have each their own special features with different textures and effects for multiple sexy situations. Also included in the collection are the different delay products for men who experience problems with premature ejaculation. This way, the MALE collection caters to the many needs of all men.



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COSMOPOLITAN Germany names pjur products among the best lubricants

Sexual advisor recommends several pjur personal lubricant

Wasserbillig, Luxembourg - COSMOPOLITAN Germany has named several pjur products among the best personal lubricants.



In two articles published at the end of June on the magazine's website, pjur BACK DOOR Relaxing and pjur med PREMIUM, two silicone-based personal lubricants, were recommended for anal sex. According to the magazine, We-Vibe Lube by pjur and pjur AQUA are also among the best water-based personal lubricants. Women are openly discussing their sexuality and their sexual needs more and more often. Now, things like anal sex and even advice on personal lubricants are increasingly

found in popular lifestyle magazines. In two online articles, sexual advisor Rena Föhr recommends several pjur personal lubricants. Whether that's silicone-based products for anal sex or water-based formulas for use with sex toys – pjur personal lubricants are always her first choice, and she even includes them in her pro tips. "The articles demonstrate pjur's strengths: we don't compromise when it comes to the quality and safety of our products", says Alexander Giebel, CEO & founder of pjur.

e

YU



Hongkong, China - OTOUCH is glad to announce that its first couples vibrator: YU is under production now. When it comes to seeking sexual pleasure, our fingers are the most commonly used body part. We often use our fingers to caress, press, and even insert, teasing the sensitive points of our bodies, the company says. YU is an intimate toy that can make fingers vibrate. Its unique and flexible U-shaped groove design ensures a

secure fit on the fingertips without easily slipping off, giving the freedom to indulge in sensual experiences. YU is perfect for couple use, adding excitement to intimate moments. With 7 blissful vibration modes, couples can enjoy a range of sensations from slow and gentle to fast and powerful. This compact waterproof vibrator fits comfortably in the hand and is easy to carry due to its small size. It supports magnetic charging.

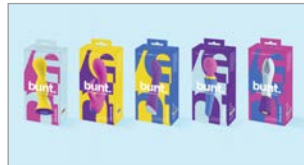
e

'bunt' comes first!

New at ORION Wholesale

Flensburg, Germany - Love is as colourful as life! And so are the new vibrators from the 'bunt' series from You2Toys: Colourful, versatile, inspiring! On the outside, they impress with their trendy colour-blocking look, and on the inside, with their powerful vibrations.

They fit comfortably in the hand and glide smoothly over the skin with their silky Soft Touch texture. Each toy has powerful motors with varied vibration modes that can be easily controlled at the touch of a button – even underwater, because these colourful delights are waterproof. Each toy is charged



via the included USB cable. The colourful sex toys from 'bunt' are delivered in high-quality cardboard packaging with multi-lingual item descriptions. For the sake of the environment, no plastic was used for the packaging. Available from ORION Wholesale. **e**



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Nexus introduces Bendz Prostate Edition

A vibrating prostate and perineum massager with bendable shaft

London, England - Nexus has launched a vibrating prostate and perineum massager with bendable shaft. The new Bendz prostate edition joins its predecessor, Bendz probe edition to create a range due to popular demand.



Both toys have a rippled, dual density, vibrating shaft which is bendable; meaning that it fits perfectly to the curves of the user's body. In contrast, the tip is tapered and firmer delivering a targeted and thorough prostate massage. The latest launch also incorporates a 6 mode, vibrating perineum massager to deliver simultaneous sensations, targeting the prostate from a different angle. So, with 6 shaft vibration modes and 6 perineum, this toy has a total

of 48 combinations of pleasure to choose from. "Customers really love the probe edition due to its flexibility and dual-density. We were asked on many occasions whether we would launch a C shaped version and therefore decided to create one, said a rep." Nexus Bendz prostate edition comes with a remote control with range of 8 metres. Both the toy and remote are rechargeable and waterproof, making it perfect for water play and easy cleaning.



Lola Games is introducing the 'Take it Easy Collection'



Prague, Czech Republic - Lola Games is excited to unveil the 'Take it Easy Collection', featuring three new vibrators. Ida, Lily, and May vibrators combine elegant design, dual motors, and a selection of 10 vibration modes. Designed for aquatic adventures, the Ida, Lily, and May vibrators are fully waterproof, allowing for delightful exploration in the bath or shower. This feature adds a new dimension of excitement to

sensual routines. With their sleek and ergonomic design, these vibrators fit perfectly in the palm of the hand, providing effortless control during intimate moments. The user-friendly control system includes a convenient rewind mode. Crafted from hypoallergenic silicone, these vibrators offer a velvety-smooth and body-safe experience, suitable for all skin types. USB charging ensures long-lasting pleasure.



Kheper Games, Inc. launches new Googly Eye Pasties

ORION Wholesale

Seattle, USA - Kheper Games, Inc. is excited to announce 'Googly Eye Pasties...' as their newest addition to their line of pasties.

This set is not edible though, but they do glow in the dark! Googly Eye Pasties are very inexpensive and come in a set of two. They have adhesive on the backs that easily attach and easily peel off nipples and skin. They are great for giving your lover a laugh and a surprise as you dim the lights and walk into the bedroom with your glo-



wing googly-eyed nipples. "Here at Kheper we really strive to add some fun and humor into role play and into the bedroom with products such as this one," explains CEO Brian Pellham. "Laughing leads to fun and being fun is sexy!"

e

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CHISA presents Señuelo

Tempting toys for a sweet love

Yueqing, China - The brand new Señuelo collection is now available. CHISA sincerely cares about the further needs of their customers to make sex toys.

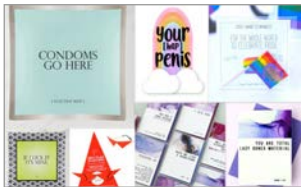


From a lovely idea, this new range is launched to collect exquisite nipple clamps and butt plugs, especially designed for more sexy foreplay and more fun. Luxurious and exclusive sets to achieve a seductive look, Señuelo will be a very good choice to keep the loveliness, the company says, This collection is gender-neutral. Both males and females can find suitable, favorites in this collection, especially for couples for more intense plays as these toys are perfect to enhance erotic desires. Couples can use these

delicate toys to create marvelous memories about their love. Perfect for a more romantic sexual experience, bringing unparalleled sweet surprises. The products are made of high quality materials, only for the most comfortable wearing. Beautiful colors are carefully selected to make gentle and romantic moments, and they also increase the charm of the wearer in dim light and bring more exciting stimulation. Among these beautiful products, many best-selling items are on sale at a competitive price..



Warm Human



Seattle, USA - Kheper Games, Inc. is thrilled to announce their partnership with a new emerging brand, Warm Human. Warm Human is a line of gifts, home décor, and stationery products for friends and lovers that are equal parts snarky and soulful "I've created a brand with a whimsical-side that uses clever wit and design to make consumers smile, and a soulful-side meant to empower and inspire people to live passionately, and unapologetically

embrace who they are." says Warm Human CEO Lisa Mazurek-Anderson. "We will be in Kheper Games, Inc's booth at ANME showcasing many of our new products. "Every single one of us at Kheper Games instantly fell in love with the Warm Human brand," explains CEO Brian Pellham. "We've been eager to expand our business into new areas and the warmth, thoughtfulness and inspiration Lisa's line brings was a no brainer for us to eagerly invest into."



PowerBlow

Kiiroo launches revolutionary interactive suction device

Amsterdam, The Netherlands - Kiiroo announce the release of their latest automatic suction device; PowerBlow, and accompanying mouth stroker molded from adult actress, Victoria June.

The PowerBlow is an evolution of more than 2 years of research and development that has come to life in a small, compact product that is compatible with the Kiiroo range of Feel Strokers to create an intense suction experience mimicking blow-jobs. When paired with the FeelVictoria June Mouth stroker users can enjoy connecting



with blowjob adult content using the Feel-Connect app to feel what they see on screen in real time. Compatibility with FeelMe AI is coming soon. PowerBlow by Kiiroo is the next addition to Kiiroo's modular product and accessory range that allows users to build on their interactive experiences. PowerBlow is also compatible with Keon by Kiiroo. **e**

Take it easy



Unlock Blissful Pleasure with Take it Easy:
Dual Delight, Satisfaction Rewound

Lola games

New Oxballs products available at DUSED0

AIRBALLS, AIRLOCK & SNAKE

Amsterdam, The Netherlands - DUSED0 has expanded its assortment with three new products from Oxballs.



AIRBALLS 24-Vent Ergo Balls-tretcher: AIRBALLS has multiple drainage holes that make for lighter wear and double as holders for electro contacts. The ergo dip design and soft material make for comfortable wear. AIRLOCK Rubbery Airflow Chastity: A built-in sling at the base creates a snug grip and keeps AIRLOCK in place. Holes throughout the shaft and at the tip double as drainage holes or to fit electro contacts. Bright color combinations and eye-catching design stand out and grab attention in your current offering. The soft material and

affordable price point make this cage great for newbies looking to experiment with chastity. SNAKE Max-Deep Cocksheath The lush, velvety plus+-SILICONE™ material feels like the real deal. The tapered design and veiny texture are made for a seriously deep reach. SNAKE includes 3 bullet inserts that let you discreetly customize the inner fit and feel on your shaft. The base is designed for extra grip and to keep SNAKE snugly in place. The girthy size and eye-catching packaging grab attention and stand out in any offering.

e



NS Novelties' Obsessions now available at SCALA

Wijchen, The Netherlands - When pleasure is an obsession, indulgence becomes the ultimate goal. That's why SCALA is thrilled to announce that NS Novelties' Obsessions, a seductive new line of flexible silicone rabbits and vibes, is now available. The Obsessions collection caters to pleasure seekers with its plush and powerful toys, designed in alluring colors and elegant designs.

Each item in this line is meticulously crafted to provide the blissful sensations all crave during intimate moments. Emphasizing convenience and sustainability, the Obsessions line is rechargeable, ensuring uninterrupted pleasure without the need for batteries. With water-resistant properties, the Obsessions collection encourages exploration beyond the bedroom.

e

Devilish elegance from 'Noir Handmade'

ORION Wholesale

Flensburg, Germany - Three new outfits by the top-selling label 'Noir Handmade' are now available at ORION Wholesale.

Whether elegant mini dress in black powerwetlook combined with delicate lace, seductive top made of stretchy and transparent powernet or sophisticated panty made of high-quality powerwetlook with a naughty 2-way zip – the new outfits by 'Noir Handmade' are simply stunning and stylish. The material is extremely stretchy, which is why it leaves almost no creases on the body and fits like a second skin. All outfits are



available in sizes S, M, L and XL. Since the 'Noir Handmade' collections always run a little smaller, there is a special size chart for these outfits available at ORION Wholesale. The collections of 'Noir Handmade' are delivered in packaging made of high-quality cardboard with detailed illustrations of the respective article as well as multi-lingual product descriptions.

e

Health & Libido Boosters

Male Enhancement



Testo Boosters



Prostate Support



Stamina



All-around pleasure from JAVIDA

New at ORION Wholesale

Flensburg, Germany - The 4 Function Vibrator now complements the extensive range of JAVIDA products at ORION Wholesale.



The perfectly curved vibrator offers an all-round pleasure programme for vagina and clitoris: it intensively pampers the vagina and the G-spot with vibrations and knocking pulses, while the clitoris is also stimulated with tongue movements and a sucking vacuum. For plenty of variety in dual stimulation, there are 10 vibration modes in the glans-like tip and 5 throbbing pulsating modes in the textured shaft. The additional 5 speeds of the moving tongue in the clitoral sucker complete the packa-

ge. All functions can be conveniently controlled directly on the toy at the touch of a button – either separately or combined. The motor is both powerful and whisper-quiet, providing reliable energy whenever needed. The 4 Function Vibrator is pleasantly flexible in the lower bend, allowing it to adapt perfectly to the body's movements. It is made of silicone with a silky soft surface and is easy to insert and comfortable to play with. It can be recharged with the included magnetic USB charging cable. **e**

FETISH SUBMISSIVE presents the new range of ATTITUDE harnesses



Seville. Spain - The FETISH SUBMISSIVE brand is unique and patented, and it goes way beyond that, even giving suggestions on new styles, helping to take fetish fantasy to the next level, Dreamlove says, FETISH SUBMISSIVE not only makes the wearer feel attractive and aroused but builds a lot of extra confidence whether he is a dominant

master or in a submissive position. FETISH SUBMISSIVE isn't created for a stereotypical gay man because that simply doesn't exist: FETISH SUBMISSIVE is proudly designed for the LGBTIQ+ community in its broadest sense. No matter what the preference or (secret) desire are, FETISH SUBMISSIVE is the perfect collection of harnesses for men. **e**

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SCALA

Luxurious vibrations with the Rotating Vulva Massager from Belou

Exclusively at ORION Wholesale

Flensburg, Germany - The latest product development from ORION is here: The Rotating Vulva Massager from Belou! This luxurious sweet spot specialist stimulates blood circulation and is the ideal companion for special moments of pleasure.



The Rotating Vulva Massager was developed by ORION product managers, who were inspired by a neck massager with pearl rotation. The result is a small but sophisticated lay-on vibrator with a practical ring that can be included in any solo or lovemaking session. Its centrally placed vibration pad in the shape of a hemisphere and the 5 massage balls circling around it are embedded in silky soft silicone and sensually caress every erotic sweet spot. They also promote strong blood circulation – especially to the vagina and clitoris. Even during exploratory

full-body massages, the sophisticated vibrator lies comfortably in the hand and is easy to guide and operate. No less than 2 powerful motors deliver 10 vibration modes in the centrally placed, soft vibrating pad as well as 9 rotation modes in the massage balls. The balls rotate under the silky silicone in 3 speeds each, right or left, as well as right and left combined. The vibration and rotation modes can be controlled separately directly on the toy at the touch of a button. A storage bag and a USB charging cable are included.

e

Control by Sir Richard's



Wijchen, The Netherlands - Control by Sir Richard's, a range of male products from Pipedream – available at SCALA – that empowers to take charge and explore new heights of pleasure. When it comes to prostate play, Control by Sir Richard's understands the importance of precision and stimulation. With carefully

crafted designs and ergonomic shapes, the Control range provides targeted pleasure to the male erogenous zones, ensuring an experience like no other. By embracing Control, consumers can explore new sensations, amplify pleasure, and unlock the full potential of their body's most sensitive areas.

e

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Dildos Assorted

New: Rock Solid Dura-Technology

Available from SHOTS

Beneden-Leeuwen, The Netherlands - Doc Johnson strives to constantly evolve and provide you with the best products and services in the industry.



And that's where their newest brand 'Rock Solid' comes in! Rock Solid boasts a large and comprehensive collection of cock rings that will be an incredible addition to the Doc Johnson line of products. Dura Technology comes in various exciting materials, is highly durable, provides a tremendous made-to-fit feeling, and helps maintain extra hard erections. A fortunate side effect of this is their consumers perceive their products to be a tremendous value for their money. Dura-Tech cock rings present a made-to-fit experience that

stands the test of time. The 4 categories in this series: Silicone is a more dense material that is less stretchy but highly durable. Requires closer circumference accuracy when fitting. / Alloy is durable, easy to clean, lightweight, and classic styling with a masculine look. / Rubber, phthalate-free, is very durable, and offers a more moderate level of stretch. / Leather is made in the USA from finely crafted 100% genuine cowhide with nickel stud rivets. All Rock Solid Dura-Technology cock rings are distributed in Europe by SHOTS.

e

Introducing S8 Hybrid Cum Glide at SCALA



Wijchen, The Netherlands - Now exclusively available at SCALA: S8 Hybrid Cum Glide – a lubricant designed to imitate cum and enhance intimate experiences with its hybrid-based formula. This oil- and fat-free lubricant is meticulously crafted to experience pleasure without any mess. The S8 Hybrid Cum Glide is specially formulated

to be gentle on the skin and mucous membranes, making it an excellent choice for individuals with sensitive skin. Providing comfort and pleasure while ensuring compatibility with condoms. The lubricant is easily washed off, leaving no residue or traces behind. The S8 Hybrid Cum Glide is available at SCALA in 50ml and 125 ml sizes.

e


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BRAND**



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**NEW
SKU'S**



LELO

**NEW
COLORS**



The infinite universe of pleasure in the Matrix

Tonga

Axel, The Netherlands - Tonga offers a variety of new anal toys from the Blush Anal Adventures collection Matrix.



Made of Pura revolutionary silicone in beautiful iridescent colours such as Stellar Silver, Cosmic Copper, Neptune Teal and Galactic Purple that match with the copper and sapphire plugs you already know from the Matrix range. With their Ultrasilk smooth silicone exterior and a very distinctive packaging they will be a real eye-catcher in any store too! The packaging features shimmering embossed logos and the boxes have another nice feature: the front can be flipped open, after which you can see the toy through a window, without actually having to

open the box. The new members for the Matrix range are many and have striking names as the Gamma plug, Supernova, Quantum and Photon. Also available are the vibrating Teleportation and Interstellar plugs, and two sets: the Metaverse Plug Kit and the Genesis Plug Kit for those who like graduating sizes. Many Matrix toys feature Stay-Put technology that ensures the plug remains securely inside the body, and most have an AnchorTech base for anal safety and to keep it comfortable for long term wear. Some Matrix products even offer vibrations.

e

Sensual, playful, elegant



Flensburg, Germany - Sensual, elegant and with special decorative accessories – this is how the twelfth collection from Abierta Fina is presenting itself! This lingerie has been designed exclusively at ORION's headquarters and stands out because of its revealing designs. The high-quality sensual black material, partly with woven-in gold-coloured metallic threads, and seductive red material that have been chosen

combines sexiness with comfort. The new collection from Abierta Fina celebrates femininity in breathtaking transparent material with decorative accessories. These new favourite pieces will flatter any lady because the high-class Abierta Fina label has the perfect mixture of sex appeal and femininity. It's therefore perfect for stylish seduction and provocative sensuality!

e

Ouch!

A strap-on never felt this comfortable



Adjustable
O-Ring



Bullet
Included



Gender
Neutral




2 Bullet
Pockets



Lightweight
Breathable
Fabric

NEW!



Ouch! 



Discover the entire collection on **shots.nl** and **shotsamerica.com**

Powerful vibrations & pulsating thumping sensations from Sweet Smile

New at ORION Wholesale

Flensburg, Germany - The compact 'Wand with Thumping Function' now complements the extensive Sweet Smile range at ORION Wholesale – for powerful vibrations & pulsating thumping sensations!



This lifestyle sex toy can be used from both sides and surprises with 2 functions at the same time: the distinctive flexible massage head vibrates, the opening at the end of the handle stimulates with thumping pulses. This makes the toy perfect for versatile full-body massages and targeted hotspot stimulation – alone or with a partner. The vibration in 7 modes and the thumping function in 10 modes can be conveniently controlled separately at the touch of a button in the centre of the toy. The

strong vibration of the massage head is barely noticeable in the handle. The opening for the thumping function is protected by a removable cap. The powerful 'Wand with Thumping Function' is pleasantly textured and lies lightly and comfortably in the hand during play. Made all around from silicone with a silky surface, the massage head and thumping opening adapt perfectly to the contours of the body and intimate areas. The toy can be recharged with the included USB charging cable. **e**

TENGA is releasing Puffy



London, England - The TENGA Puffy is the ultra-soft and silky-smooth pleasure product that provides irresistible, supple tactile sensations. Users can sink into soft, enveloping pleasure and experience the ultimate in luxurious softness! The TENGA Puffy's marshmallow soft body is made from a premium soft elastomer that provides an unprecedented seductive feel of irresistible, supp-

le tactile sensations. The delicate internal details produce tingly-soft, enveloping sensations for a luxurious melty-soft pleasure. To use, squeeze the soft case during use to control the pressure inside while the anti-dust protective coating has a supple, smooth texture, providing a pleasurable tactile feeling. Three different versions of the TENGA Puffy are available. **e**

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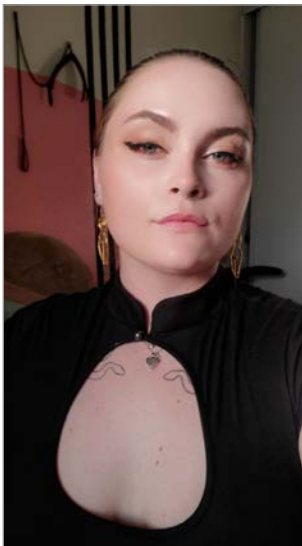
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Sportsheets promotes Pettus to Brand Ambassador

From Sales Representative to Brand Ambassador

Cerritos, USA - Sportsheets is delighted to announce the promotion of Pettus from Sales Representative to the role of Brand Ambassador.



In her new position, Pettus will further deepen the company's industry connections and drive customer engagement through her passion for sexual wellness, education, and fostering strong relationships. Pettus joined Sportsheets just over a year ago and has made a significant impact on the company's sales and customer outreach efforts. Her dedication, professionalism, and interpersonal skills have enabled her to build strong rapport with industry stakeholders, positioning her as an

influential figure within the industry. As Sportsheets' Brand Ambassador, Pettus will primarily embark on extensive travel, visiting various stores, conducting comprehensive training sessions, and serving as an essential conduit between the internal sales and marketing teams and Sportsheets customers. With her vibrant presence and profound passion, Pettus will play a pivotal role in ensuring that Sportsheets continues to deliver unparalleled service and support to its cherished customers.

e

Reipo



Alicante, Spain - International Lovecherry (www.lovecherry.es) is introducing INTOYOU's latest offering, the Reipo. Reipo's key features are: Dual motors for intensified pleasure: One motor controls an array of 10 vibration functions, offering a range of sensations from gentle vibrations to earth-shattering tremors of ecstasy. The second motor controls three innovative sliding rings that create mesmerizing up and down movements. Clitoral stimulation

with rabbit ears: Reipo's clitoral stimulator is based on rabbit ears. The clitoral stimulator and vibration functions can be used independently or simultaneously for an unforgettable experience. Premium silicone for ultimate comfort: Crafted from high-quality premium silicone, Reipo offers a luxurious touch that is soft, silky, and incredibly pleasurable. Waterproof and rechargeable design: Reipo is IPX7 waterproof and rechargeable via USB.

e

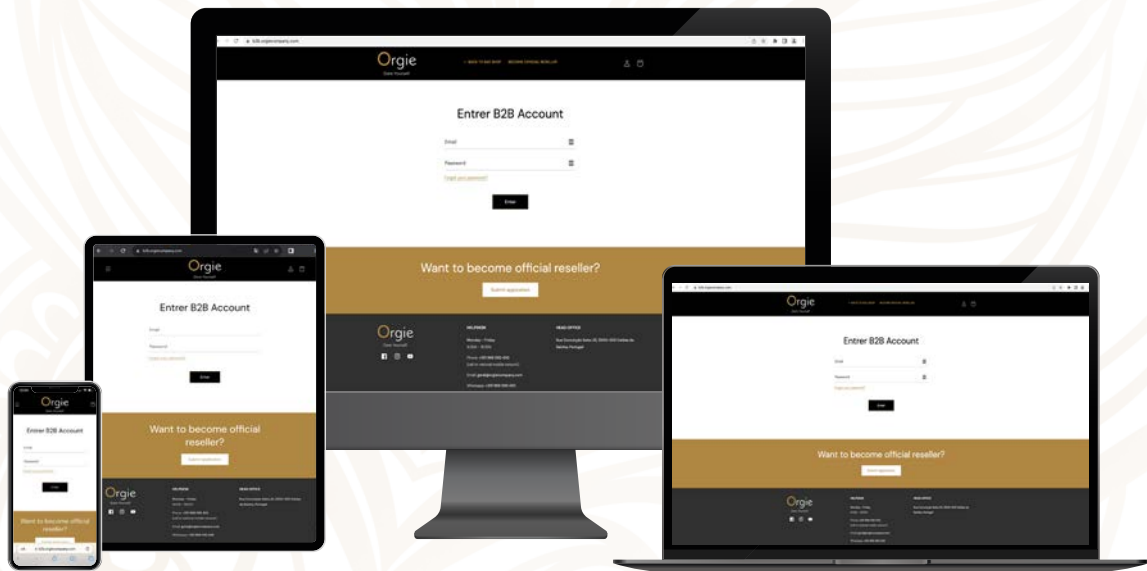
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iroha series renewed to make pleasure easier

MIDORI, YUKI & SAKURA

London, England - iroha has renewed its classic and original iroha series as the brand celebrates its 10-year anniversary.



The collection of three luxury vibrators is designed to deliver comfort and delight. Encased in unique and supple Soft-touch Silicone, the pillowy-soft finish is silky smooth to the touch and allows the user to enjoy sensations akin to a massage. The astoundingly discreet and powerful design lets the user indulge in pleasure like never before, and provides a luxurious and delectable experience

unlike any other. With three levels of vibration strength from subtle to strong, and two pulse patterns, the iroha series is designed to provide for all tastes and desires. Each item in the series comes with an updated unique charging cable that is more compact and uses less plastic, allowing the user to simply place the item atop. The item itself will light up when charging while iroha's soft-touch material is both anti-dust **e**



Wand with digital display a New Zealand first

Wellington, New Zealand - New Zealand brand Share Satisfaction's newest wand-style toys Isla & Ema are the first homegrown wand vibrators to feature a digital display with a timer and uniquely long battery life. Isla & Ema are at the cutting-edge of technology and sexual pleasure, combining an innovative twist to the reliable wand vibrator. The LCD display shows the battery life left in the toy, the active vibration mode, as well as how long the toy has been in use. Isla & Ema feature a smooth body-safe silicone head with a flexible neck, providing users with the ability

to manoeuvre the wand according to their preferences. Additionally, the new toy offers ten unique vibration modes and four levels of intensity. Isla & Ema are available in two sizes, with Isla being the larger option and Ema the smaller one. Isla packs more of a punch, like a traditional plug in wand vibrator, while Ema is a more portable and beginner friendly model. Both Isla & Ema are available in five colours: black, teal, purple, red and orange. They are available to retailers in New Zealand and Australia exclusively from Wholesale Solutions. **e**



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HOT

London - Miami - Tokyo

Introducing the b-Vibe Stainless Steel Collection of Pleasure Tools

Anal Beads, a Prostate Plug, and a P-Spot Training Set are available

New York, USA - b-Vibe is pleased to introduce its latest collection of Stainless Steel Pleasure Tools.



Available in three designs, this new line is ideal for those looking to level up their anal training, experiment with more advanced play, and explore prostate stimulation. b-Vibe's Stainless Steel Pleasure Tools collection includes Anal Beads, a Prostate Plug, and a P-Spot Training Set. Crafted from medical-grade

materials, b-Vibe's Stainless Steel Collection is as satisfying as it is sophisticated. The polished surface of the stainless steel not only adds to its visual appeal but also makes them easy to clean and maintain. They are also incredibly durable and long-lasting, ensuring that they will provide years of pleasure. **e**

Sexual Health and Wellness Sanitizer, UVee, changes product direction



Scottsdale, USA - UVee, the sanitizer for adult toys, is changing direction. "Economic conditions have created challenges for many small companies, and we are no exception," said Carrie Martz, founder of Clean Light Laboratories, the company behind the development of the popular sanitizers. "We have come to a deciding moment in our future of either expanding our product offerings, based on our extensive patents and innovation, or offering a licensing opportunity to a company already established in manufacturing with a multitude of distribution channels," continues Martz.

"We have chosen to focus on finding a licensing partner." products. The company knows that this will provide a competitive advantage for a company focused on sexual health and wellness. UVee was introduced in 2017 as the world's first and only scientifically proven locking, charging and sanitization system. The company will now focus on finding a licensing partner and continuing to defend its extensive patents against infringements. Companies interested in exploring opportunities with Clean Light Laboratories should contact Carrie Martz at Carrie@CleanLightLabs.com. **e**

SPORT FUCKER

TAILSLIDE COCKSLING

PRODUCT INFORMATION

- PUT A TICKLE In your taint
- GRIND YOUR FRONTSIDE into your friend
- JUST THE RIGHT amount of resistance



ERGO BALLS BALLSTRETCHER

PRODUCT INFORMATION

- AVAILABLE COLORS: Red, Blue and Black
- MATERIAL: Pure liquid silicone
- SIZES: 60 mm | 50 mm | 40 mm | 30 mm



SWITH HITTER COCKSLING

PRODUCT INFORMATION

- ALL-IN-ONE cock & ball ring
- MADE OF wonderfully soft liquid silicone
- ENSURES FOR a harder and longer lasting erection



FREEBALLER COCKSLING

PRODUCT INFORMATION

- ALL-IN-ONE cock & ball ring
- MADE OF wonderfully soft liquid silicone
- ENSURES FOR a harder and longer lasting erection



COCK CHUTE COCKSLING

PRODUCT INFORMATION

- WHEN YOU WANT some light ball play
- MADE OF 100% liquid silicone
- A SMALL STRETCH and separation for your balls



TAILSLIDE 2.0 COCKSLING

PRODUCT INFORMATION

- VERY COMFY and does not pinch
- MADE OF pure liquid silicone
- STRETCHY yet strong and durable



Swiss Navy announces new Deep Throat Spray Flavors

Chocolate mint and mango flavors

Pompano Beach, USA - M.D. Science Lab announced today that they are ready to begin shipping of two new flavors of their ultra-popular Swiss Navy Deep Throat Fast Acting Oral Numbing Spray.



Joining their original flavor of salted caramel, mango and chocolate mint will also now be available in a 2-ounce bottle size. “We wanted to focus on flavors that are eternally popular when we decided to expand our Deep Throat Spray flavors,” said Briana Watkins, ACS, M.D. Science’s Vice President of Sales and Marketing. “Chocolate mint and mango garnered spectacular feedback in our focus groups and from the industry buyers that we asked for

feedback. We’ve learned that paying attention to popularity is one way to ensure our new products quickly become bestsellers.” Swiss Navy’s flavors are practically legendary with their realistic taste profiles, many of which are created by a Fortune 500 food company. “Of course, our in-house chemist is truly talented and worked for months to ensure that our two new Deep Throat Spray flavors are the best of the best,” said Watkins.

e

Honey Play Box debuts JOI THRUST



Chino, USA - Honey Play Box has recently launched a groundbreaking product called JOI THRUST. This innovative sex toy is controlled via an app and offers an impressive 500 thrusting vibrations per minute specifically designed to target the G-spot. Additionally, it provides intensified tongue-licking stimulation for the clitoris. With its interactive play feature, JOI THRUST takes intimacy to new heights, elevating your sexual experiences to a whole new level. THRUST is a Honey Play Box

smart app-controlled vibrator. You can sync the device with both you and your partner’s phone through HoneyPlayBox app, and control its modes through there. Exquisitely rendered from soft yet thick silicone, JOI THRUST is safe and comfortable to wear and play with. Fitting the vulva’s anatomy, its curved shape allows for dual enjoyment as it reaches deep inside the vagina with a high-frequency thrusting vibration head, as well as a bed-shattering licking tongue for arousing the vulva and clitoris.

e

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EASY
CLEAN



STRONG LONG
THRUSTING



QUICK SETUP
PANEL

Sportsheets unveils Pivot

A revolutionary collection of positioning support products

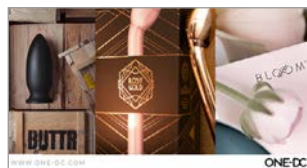
Cerritos, USA - Sportsheets is thrilled to announce the highly anticipated launch of Pivot, a groundbreaking line of positioning support products designed to enhance pleasure, reduce discomfort, and foster deeper connections for individuals of all abilities.



This innovative collection is set to revolutionize the market by offering unparalleled versatility, affordability, and inclusivity. Recognizing that intimacy should never be limited by physical constraints or restricted to a select few positions, Pivot by Sportsheets aims to redefine the boundaries of pleasure and pave the way for a more fulfilling sexual experience. By addressing the diverse needs of users, Pivot empowers

individuals to unlock new realms of pleasure and intimacy without being held back by physical limitations or a lack of support to reduce fatigue and increase stamina. The Pivot collection comprises eight meticulously crafted products that cater to a wide range of needs and desires. Each item is designed to provide comfort, stability, and ease of use, empowering individuals to explore an array of positions and experiences with confidence. **e**

ONE-DC Partners with Australasian Adult Product Distributors (AAPD)



Veendam, The Netherlands - ONE-DC is pleased to announce its exclusive partnership with Australasian Adult Product Distributors (AAPD), a leading distributor in Australia with a focus on the retail market. Starting from July 1, 2023, AAPD serves as the exclusive distributor of ONE-DC's house brands in Australia. AAPD will exclusively distribute the highly sought-after brands

Rosy Gold, BUTTR, and Bloom throughout the Australian market. This exclusive partnership between ONE-DC and AAPD marks a significant milestone for both companies. By joining forces, they aim to enhance product availability and ensure customers in Australia have easy access to the premium ONE-DC house brands, Rosy Gold, BUTTR, and Bloom. **e**

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Patrick Mallaise.

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Patrick and find out how to get started with Mystim.



www.mystim.com

Introducing Fenyx by Engily Ross

A revolutionary vibrator for unforgettable pleasure

Alicante, Spain - International Lovecherry is thrilled to unveil Fenyx, the latest addition to the Engily Ross brand. This cutting-edge vibrator is set to redefine the pleasure experience and take consumers to new heights of ecstasy.



Fenyx offers a staggering array of features and functionalities. **Dynamic Vibration:** Fenyx boasts 8 vibration functions that range from a gentle hum to an earth-shattering earthquake of pleasure. **Thrusting Movement:** Users should prepare for a whole new level of pleasure with Fenyx's 8 modes of thrusting movement. These tantalizing up and down motions add an exciting dimension to the playtime **Pulsation:** Fenyx's upper portion is offering 8 pulsation modes for intensified stimulation. **Clitoral Stimulation:** Fe-

nyx's clitoral stimulator is a marvel in itself. Delight in the gentle movement and fluttering sensation as a small hummingbird caresses the clitoris, delivering exquisite pleasure like never before. **Independent Motors:** One of Fenyx's standout features is its three independent motors. Each motor powers a specific function, allowing to indulge in vibration, thrusting, and pulsation simultaneously or separately. **Premium Materials:** Fenyx is crafted with the highest quality premium silicone.

e

Honey Play Box introduces ADRIAN



Chino, USA - Honey Play Box is excited to announce the release of its latest innovation, ADRIAN, an unprecedented water massage masturbator cup. This cutting-edge device redefines male masturbation by combining three astonishing features together: a powerful water massage, invigorating rotating actions, and fully waterproof technology. Compared to most automatic

male masturbators on the market, ADRIAN stands out by being fully waterproof—meaning it'll function perfectly, even while completely submerged underwater. It accomplishes this feat with its ingenious design, which protects the motor and battery in a water-tight compartment, eliminating the potential for water damage. It'll turn any shower, bathtub, or pool into an orgasmic oasis!

e

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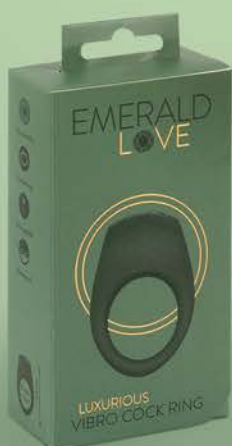
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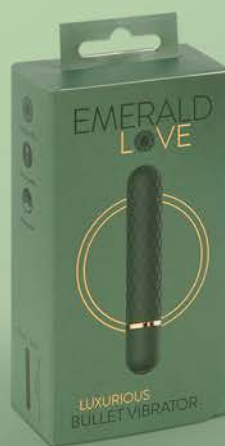
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RCC-WHOLESALE celebrates 15 years in business

Delivering high-quality vitamin supplements across Europe

Belfast, Northern Ireland- RCC-Wholesale is thrilled to announce its remarkable 15-year milestone in the adult industry.



With a strong customer base and a reputation for excellence, the company has established itself as a trusted provider of high-quality enhancement & libido supplements throughout Europe. Over the years, RCC-Wholesale has prioritised customer satisfaction by crafting a product line designed for a better life. By utilising the highest quality ingredients and formulations, the company ensures that its customers receive effective and reliable supplements. With confidence in their products, RCC-Wholesale

offers a full money back guarantee, demonstrating their commitment to customer happiness. One of the distinguishing factors of RCC-Wholesale is its unwavering transparency. The company takes pride in being 100% transparent about the contents and origin of its products. Products manufactured in the UK are under strict GMP (Good Manufacturing Practices) standards. RCC-Wholesale expresses its gratitude to its loyal customer base and all those who have supported its journey over the past 15 years. **e**

OUCH! Glow in the Dark Lingerie



Beneden-Leeuwen, The Netherlands - OUCH! introduces something unique within the OOUCH! range: The Glow in the Dark lingerie. This collection consists of 8 new lingerie designs, all available in one size and queen size, these items are designed to flatter and fit sizes ranging from XS to 4XL. The Glow in the Dark lingerie is available in vibrant neon green and neon pink. Gwen, Brand Ambassador Lingerie at SHOTS,

shares what these lingerie pieces sets apart: "These pieces feature a special UV-activated material. When the lights go off and you're exposed to UV light, such as blacklight, the lingerie comes to life, revealing a radiant glow. It's like a hidden surprise, waiting to be revealed in low-light or night-time settings. This transformative effect instantly makes you the centre of attention, adding an element of mystery to your presence." **e**

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XR Brands is expanding the 'Creature Cocks' line

From demons to unicorns, popular fantasy dildo line is ready to ravage with new shapes

Huntington Beach, USA - XR Brands is thrilled to announce that they have expanded their popular Creature Cocks line of other-worldly pleasure creations.



The new additions include 8 individual products: 6 dildos, one stroker (the collection's first), and one truly unique ovipositor dildo with silicone eggs. Creature Cocks is an other-worldly collection that includes an array

of fantasy shapes designed to take pleasure to a new dimension. Each of Creature Cocks' fascinating pleasure objects are made of non-porous, body-safe silicone that is durable and easy to care for.

e

New from Skins Sexual Health: the 'Touch' vibrator collection



Newark on Trent, England - The brand-new toy collection from Skins Sexual Health enables women to get back in touch with their innermost desires through its pleasure-led, design driven range of luxurious toys. Each toy in the Skins Touch range is lovingly sculpted using FeelMe technology – an innovative, double-dipped silicone that is super soft and velvety, emulating the soothing, affirming experience of touch. Unlike other toys on the market currently, the Skins Touch range has a silicone ratio of over 75 percent and no plastic shaft inside as the backup. This means the toys are highly flexible and can be bent into any shape. Lovingly created for both internal and external

stimulation, the powerful, ergonomic, and weighty Wand features an enlarged, ribbed tip and a beautifully bendy body. The perfect union of power and precision, the Rabbit is designed to stimulate the clitoris and G-spot simultaneously. Its bendy body has a wide, ridged tip for enhanced internal sensations and a flexible, external arm with a second motor for super-charged vibrations. Intuitively designed for the user's pleasure, the satin-smooth Glee Spot's flexible form feels like an intimate hug delivering next-level G-spot orgasms. Designed for external stimulation, the Pebble is ergonomically sculpted to fit every body for deeply satisfying clitoral orgasms.

e



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Sportsheets unveils new Sex & Mischief products

Day collars, nipple products and an additional sensory fingertips

Cerritos, USA - Sportsheets is excited to announce the highly requested introduction of day collars to it's award-winning brand, Sex & Mischief.

SEX & MISCHIEF®

The five unique and timeless designs are accompanied by four additional nipple products and a black variation of their Sensory Fingertips. The Sensory Fingertips were introduced under the Brat Collection in April with pre-orders selling out prior to the item shipping. Responding to high demand and designed to help guide users into a deeper submissive mindset, day collars have been associated with subtle submission through all-day wear in discrete and functional aesthetics. This highly

requested addition to the bondage market bridges the gap for a seamless transition between everyday wear and spontaneous play. The five new day collars take subtle cues from timeless designs that not only look elegant but are suitable for all day wear. Accompanying the day collars are four all new nipple clamps and ties with similar design to the collars as well as a black variation of the popular sensory fingertips, initially introduced in rose gold with the Brat Collection, shipping now. **e**

Discovering the perfect fit with MISTER SIZE Condoms



Wijchen, The Netherlands - Every person is unique, and that includes their most intimate aspects. At MISTER SIZE, they understand the importance of finding the perfect fit when it comes to condoms. They believe that condoms should be tailored to the size of the penis, ensuring a comfortable and carefree sexual experience with heightened sensitivity. Gone are the days of dealing with pinching discomfort or the constant worry that something might slip. MISTER SIZE condoms are

designed to provide a precise fit, allowing people to enjoy sex without any distractions. The brand's commitment to providing perfectly fitting condoms means that people can indulge in pure pleasure and intimacy with complete peace of mind. To help people find their ideal condom size, MISTER SIZE offers test packages. These packages are specially designed to assist in determining the exact condom size. The condoms and the test packages are available from SCALA. **e**

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SONA™ 2 Travel offers 12 different modes to experience and explore your sexuality on the go.



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LELO's classic body-safe silicone design allows for deeply fulfilling and hygienic pleasure.

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The show(s) must go on

An old discussion emerges again

Pro



Colleen Godin,
EAN U.S. Correspondent

During the Covid pandemic, gloom and doom sayers predicted that trade shows would be going extinct, but if you look around the industry today, it seems that the exact opposite is the case as there are more events than even before the pandemic – and people are debating whether that is a good thing or not.

The trade show market has followed in the footsteps of the sex toy industry itself, seemingly spawning more opportunities than company travel budgets can handle while riding the wave of near-mainstream popularity. Plenty of industry veterans are rolling their eyes as new B2B events pop up yearly, but a growing events market is far from negative, and with so many options, more shows won't hurt those who can't attend every time. Firstly, the Covid years put a lot into perspective and took the pressure off companies to attend every trade event. Prior to Covid, many companies felt obligated to get a booth at every new show that cropped up – until they literally weren't allowed to do so. Now no one expects every single manufacturer to attend all the shows, and sex toy brand founders feel more comfortable skipping shows that don't make dollars and cents (and sense). Secondly, as our industry further diversifies, more shows bring more niche options for all at a time

when a lot of shows are changing shape. A vibrator manufacturer probably doesn't need to attend a lingerie show, but could greatly benefit from a sex tech-focused event. A small, indie silicone dong brand might not make sense at a tech show, and could even be rejected for a booth at the Los Angeles ANME. Luckily for this imaginary brand, however, they can still apply for a spot at eroFame or the new B2B-meets-B2C show, Vibes, produced by XBIZ in LA. Lastly, trade shows are still just a service provider, and those that can't please their clients simply won't last. In our post-Covid world, companies won't keep coming to shows that don't produce results, are poorly managed, or otherwise aren't a pleasure to attend. In the end, it's time to quit the trade show whining. Where else can you excuse a trip to party in Hawaii or Barcelona and call it doing business? **e**

Contra

Let us imagine a world where there is only one trade show in the European market. Some might argue that there are only two big b2b shows right now, so this wouldn't be that much of a stretch, but when I say one show, I mean it. There are no in-house shows, no events hosted by distributors, wholesalers, etc. Everything - absolutely everything - going on in the industry is centred around this one event. Yes, this scenario is clearly unrealistic, but I think that it is a worthwhile thought experiment given the rekindled discussion about too many events on the calendar. As we all know, competition is good for business, but it could eventually lead to a point of saturation within the market, or even cannibalisation among trade shows. Will we ever actually see this happening in our industry? I do not know, but admittedly, many companies are looking at the calendar wondering which events they absolutely have to attend and which ones they can skip. Going to a trade show always requires an investment, after all. Obviously, that is doubly true for companies exhibiting at those events. And if the

discussion about whether or not there are too many trade shows seems vaguely familiar to you, just know that this debate seems to pop up periodically, once every few years, usually when we see the emergence of a new alternative to the long-standing events in our industry. But if the past months and years have proven one thing, it is that everybody who predicted that trade shows and similar events would be replaced by digital communication was wrong, dead wrong. **e**



Matthias Johnson,
editor in chief

Has 'Threads' flipped the birdie to the bird app?

A column by Kathryn Byberg



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

This week marketers have frantically begun to grapple with the new social media platform 'Threads', a space that emulates Twitter without the pay-walls or status restrictions - but with Meta recently facing scrutiny for its hostile attitudes and de-platforming of sexual wellness accounts, is it going to provide the same restrictions on users of this new app too?

When Elon Musk took over Twitter in 2022 with the goal to introduce a new monetization model for 'verified' (paid-for) accounts, users worried about the safety and authenticity of the future of the beloved bird app. When monetization was taken to the extreme of limiting access to 600 tweets an account could access in one day without paying to verify, many disgruntled social media users abandoned Twitter in favour of Meta's brand new platform 'Threads.'

From the owners of Instagram, Threads draws on existing account data to import the followers from one platform

to the other. Users have claimed this process has been useful to brands and influencers who wanted to retain the community they worked to build, whilst being able to create and reshare text-based content. However, worries have arisen concerning the restrictions that Meta has historically placed on accounts that deviate from its strict posting code of conduct. In the past few weeks Meta targeted the accounts within the sexual wellness industry to remove them in a ruthless cull, a move many have called 'hypocritical' as it took place in 'Pride' month; a month for acceptance and embracing all areas of sexuality.

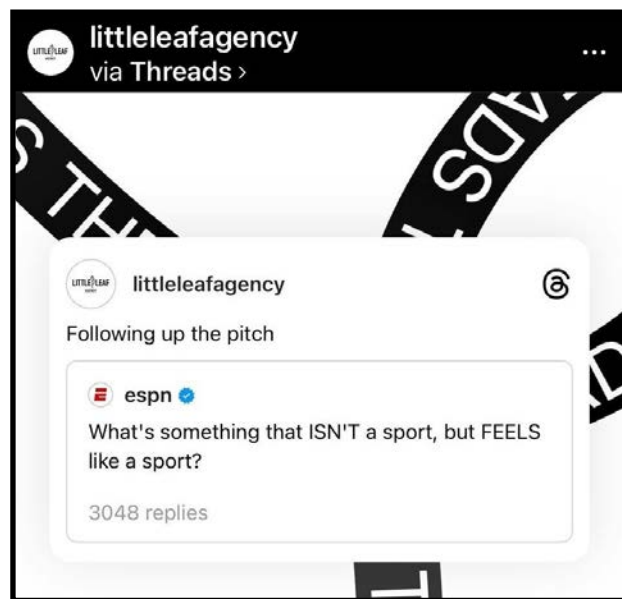
What does it mean for brands within the sex industry moving forward?

Huge brands such as Netflix, KFC and Disney have made their presence known with tongue-in-cheek posts about the newly-fledged platform, as have celebrities such as the infamous Britney Spears (it's Britney, bitch.) However, it is not yet known whether this move will be the final blow to Musk's sinking ship that is Twitter. Whilst we are still navigating the functionalities and benefits of Threads, there is a concern


that having one parent company monopolize social media risks data protection issues and is a very dangerous precedent. Earlier this year Meta was sued a cool £1b for a breach of GDPR laws, as it was found guilty of an administrative breach of the data of its users. There is also a policy whereby if you want to delete your Threads account, you will also have to delete your Instagram, which is off-putting to say the least if, say, a hacker incident is able to take down not one but two accounts in one fell swoop.

The strict policies of Meta also have led to the shadowbanning or punishment of accounts that are considered 'explicit' by the platform's algorithm. Sexual wellness advocates and educators have had to develop a phonetic speech in order to communicate, resulting in the rise of terms such as 'seggs', 'vajeen' and 'peen' rather than the correct anatomical terms. This is detrimental, particularly to the education of young people who are seeking to learn more about their bodies, their sexual relationships, and their lives as a whole. Sex workers and content creators have had to battle against these restrictions in order to make their communications possible and to grow their following.

Nevertheless, other users have said that it has felt liberating to use a platform that doesn't display follower counts and encour-



ages topics that may otherwise be difficult to be spoken about without a text-based focus. Marketers are inviting engagement by adopting an authentic and intimate community feel by speaking directly to a ready-made following. It's this pre-existing audience that is making the jump so easy for so many. With 500 characters available, Threads also exceeds its predecessor in terms of character limit. However, we are yet to see a 'pin post' feature, or private DMs.

So with that, is it time to flip the birdie to the bird app? Time will tell if Meta decides to implement its strict regulation rules to Threads, but it seems that with the app's exponential growth, it is certainly beginning to take flight! 

Trendy & Hyper sexy...the fine art of corset-ing

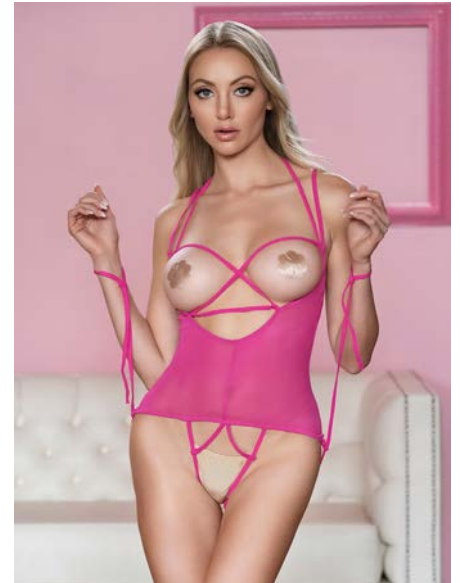
A column by Peline Kurtdarcan



Lately I am always scrolling through those 3 ingredient recipes, which are usually preceded by a mouth-watering photo of some divine desert... that is in fact made of just 3 items you toss together. Kind of like a recipe for Sexy...add one corset, jeans (cut offs because it's summer) and a lot attitude and voila... ready in 5min! They literally hug you, wrap you... and add that extra zing to your look. Corsets have evolved into being worn with almost anything, or on the opposite spectrum ... with basically nothing.

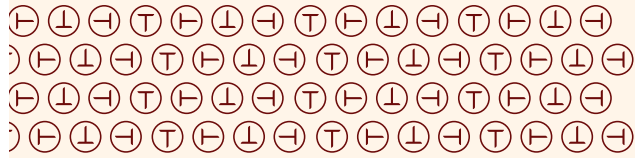
The classic corset that you lace up in back is now reinvented with different fabrics; from faux leather to lace to denim, decorated with thoughtful embellishments, all with an invitation to pull the lacing a little tighter for that super exaggerated femme fatale look. This summer it seems every posh and street savvy fashionista is wearing some type of restructured corset paired with a sheer top and jeans. You have the option to layer it, wear with baggy cargo pants or under a blazer, and of course on its own.

Corsets and reimagined corset looks are showing up this year in all couture shows, and then trickling through the fashion sphere in street wear, festival wear and as always in boudoir wear. One of this season's must have's is the peek a boo corset style top with wrist



ties in barbie pink, we call it dopamine dressing with a ballet core vibe;)

As we are living in ultra-visual times where making a bold statement and becoming the centre of attention is sought after by all, (even if we don't like to admit it), another quick way to elevate a simple black dress (think Skims body hugging silhouette) is by adding a corset. Even though the corset will continue to evolve and be re-invented, the classic version remains an all-time fave. I am sure this year's burning man in August will be highlighted with every style of corset imaginable as it is a fabulous chameleon fashion piece for self-expression. **e**



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Offer your customers the sensational experiences of Essentials pleasure with the new Dream Toys collection "Essentials". This captivating collection offers a range of innovative and powerful toys designed to elevate their intimate experiences to new heights.

Tips and Insights for Building Successful Campaigns

A column by Lauren Bailey

A portrait of Lauren Bailey, a woman with long blonde hair and glasses, smiling. She is wearing a dark top with a light-colored pattern.

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

Building a successful Google Ads campaign can be a time-consuming process, involving various elements such as selecting the right setup and bidding strategy. With acronyms like PMAX, SSC, LIA, DSA, and ROAS, Google Ads can appear overwhelming to those unfamiliar with its terminology. While there are exams available for education, many individuals prefer learning by doing. However, venturing into the unknown can often evoke a sense of trepidation. In more regulated verticals such as Healthcare and Sexual Wellness it's crucial to stay mindful of best practices to ensure compliance with platform policies and avoid any pitfalls. When it comes to getting started and optimising your own efforts, let me share some insights to help with your own endeavours!

Comprehensive keyword research:

It helps to know what people are searching for when it comes to your product / service. At Sciart Marketing we like to use tools such as SpyFu and Semrush, and these can speed up research by offering data-driven insights which may help with your digital marketing efforts, especial-

ly when it comes to search campaigns. You can also analyse your competitors' keywords, ad campaigns and ad spend across Google and Bing. This can give you insights into the terms and phrases they're targeting and the terms your audience is using. You can also discover niche keywords and long-tail variations which have lower competition. You can then set up campaigns targeting specific audiences and keywords.

Utilise audience targeting (when possible):

Are your ads getting a load of clicks, and you're spending money but they're not converting? It might be time to consider harnessing the power of audience targeting. Audience targeting opens up opportunities to enhance your campaign's performance by reaching people as they browse other websites, use apps, or watch videos. You can set it up at ad group level and connect with people based on their interests, habits, what they're actively searching for and / or how they've interacted with your business. Your business specialises in Morris Minor components? -use In-Market audiences and explore 'classic cars' categories to show your ads to people who have an affinity for classic cars!

Work closely with your client / content team:

To achieve optimal results when running Google Ads campaigns for your brand, close collaboration with the content/creative team is essential. By working closely together, you ensure that your ads are fully aligned with the company's messaging and goals. Collaboration with the content team allows you to gain a deeper understanding of the brand's unique selling points, target audience, and overall marketing strategy. This knowledge enables you to craft ad copy and creative elements that resonate with the intended audience and accurately reflect the company's values. By collaborating across the different teams you can gain valuable insights into top-selling products or services, which in turn you can use to create compelling ad campaigns that generate excitement and drive customer engagement.

Optimise your site!

Optimising your website is crucial to prevent drop-offs and maximise the effectiveness of your ads. After successfully capturing users' interest with your ads, it can be frustrating to see them leave your site without taking action. To address this, leverage analytics suites like Piwik PRO to identify where engagement drops off





and gain a comprehensive understanding of the user journey. Additionally, with the majority of users browsing, buying, and engaging on mobile devices, it's essential to ensure your site is mobile optimised. Test your site's responsiveness and usability across different devices to provide a seamless experience.

Regularly check that all links are working correctly to avoid any user frustration. Analyse your messaging to identify any mismatches between your ads and site content, and make necessary adjustments to ensure consistency and relevance.

Monitor any changes and your performance!

As a final tip, keep a close eye on any changes to your ads. Believe me, I've witnessed some eyebrow-raising situations where a minor CPC increase turned into a budget-busting nightmare. Picture this:

what was supposed to be £0.10 per click suddenly skyrocketed to a whopping £1 per click. And forget about that daily £250 budget cap; it magically transformed into a wallet-draining morning spend of £75,000! We jokingly referred to it as a right of passage, a costly mistake that taught a lesson never to be forgotten! But hey, laughter aside, it's a valuable reminder to always double-check your ad settings, bids, and budgets to avoid financial mishaps. Learn from these blunders and be vigilant, ensuring your campaigns stay on track and your budget remains intact.

As you go forth and navigate the world of Google Ads, bear these tips in mind and embrace the challenges, adapt to the ever-changing digital landscape and watch your Google Ads thrive. Success awaits those who dare to explore, experiment, and never stop optimising!

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Hot Octopuss launch new ad-restriction aware website

Building a new, self learning digital ecosystem



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

Hot Octopuss have launched a new website designed to push back against draconian advertising restrictions on the sex toy industry, so they can find (and serve) those currently hard-to-reach customers.

“From our research, we know that 58% of people are pleasuring themselves at least once per week and 50% use a sex toy every time with a partner. That’s a huge amount of the general public. And we can’t use traditional advertising channels to reach them”, says Hot Octopuss co-founder Julia Margo,

Sex Toys ads are heavily rejected...

It’s a fact that regular orgasms are hugely beneficial to our overall health. And it’s a fact that a lot of people – especially vulva-owners – find orgasms elusive, and the huge choice of sex toys available to help them, a little intimidating – which is why Hot Octopuss want to target their ads towards potential customers. But they can’t – because in order to protect the under 18 demographic from potentially harmful content, ALL sexual wellness products are classed by social media advertising guidelines as ‘adult content’. Which takes them far away from the wellness everyone’s talking about. “How can they make you well, if you can’t access them? And if alcohol brand ads can be directed towards adults and away from minors, why can’t sex toys?” the company asks.

...so Hot Octopuss built a new website

Of course, nobody wants anyone under age easily accessing harmful content. But since it's far too nuanced a subject to leave up to Big Tech, how can sex tech brands keep working successfully within such a strict landscape? By building a new, self learning digital ecosystem, costing £250K.

Hot Octopuss co-founder Julia Margo explains: "Whether you're a newbie or a pro, however you define yourself, your sexuality and preferences, able bodied or disabled, it's our mission at Hot Octopuss to help you find the right toy for you. And for years we've heard from our customers how tricky it can be to find what they need. You can buy practically anything online now, but when it comes to sex toys, choice is limited by what search engines allow you to see, and where retailers are allowed to advertise. It's very restrictive, and that's why we created a new website, as a way round draconian measures that uphold the deep rooted stigma around sex and self pleasure that we at Hot Octopuss are determined to combat."

"It is frustrating that regulations around porn and other types of explicit and inappropriate content are still not strict

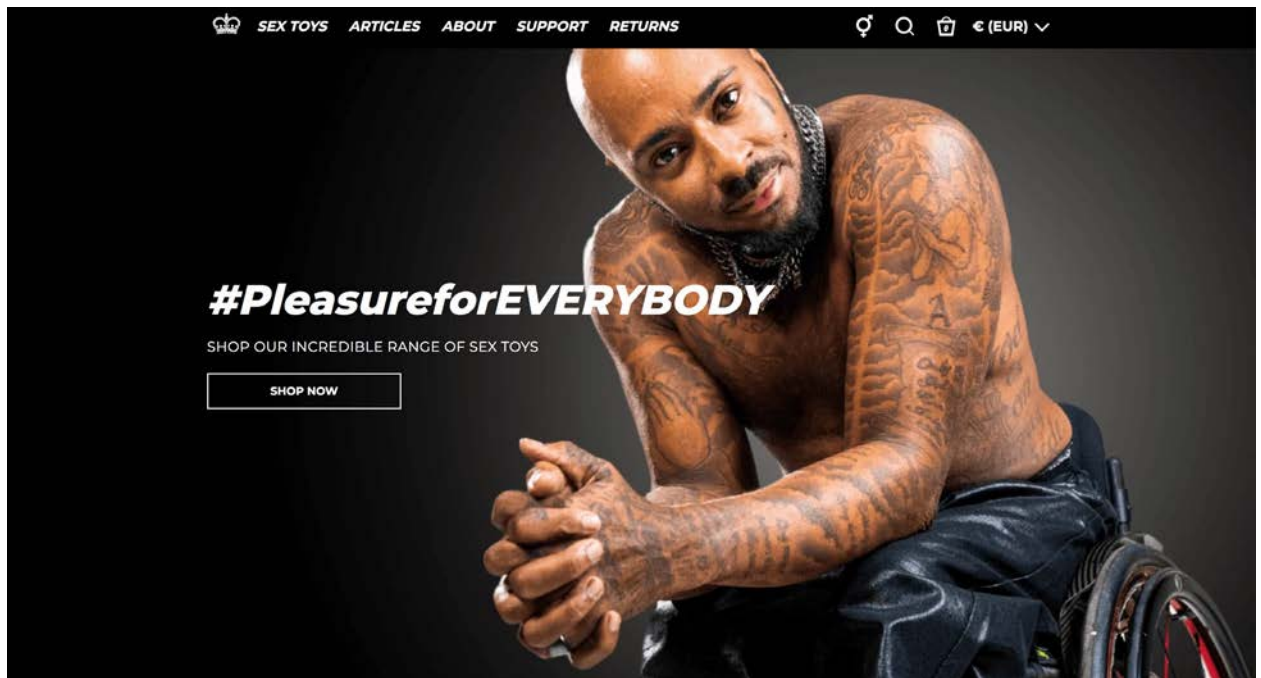
enough, and yet when it comes to sexual wellness, restrictions are having an adverse effect on both businesses and consumers. It's a huge error to conflate sexual wellness with harmful sexual content."

Welcome to the new, restriction-defying HotOctopuss.com

The new Hot Octopuss website is compliant with all the current search engine and big tech advertising restrictions*. But they believe these rules discriminate against inclusivity itself, preventing sex tech companies from providing the harder-to-reach audiences with vital messages about positive sex and self pleasure. Hot Octopuss media partner Sciart agrees. CEO and Founder Fred Wahlqvist says: "Responsible advertising practices are crucial, yet we firmly believe sexual wellness is a universal right for every BODY. Embracing innovative strategies and fostering close client-agency collaboration are essential for success in this regulated space. Big tech must prioritise inclusivity."

By modernising the website, Hot Octopuss are now set up to classify and structure content using AI according





to Big Tech policies, which then allows consumers to more easily find previously miscategorised or hidden away content. This in turn allows paid media to achieve better reach/ROI and ultimately allow consumers to find what they're looking for.

***Current ad restrictions for Sex Tech restrictions include:**

1) Sex toys can't be advertised on paid social ads, even if it's clear the target audience is over 18.

2) Age verification on ALL web images is mandatory if you sell subscriptions with sexual content online. This is a double edged sword - it safeguards against underage exploitation, but also instantly tells Google to reduce the amount of organic traffic to your site.

3) Sexual Wellness content is now being classified as adult, even when it's helping people. This is part of Google's initiative to make the web safe for under 18s (effectively reducing the amount of people who might see it by 70%) so even people over 18 may not be able to see it if Google thinks they usually wouldn't be looking.

4) You can advertise condoms, lube and lingerie in the press, but you can't advertise sexual wellness products such as male vibrators designed to help people with medical conditions like ED or those with disabilities. Additionally can use explicit sexual innuendo to sell ANY product - but you can't sell products to actually enhance your sex life.

5) Emails containing any sexual content automatically get sent to Spam folders (even when the content is about sexual health and wellness)

e

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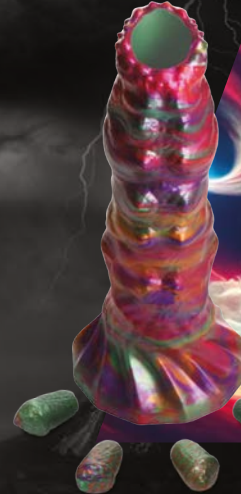
SKU: AH188



LARVA

9" SILICONE OVIPOSITOR
DILDO W/ EGGS

SKU: AH195



KING COBRA

8.4" KING COBRA
SILICONE DILDO

SKU: AH196



COCKTOPUS

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INTRUDER

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ALL CREATURE COCKS ARE MADE WITH PREMIUM SILICONE!

pjur guarantees MDR-certified quality in all areas

Drastic change in the market for personal lubricants



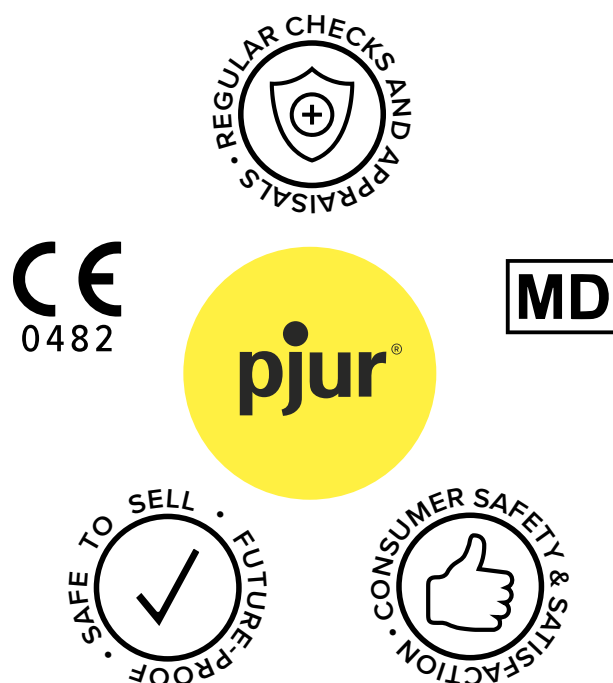
In 2024 the market for personal lubricants will drastically change. That is when the transition period for the implementation of the new medical devices regulation (MDR) ends. This regulation replaces the current medical devices directive (MDD) and introduces far more stringent regulation of medical devices. According to the new regulation, personal lubricants are now class IIb medical devices, as they are introduced into the body, unlike cosmetics. The change to the transition period in March 2023 requires all personal lubricant manufacturers to address this certification by mid-2024 at the latest. Otherwise their product will no longer be a medical device, will not be allowed to enter the body, and will no longer be called personal lubricant.

Despite the clear legal situation, there are still several personal lubricant manufacturers who are not only refusing to take MDR certification seriously, but are also deliberately spreading misinformation about it. This refers to what are known as borderline documents from 2019, that have long been outdated, and therefore are not relevant directives for personal lubricants, their manufacture,

or sale. pjur understands the importance and consequences of MDR certification, and has already begun to implement its requirements. The manufacturer of personal lubricants successfully passed its initial audit back in August 2022, and now has all the necessary documents to prove it.

pjur boasts full transparency and certified expertise

As one of the first, still very few MDR-certified personal lubricant manufacturers, pjur boasts transparent communication. That is why pjur is providing the MDR certificate as a certificate of conformity as per MDR 2017/745 and the EN ISO 13485 certificate to all retailers and distributors on the pjur homepage to view and download. This guarantees everyone receives MDR-compliant and consequently safe products from pjur. pjur is now starting to assume the responsibility that comes with MDR certification. Thus, pjur is incorporating the knowledge of an MDR-compliant manufacturer of class IIb medical devices in external communication. In order to respond optimally to questions from specialist retailers and customers and be able to provide them with top-quality advice, pjur has trained employees from Sales, Marketing and PR and Communi-



cation as ‘medical product advisors.’ ‘Medical product advisors’ for pjur products inform specialist retailers and their customers and users about medical devices and instruct them in how to handle products appropriately. They act as the interface between customers and manufacturers. In order to provide business partners and customers with top-quality advice, pjur regularly gives its employees comprehensive training.





**NEW
BRAND**



BEDROOM

Fantasies

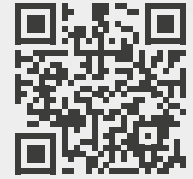
Bedroom Fantasies is a mid-range BDSM brand offering a diverse range of products, from cuffs and restraints to harnesses and whips.

This brand is committed to catering to various budgets, ensuring affordable pleasure without compromising on quality.

Bedroom Fantasies invites everyone to come over to the kinky side.

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"We aimed to create a practical and inclusive collection that supports diverse needs in the bedroom."

Pivot™ - Sportsheets®' new product line is a milestone

Kelly Sofferman,
Head of Marketing and Product
Development at
Sportsheets®



Nathan Hammerle,
Marketing Coordinator
at Sportsheets®



This interview with Kelly Sofferman, Head of Marketing and Product Development at Sportsheets®, and Nathan Hammerle, Marketing Coordinator at Sportsheets®, provides answers to many questions, such as: Why is the launch of their new product line Pivot™ an important event, not just for the company but for the market? And how was Pivot™ received at its world premiere during ANME Founders Show in July? Spoiler: It was met with great interest and enthusiastic feedback.

'Groundbreaking', 'innovative', 'set to revolutionize the market', 'redefining the boundaries of pleasure' - these are just a few excerpts from your official press release celebrating the launch of Pivot™. So before we go into detail: What makes Pivot™ so unique?

Kelly Sofferman & Nathan

Hammerle: Pivot™ represents adaptability and change, which inspired us to challenge the traditional concept of positioning support items. We aimed to create a practical and inclusive collection that

supports diverse needs in the bedroom. In addition, we wanted to present a more approachable design by departing from the common dark and brooding imagery. Instead, we used bright colors to convey a positive and inviting atmosphere, emphasizing that sex and pleasure can be fun, sexy, and natural.

Positioning support products are quite common in the market. How does Pivot™ bring a breath of fresh air to this product category?

Kelly & Nathan: We aimed to differentiate ourselves in a crowded market by focusing on interconnected integration between all Pivot™ products. Each product can function independently but seamlessly works with others in the line, providing more accessibility for users with varying needs. For instance, instead of reinventing the wheel with traditional wedge-style support items, we expanded the experience by creating the versatile 3-in-1 Play-pad. This component, compatible with various Pivot™ items, including the Positioner, Positioning Bar, Protector, and Deluxe Doggie Strap, allows adjustable placements and supports flare base dildos, wand and bullet-style vibrators. Our goal was to develop something

adaptable to any situation and accessible to all users, empowering them to have control over their experience. Our new approach to packaging for this collection supports this idea by using imagery and colors that represent positive and natural user experiences while being smaller and manageable for first time purchasers.

To what extent does Pivot™ reflect the values and mission of Sportsheets®? Or in other words: How much Sportsheets® is there in Pivot™?

Kelly & Nathan: Pivot™ is a collection within Sportsheets®. Throughout the entire process of product development, marketing, and order placement, we maintained the high standards that people expect from Sportsheets®. Pivot™ provided us with an opportunity to venture into new product types while upholding our commitment to innovation and quality, which has been a cornerstone of our brand for 30 years. Tom Stewart, the founder of Sportsheets® and brother to our current owner and CEO, Julie Stewart, drew inspiration from his military experience, where he encountered individuals with varying physical limitations. Pivot™ represents the evolution of that mission, aiming





to enhance pleasurable experiences for everyone.

You describe Pivot™ as a milestone in your company's history as well as for your commitment to innovation. Can you elaborate on that a bit?

Kelly & Nathan: We wanted to create an interconnected and immersive experience within this collection that could utilize one or all items for new and exciting positions or support during sex for all users. This is the first time that within our development process, one product was directly influencing how it can be used with every other product in a collection. We really wanted to cater to engagement and experience that could be had at any point rather than the singular activity as-

sociated with a product. Each item is as unique as the person using it and can be utilized by everyone at any walk of life.

Could you give some insight into the development process? When did you come up with the idea for Pivot™, and how long did it take to get to the finished product?

Kelly & Nathan: Pivot™ has been a budding idea for years now and has been influenced, critiqued, and expanded on by every member of our team to really represent everyone. We never rushed any aspect of development and took our time to gather the right materials and test everything along the way. We took extensive notes and made constant revisions to make sure what we developed could be utilized in multiple ways by anyone. Each addition to a product helped us discover new ways to adapt another, pushing us to take another look at items we previously thought couldn't get any better and continued to find something amazing to add to it. We didn't really have a first product because the collection as a whole didn't feel complete until every idea was explored and tested.

What hurdles did you have to overcome to develop, produce, and launch a line that combines versatility, affordability, and inclusivity?



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Pivot™ had its successful debut at the June ANME show



Kelly & Nathan: The hardest part was deciding when to stop. Even today, after the debut of Pivot™ at ANME, we are still looking at the products with fresh ideas and ways to expand them or find a new use combination with them all. Because of the time we took in development, we were able to curate the best materials at an affordable cost while the rest of the team was committed to testing and tweaking every product sample we made. We have a team that is very diverse on its own and was able to offer ideas that catered to their indi-

vidual needs and comfort while having conversations with other individuals who required other supports in the bedroom. Every voice was heard and the length of time it took for us to complete the process allowed us to craft it in the best way possible for the end user experience.

What target group do you have in mind for Pivot™?

Kelly & Nathan: Pivot™ was developed for everyone, but we took mind to individuals with varying levels of physical ability and different needs to be met. At Sportsheets®, we believe everyone deserves access to pleasurable experiences when exploring sexuality alone or with a partner. So while there is no specific target audience for these products, we wanted everyone to feel represented in these products in some way, whether it be for their versatility and use for any physical limitation or in our branding where we included ambiguous line drawings to represent positions.

What does this target group expect from your brand or your products?

Kelly & Nathan: Our focus has always been consumer driven and we are heavily influenced by the needs and desires of each of our customers. We hope that anyone who purchases any of our



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MY.SIZE LUBRICANTS - particularly smooth & economical

LUBE me - Natural

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Water-based.

Packaging 100 ml & 250 ml

LUBE me - Tingly Warming

For a tingly warm and lustful feeling.

Water-based.

Packaging 100 ml & 250 ml

LUBE me - Anal

Higher viscosity ensures longer sustained sliding properties and supports enjoyable anal sex.

Water-based.

Packaging 100 ml & 250 ml

As wet as you want

- Class 2a medical device
- Use of particularly high-quality and pure ingredients (pharmaceutical quality)

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products can expect quality with every item we sell and feel supported in their sexual journey. Dedicating ourselves to that mission helps us recognize how to best serve our customers in a way that not only puts them back in charge of their intimate experiences but can help guide them into new ways to explore pleasure. Alongside that, we are committed to expanding on our vast collection of items in innovative ways to continue finding new uses benefits for users. This innovative effort played a heavy role in the development of Pivot™ and we look forward to seeing how consumers react.

What can you tell us about the other products in the collection? How many are there? What kind of products are they? What makes them stick out?

Kelly & Nathan: Pivot™ is launching with 8 different products; the Positioner, Inflatable Positioner, Deluxe Doggie Style Strap, Positioning Bar, 3 in 1 Play-pad, Protector, Connection Kit and Positioning Partner. Our Positioner models are traditional wedge style support products with the former being made of a high density foam with two covers protecting it with water resistance and the latter being made of premium plastics and a velvet lining for comfort that can support up to 300lbs. The Deluxe Doggie Style Strap is a plush padding with added length, and stronger handles with an all new crossed webbing design in the front for a cradling comfort when in use that pinpoints pressure for more pleasurable penetration. The Positioning Bar is a padded spreader bar with an inner flexible fiberglass core to keep it sturdy and in pristine shape. The Protector

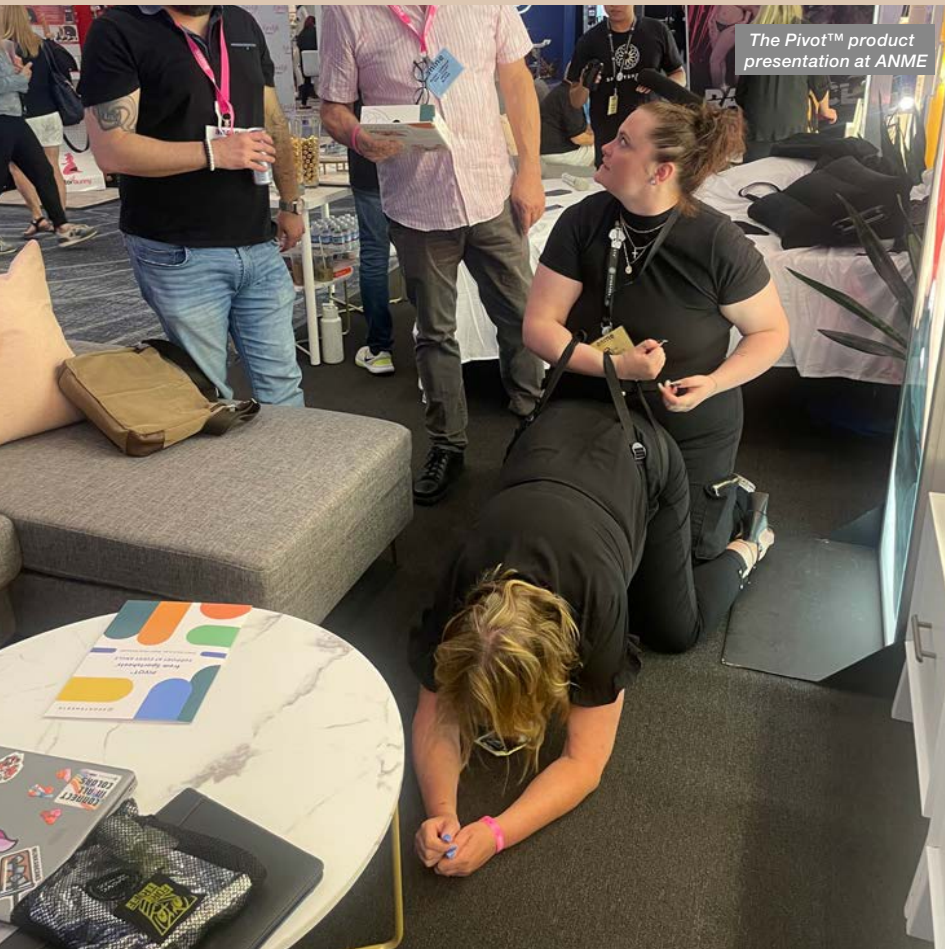
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is a waterproof blanket with a silky soft top layer and a hook and loop material bottom. The Connection Kit comes with two cuffs, two fully adjustable tethers with stronger, more durable hardware and one plastic handle. The Positioning Partner is a new variation of the traditional sex sling design with a rounded pillow neck that comfortably cradles the upper back, neck and head with included thigh straps, ankle cuffs and adjustable tethers. Compatible with nearly every Pivot™ product, the 3 in 1 Play-pad pairs the users favorite

flare-based dildo, wand style vibrator or bullet vibe in an adjustable and convenient accessory mount.

And what is Pivot's philosophy when it comes to packaging?

Kelly & Nathan: Our approach to the Pivot™ packaging is unlike anything we've done in the past. We wanted to challenge the idea of what positioning item packaging looked like in the retail market and make it more approachable to the average customer. Brighter colors make it more modern in a space that is primarily dominated with dark shades of grey and black which allow it to stand out on the shelves. We have also included extensive benefit guides for every product on the box to help customers see the immediate benefits of its use. But we are most proud of the size of our packaging, which for our Positioner, as compared to similar wedge products, is roughly 20% smaller than the competition, making it more appealing to retailers looking to maximize their space. Every other Pivot™ product takes this same approach and we are continuing to look for ways to reduce waste and maximize the space we take on the shelves.

What about Pivot's pricing?

Kelly & Nathan: We have made every effort to make Pivot™ as accessible and affordable to all consumers as possible. We



24-25TH / 28-30TH
AUGUST 2023



12:00 - 13:00
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are very proud to say that, for comparable products, our prices are extremely competitive, and we are confident that consumers will be drawn to Pivot™ due to its versatility matched with its affordability.

Through which distributors/wholesalers can European retailers purchase your new line and when will it be available?

Kelly & Nathan: We have just begun our pre-order phase of rollout with the expectation of shipping in October. Pivot™ is available to all distributors in the European market for purchase and resale, which given the amount of buzz and excitement that we have seen industry wide, especially at the recent ANME Founders show, we are confident it will be easily obtainable through all of our retailers preferred distribution companies.

Do you offer any point-of-sale materials for retailers to promote Pivot™?

Kelly & Nathan: We are happy to provide any materials requested by retailers for promoting Pivot™ or any other Sportsheets® product. Our sales and marketing teams work closely to meet the needs of all our customers efficiently and provide the best possible support materials. We have begun to expand our offerings through door decals as well as slatwall artwork, but we do our best to accommodate unique requests whenever they come in.



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"I just do my thing every day with pleasure and see where the ship lands."

Erodeals celebrate five years in the industry



There are a lot of things that pervade this interview with Jeroen Rosier. Obviously, there is pride and happiness about what he has achieved with his company, Erodeals, over the course of the past five years. There is also gratitude to the clients and consumers. And there is a healthy dose of calmness in the face of the challenges and problems that we encounter in this business. But obviously, this does not mean that Jeroen is indifferent to the developments in the market. As a matter of fact, he is quite critical of some of the things that are going on in the wholesale segment right now.

Exactly five years ago, you went into business for yourself, launching Erodeals. How does it feel to celebrate your fifth anniversary now?

Jeroen Rosier: Super happy and proud, and also really grateful to all the people I get to work with every day!

Back then, you started from scratch and entered a highly com-

petitive market that is close to saturation - and you did so successfully. What are the main pillars of this success?

Jeroen: The close contact I have with my customers, for sure! If they need anything, it is just one phone call/WhatsApp message away.

There's that well-known saying 'The big fish eat the small fish'... Is Erodeals proof that the small fish can also flourish??

Jeroen: To be honest, I don't (over)think about these things, I just do my thing every day with pleasure and see where the ship lands.

Could you briefly sum up how your company has changed over the past five years?


Jeroen: We had to move 4 or 5 times to a bigger warehouse, not only because our assortment required that step but also because I moved in baby steps when I just started out. I was afraid to have too much monthly overhead, and it was a great hassle for sure, but in the end, I think it was the right way to go and we got a great place now.

When you look back on the first five years of Erodeals, what were the absolute highlights for you?

Jeroen: The biggest highlight for me is that I am able to be a better father to my children, Now, I can always be there for them. Feeling sick at school? No problem! Daddy is coming! School needs help with transporting kids for a school trip? No problem! I get to see so much more of them in ways that I never got to see when working for my previous employer.

During these five years, you also braved some turbulent times - such as the Covid pandemic. How did you deal with this crisis that threatened your very existence? What have the years 2020 and 2021 taught you?

Jeroen: I just took it day by day. You could overthink and start obsessing about everything that might be a threat to you and/or your company, but if there is one thing that I have learned, it is to take things day by day. There is a solution to every problem, just think logical and don't obsess.

A lot has been said about the erosion of the traditional supply chain in recent 

Jeroen is very critical of the ongoing disruption of the traditional supply chain



years, but the reality is that the boundaries between the different business models are now blurred. You've never moved beyond the B2B segment with Erodeals, you don't offer any brands of your own ... does that pay off?

Jeroen: We try to lead by example and hope that others will follow, although we all know that will never happen. In my opinion, everything is one big mess now; retailers buying in bulk from China; distributors flooding the B2C market; everybody wanting a piece of the others' action. But to answer your question, yes, for me it does pay off. My customers know I will not be a threat to their business but a helping hand. And no, we do not carry white labels, it does make us way more flexible. We all know those one or two retailers on Amazon, bol.com, eBay, etc., who, whenever a new product comes out, drop the prices of that product in an instant. Some

of them only make a profit off the shipping cost and not the product at all. I can drop these products in an instant and move on.


The market is constantly changing, and these changes do not stop at the distribution business. Merely shipping products is not enough anymore. Where do you see the biggest challenges for wholesalers and distributors in today's sex toy market?

Jeroen: See my previous answer. How can you maintain a good relationship with your customers while you sell directly to their customers (the consumer)? How can you maintain all of these good relations with your customer base if you are also selling to those one or two online marketplace heroes who sell way below the RRP? Those are challenges I'm glad I don't have to think about.

What is next for Erodeals? What ideas and plans do you have for the future?

Jeroen: Oh, you know us, we just YOLO it, take it day after day, and see what opportunities come our way!

What do you wish - personally and professionally - for the next five years?

Jeroen: I got everything that I could wish for, I am a simple but a happy man! 



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"I'm fighting to steer people away from all the deeply mediocre toys."

Epiphora audits the industry after 15 years as a professional toy tester

Perhaps the world's foremost expert on sex toys: writer and reviewer Epiphora



If you thought sex toy reviewers were out to give pleasure company CEOs a piece of their mind, veteran sex toy reviewer Epiphora says we all thought wrong. HeyEpiphora.com and the world's droves of sex toy review writers could not care less if their honest and often snarky critiques sent a company founder home to cry in their decorative throw pillows (though it would likely elicit a grin from many in the blogging community). Sex toy reviewers don't need to fight companies head-on over poor product quality, outlandish marketing claims, or toxic toys. Their consumer followers already do it for them. In her first B2B interview in quite some time, 'Hey' Epiphora gives the pleasure space a well-deserved audit – and to our surprise, it isn't as snarky or tear-inducing as we prepared for. Things have surely changed since Epiphora's debut 15 years ago, and she regaled EAN with the good, the bad, and the (not always so horribly) ugly facts.

You've often (rightfully) critiqued and criticized sex toy businesses over the years for everything from



outlandish marketing claims to poor product engineering to unfair staff treatment. As of 2023, are we doing any better as an industry?

Epiphora: Absolutely. I think about when I started blogging in 2007 and what most sex toy packaging looked like. Seeing something that didn't attempt to arouse you was rare. Inside, you might find a sweaty dildo, anal beads on a literal string, or, if you were lucky, a hard plastic vibrator. The leaps and bounds in design, materials, and functionality have been astronomical. Outlandish marketing claims, though, will never die. They've just become less cringey.

You've been in the reviewing business for - wow, is it 10 years or more now? Where are bloggers sort of "at" within the pleasure industry right now? How is their influence - well - influencing the industry nowadays, especially when compared with 10-ish years ago?

Epiphora: It's been 15 years, which is wild. I was one of the earliest sex toy bloggers, and the internet felt so comfortably small back then. It felt like bloggers really had a voice. But then came the ascent and domination of social media. Now, much of the sex toy "discourse" happens on those platforms, where we



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The Womanizer is a step in that direction, but I'm looking for nuance, variation, and a simulated tongue to pair with the sucking. In general, I find it strange we don't have more external toys that move in interesting ways. I'm hoping more of those are on the horizon. While we're at it, let's make shit actually quiet, and can someone please produce more stainless steel and wooden toys? I'm bored of the ones I have.

Quite often, it seems to shock pleasure businesses when they're critiqued. Many find harsh product or company reviews to be unfounded or blown out

of proportion. But what can product reviewers and more educated consumers see that manufacturers cannot? How do you develop your unique perspective? Is it through experience alone, or are reviewers and consumers somehow seeing pleasure products through different eyes?

Epiphora: Nobody wants to see the faults in their own designs. I get that. And I know a massive amount of work goes into producing toys. But my critiques (usually) aren't an attack on the creators — they're an attempt to educate my readers. I have to undo false marketing claims, point out

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flaws, and honestly assess pleasure potential. I definitely think it's a skill. There is skill in articulating nuances and balancing the objective and subjective. My breadth of experience gives me context the average consumer doesn't have. I've tried over 900 sex toys. I doubt any adult industry CEO has used 900 sex toys.

Can you let us in on any of the gossip and opinions that's going around in your circle of fellow sex toy writers and sexual health friends/colleagues? What can manufacturers learn from what your group of pro friends is currently discussing?

Epiphora: Well, the news about Lora DiCarlo's demise was certainly met with some rumblings in the community. A lot of

us feel it's karmic justice. At first, our only beef with the company was their awful flagship disaster, the Osé. Huge, awkward as fuck, painful... that toy was none of the things the glossy marketing promised. But disdain for Lora DiCarlo intensified when folks started to share inside stories about their time working there. It's one thing to make bad sex toys, but treating your employees like shit is egregious. People don't forget that.

e



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

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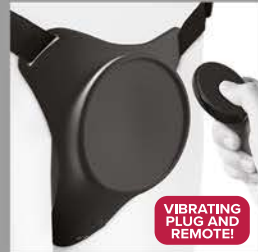
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"There is always a good buzz/fun vibe around the place!"

New face at ABS Holdings: Matthew Butler

Matthew Butler is the new International Sales Executive at ABS Holdings



ABS Holdings are expanding their sales team, adding Matthew Butler to the roster. In our interview, he tells us how he got into the sex toy industry, which duties and responsibilities his new position entails, and which ideas he wants to implement as International Sales Manager.

Matthew, you joined ABS Holdings and now work there as International Sales Manager. What drew you to the exciting world of vibrators and dildos?

Matthew Butler: There is always a good buzz/fun vibe around the place!

What attracted you to ABS Holdings? What made you sure this was the right move?

Matthew: When I met with Justin, the passion he had for the business and his vision for the future growth of Prowler, Prowler Red and Me You Us brands excited me. Since being in the business, talking with colleagues, suppliers, and our

customers, it feels like home. The opportunity to work with our suppliers that are international household brands, supporting their growth within the UK market, is a wonderful opportunity.

What did you do for a living before you came to ABS?

Matthew: Before ABS, I worked for a travel agency, managing our trade partnerships with tour operators, hotels, cruise lines, airlines, and tourist boards.

Can you give us an insight into your role as International Sales Executive at ABS Holdings? What are your responsibilities?

Mathew: My key responsibilities within my role are supporting all our customers, building brand awareness, and growth within the UK and internationally.

How would you describe your approach to work?

Matthew: I'm a people person, I love getting to know you, what your business needs are, how can I support you, if



there are any avenues that are yet to be explored to increase your sales. I would describe my work approach as flexible and adaptable. I'm able to work independently but enjoy being part of a team.

What ideas, plans, etc. do you want to implement at ABS?

Matthew: As I'm new into the industry, I want to make sure I don't run before I can walk. Currently I'm making sure I get a firm understanding of how ABS works

and getting to know our current customers, gaining feedback on how we can support them going forward. My short plans are to expand our brand awareness and sales in our current markets, with the long-term vision to see our brands expand into new markets around the world.

What is on your agenda for the next few months? Are you going on business trips, visiting trade shows, meeting customers, etc.?

Matthew: I'm looking forward to attending my first trade show AMNE, and I'll also be attending ECN in August. In between AMNE and ECN, I will be visiting some of our customers in the UK and reaching out to arrange meetings with our existing.

What should people know about Matthew Butler, the private person? For example, what do you do in your spare time?

Matthew: I've always had a passion for travel, exploring new destinations, cultures, and tasting local cuisine. I love sports, watching and playing, I've recently started to play tennis and loving being back on the court and I'm also a keen skier. Away from being active, I enjoy my local pub quiz, board games, cooking, I'm lucky to live near the beach and make the most of it year-round, whether it's winter beach walks or enjoying some summer drinks with friends.



Could you give us a preview of what the market can expect in the near future when it comes to new products from your company?

Matthew: We have a new range of Prowler Red Stokers and Me You Us Stokers, along with a new nipple play range for both Me You Us and Prowler Red. And we are very excited for our new Prowler Underwear Autumn/Winter Collection!





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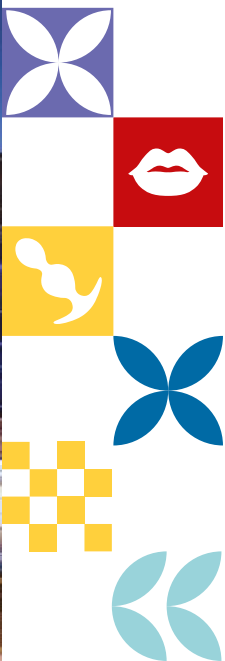
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Mark your agenda from the **5th to the 7th of May 2024**, we look forward to seeing you at Fira Montjuïc Barcelona!

To have access to the fair it is necessary to register on the website www.erospain.eu.



"The TENGA Puffy has a design unlike any other on the market."

TENGA prove that stronger does not always mean better

Eddie Marklew,
Global Marketing
Manager at TENGA



When developing masturbators, many brands and producers seem to be guided by the principle that stronger sensations equal a better experience. Countering that, Tenga have instead chosen the path of 'luxurious softness' for their latest product, the Puffy. Eddie Marklew, Global Marketing Manager at TENGA, tells us more about this concept and the unique qualities of the Puffy.

When did TENGA come up with the idea for the Puffy? How quickly did the idea turn into an actual product?

Eddie Marklew: At TENGA, our R&D department has a dedicated team of product developers, with over 15 product designers alone - and far, far more if you add the graphic design, engineering, and production teams. They work in several teams who come up with all sorts of ideas throughout the year. The TENGA Puffy was created from the brief of 'how soft could you make a product that feels great, using body-safe materials?' You see, softer materials can contain hazardous ingredients.

The total time from ideation to finished product was approximately 2 years - a bit longer than most of our items - and a large part of this was spent finding the right materials for the job.

There are many products in the masturbator segment. How hard is it to come up with something new here?

Eddie: As the readers of EAN are probably well aware, the product selection for penis stimulation is tiny compared to the world of vibrators, and many of these products are in the realm of lower-price OEM makers with white label branding. As such, when it comes to truly innovative products, there really aren't that many 'new' ideas on the market; I could name three, maybe four brands that have come up with new spins on pleasure items for penises. As such, at TENGA we still have a ton of ideas that we want to try out, and we are constantly working on concept models for new ideas, both in terms of design and functionality, but also in terms of who the item is for. We want to present new options to users of the current range of masturbators. Hopefully, we'll be able to introduce these new ideas to you in the near future!

**How much TENGA is in the Puffy?
How does the Puffy reflect
TENGA's brand value?**

Eddie: TENGA's mission has always been to bring sex and sexual wellness to the forefront for everyone to enjoy, and the TENGA brand stands for products fit for mainstream consumption that normalise the use of pleasure items. The TENGA Puffy has a design unlike any other masturbator on the market, making it approachable as a product for a wide audience. On top of this, to normalise pleasure items, people need to enjoy using them, and so - as with our other products - the TENGA Puffy also feels amazing to use. While it's common for people to think 'stronger' products are more stimulating, there's something quite special about 'softness' in a product that wraps around the penis and covers it from all sides - something special that the users will really enjoy.

**TENGA's Puffy offers 'luxurious softness' - that's what your press release for the launch of the product says.
What materials did you use so that the user can experience these special tactile sensations? And what other features does the Puffy bring to the table?** ➤

The Tenga Puffy is an ultra-soft and silky-smooth masturbator that provides irresistible, supple tactile sensations



Eddie: The Puffy actually has some genuinely interesting engineering behind its design. First, the soft outer casing is silicone that's malleable so you can control the stimulation with your grip, but also silky smooth - something that our sister brand iroha became famous for. Next, the elastomer sleeve on the inside is made with intricate details that users have come to expect from TENGA, for amazing stimulation during use. The softness however is actually provided by a one-of-a-kind urethane insert inside the product - a softness of which some have likened to Memory Foam - and this was the part I mentioned earlier that

took the longest to get just right. Lastly, to keep the item hygienic the internal urethane is actually sealed inside the product so that no lube during use, or water during washing will come into contact with it.

How does Puffy fit into TENGA's existing product range? Who is the target audience for Puffy?

Eddie: With the Tenga Puffy being on our mid-to-high range items roster, the product will be accessible to newcomers to toys who want a higher-quality reusable item, but on top of this, we want to spread the word of how soft, enveloping sensations can feel amazing to longer-term fans of pleasure items. I know from personal experience how easy it is to make the connection that 'strong = better' for stimulation, but we plan on promoting this product to really open the eyes of our users to how the squishy soft sensations of the Tenga Puffy can turn that around!

Will you provide retailers with POS materials to promote the Puffy in an eye-catching way?

Eddie: We will be offering information stands (A4) alongside touch samples, and a new product chart featuring our items with cross-section images of each item so users can see the internal details. These will all be accompanied by the high-quality product videos TENGA is known for.





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"We pride ourselves on going beyond industry standards for quality and safety."

CC Wellness envisions grand expansion, tighter brand focus for company's 20th anniversary



Mimi Anderson,
Chief Marketing Officer
of CC Wellness

Industry folks know them as simply 'System JO,' but the grander scheme behind this formerly single-brand lubricants manufacturer could nearly encompass an entire issue of EAN Magazine. From #LubeLife, the company's fun and fresh brand of youthful, flavored lubes, to Shibari, a brand of lubricants with a major following on Amazon, the folks at CC Wellness have planned a foothold in every possible corner of the consumer world. Mimi Anderson, Chief Marketing Officer of CC Wellness since September 2020, takes a long look at the history of the company and the business's even longer list of certifications and accolades.

When did Team JO begin your anniversary celebrations this year? How has the company been promoting the anniversary, both within the industry and to their consumers?

Mimi Anderson: JO started celebrating at 12:01 January 1st! The JO team began our promotions with a 'Cheers to 20 Years' with a focus on our top 20 best-selling products and the launch of our Limited Edition Anniversary Gift Set. At our ANME booth earlier this year, we set up a fun photo op moment, featuring our newest Champagne and Red Velvet Cupcake flavored lubricants, to drive social sharing within the industry. Our 20th anniversary contest, which was active through June, gave retailers the chance to join in on the celebration and submit images of their in-store displays for a chance to win. With the launch of ShopJO.com in November 2022, JO is also partnering with affiliates on social media giving them an opportunity to 'make dough with JO'. The brand is excited to offer exclusive social giveaways to followers throughout the year and partner with top selling products in the industry. Last but not least, a

consumer giveaway just launched this July with a few lucky winners receiving a free supply of JO for a year.

Give a little background on CC Wellness. Didn't the company start in the Pharma sector before transitioning to a sexual health focus?

Mimi Anderson: Founded in 2003, CC Wellness is a world-class pharmaceutical company specializing in the development of Class II medical devices as well as cosmetic, OTC, and organic products.

We celebrate shame-free sexual wellness as a pillar of health and are recognized as a market leader within the intimate wellness category given our unrivaled technical expertise and portfolio of innovative, disruptive and high-quality brands.

A leader in FDA 510(k) premarket certification and ISO-certified manufacturing, we pride ourselves on going beyond industry standards for quality and safety and use only U.S. Pharmacopeia-grade ingredients. Due to our strict testing and validation manufacturing procedures, we have never had a recall. We have two divisions: Consumer intimate wellness and personal care brands including JO the #1 sexual wellness brand in specialty retail, #LubeLife the #1 consumer-rated personal

lubricant brand on Amazon, Muse Health hand sanitizers, and most recently the liquid product line of Shibari. Make WAVES white label service provides turnkey and white label formula development to partners across FDM (food/drug/mass) retail, Specialty Retail, and e-Commerce channels.

What's changed and evolved the most about CC Wellness since the company's beginnings? Which improvements are of significant pride to the company?

Mimi Anderson: From the beginning, we recognized that consumers want natural, high-quality ingredients. We built our business on the simple philosophy that safe products and superior ingredients are foundational. We deliver on this philosophy in multiple ways:

Innovation Development: From ideation to consumer research, we are in the vanguard of developing new formulations for commercialization and currently have more than 100 products in development, including the soon to launch JO Masturbation Cream.

Regulatory Leadership: CC Wellness is industry dominant in securing personal lubricant FDA 510(k) certifications. We have secured 24 personal lubricant FDA





510(k) certifications to date — the most of any white label manufacturer and second only to CPG giant Reckitt — an astonishing achievement when one considers the comparative size of CC Wellness to Reckitt. In 2021 we secured two personal lubricant FDA 510(k)s and three in 2022 alone. FDA 510(k) certification means the FDA agrees with the manufacturer that their medical device is safe and effective. Safety Processes and Quality Ingredients: Beyond strict raw material testing and quality manufacturing processes that go above industry standards of batch control, CC Wellness recognizes the importance of offering the safest products possible by sourcing and using U.S. Pharmacopeia-grade and USDA organic ingredients.

Inclusive JO Branding: We are leading the category into a modern discourse by embracing a ‘something for everyone,’ ‘judgement-free’ approach. One way we are doing this on JO is by showcasing imagery that reflects our consumers — from multicultural, sexual orientation, gender, and body acceptance perspectives.

Who is operating and managing CC Wellness at this point? Are there any staff members you’d like to highlight, or maybe you’ve been growing the team recently?

Mimi Anderson: The CC Wellness Marketing team has grown substantially over the last few years, building internal capabilities to support our omni-channel business retail model. After joining CC Wellness as CMO in September 2020, I have built a team of rock star marketers who are helping to drive the growth of JO and our other owned brands – like #LubeLife which has more than 85,000 five-star ratings and reviews! We now have a digital marketing team who manages all social media, email marketing, affiliate programs, paid media, as well as the newly launched DTC website, ShopJO.com. In the last year, we hired an Adult Specialty Retail veteran, Jeremy Tsipouras, as Creative Director, and he just hired our newest lead designer, Luke Martin, who joins us with over 25 years of design experience, nearly half of those in Adult Specialty Retail.



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Of course, there would not be a CC Wellness or JO without the International Distributors team. Brian Woolard, International Distributors General Manager, has been instrumental in the evolution of CC Wellness, with very strong support from his sales team, Regional Managers, Staci Cruse, Timothy Ferencz, Ngaio Miller and Becky Buffham, and Account Managers, JB Brown and Brendi Garcia de Quevedo.

Which CC Wellness brands are in high focus right now? Is the company building out any fresh brands at the moment or putting significant effort into improving existing brands?

Mimi Anderson: I am very proud of what the CC Wellness team has been able to

accomplish over the past year: anticipating consumer needs, navigating a post-COVID retail environment, and staying focused on driving the CC Wellness business forward. As I think about the year ahead, we have 2 significant areas of focus: the integration of Shibari into the CC Wellness portfolio and merchandising innovation to help consumers navigate within the in-store retail environment:

Shibari: We recently acquired the liquid formulation portfolio of Shibari, one of the top-selling lubricant labels on Amazon. The brand broadens the footprint of CC Wellness as a leading intimate wellness innovator, and advances our goals to expand market opportunity and grow market share. Interestingly, this acquisition bucks a current trend in which a number of intimate wellness brands have gone out of business. ►

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Merchandising Innovation: The lubricant category can be a confusing one for consumers to navigate. There is so much choice with products designed for different genders, sexual orientation, and end needs, such as conception or solo play. Consumers need help in selecting the most appropriate products for them and that's where innovative merchandising can help. Current merchandizing strategies follow traditional 'brand blocking' methodology in which products are grouped and displayed on retail shelves by brand, or 'formula blocking' in which products are grouped on retail shelves by base formula (i.e., water- or silicone-based). Both techniques

can confuse shoppers, requiring one-on-one help from store staff. COVID-19 and high staff turnover have compounded the education problem. The JO brand has developed a breakthrough method for thinking about shelf sets and planograms — and that is by displaying product via 'usage blocking.' Regardless of brand or base formula, products are grouped by primary use to educate consumers and help them quickly narrow their purchase options by use groupings such as taste, touch, lubricate, etc. We believe this shelf display simplification will be both intuitive and easy-to-navigate for consumers and retailers alike. We are in the midst of testing the three methodologies to determine which will drive the most revenues for retail partners and should have results to share by Q2.

Who are the CC Wellness consumers and what are they seeking in a lube or sensual bath and body product?

Mimi Anderson: As a pharmaceutical company that works from leading positions in high-growth categories across the FDM (food/drug/mass) Retail, Adult Specialty Retail, and e-Commerce channels, we recognize the importance of improving lifestyles simply by providing healthful ingredients. But living a genuinely healthful lifestyle traces back to the quality and inherent safety of the products consumers use. For CC Wellness, being at safety's forefront means creating

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formulas and products that incorporate U.S. Pharmacopeia-grade and USDA organic ingredients.

For example, healthful innovation comes to life in our #LubeLife products, which are expressly formulated without parabens or added sugar.

How is your team working to market and successfully sell to multiple types of consumer groups?

Mimi Anderson: The CC Wellness mission is to expand the cultural dialogue and celebrate shame-free sexual wellness as a pillar of health. Achieving a sense of well-being and a satisfying sexual experience is the goal.

Since we sell products across a variety of brands in multiple channels, we are working toward this on multiple platforms. And because we live in an omnichannel world, we want to be sure there are products and brands that meet individual consumer's needs – wherever they may shop.

JO is our premium brand, offering more clinically-tested and top-selling personal lubricants than any other brand in the US sexual wellness category. With nearly 70 products to choose from, JO inspires confidence and ignites imagination in those seeking a deep, sensual experience with the fullest confidence in the quality of the product and desired outcome.

#LubeLife is the #1 consumer-rated personal lubricant on Amazon with over 120,000 ratings and reviews—more than three times that of the next closest brand. Over 85,000 of those ratings feature five-star ratings and reviews. #LubeLife offers limitless adventure to Millennial consumers with a portfolio of water-based and silicone lubricants, as well as flavors and toy cleaners.

Shibari will be positioned between JO and #LL as our mid-tier brand. Ranking as a top 10 best-selling lubricant brand on

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Amazon, Shibari will continue to be sold in e-Commerce and will expand into Specialty Retail in 2023.

Make WAVES provides premium turnkey and white label formula development to our partners across FDM (food/drug/mass) retail, specialty retail, and ecommerce channels. We offer those partners quality FDA-cleared formulations produced with U.S. Pharmacopeia-grade ingredients and superior workmanship.

Tell me a little about CC Wellness's plans for the next year or so. Where will your core focuses lie?

Mimi Anderson: This will be an exciting year for CC Wellness! We continue to focus on formulation innovation and our 510(k) leadership. On the brand side, we

will celebrate JO with the focus on our top 20 best-selling products as part of our 20 Year Anniversary campaign. Shibari will be rolled out into the Adult Specialty Retail channel. #LubeLife will continue to expand into leading e-Commerce marketplaces globally, while Make WAVES is expanding its offering to include Amazon management services to strategic partners. Lastly, we might even launch a new brand this year!

How does it feel to conclude 20 years of industry leadership in the lubricants sector, which is a notoriously difficult nut to crack?

Mimi Anderson: CC Wellness is very proud to be considered a leader within the pleasure industry. We know we would not be where we are today without the support of the industry as whole, and we know we would not be where we are today without each one of you. While the last few years have had many highs and lows, the industry is innovative and strong at its core. Together, we will keep working to celebrate shame-free sexual wellness and strengthen the judgement-free zone. Cheers to another 20 amazing years! 



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

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"SHOTS is changing, as is the market."

Hein Schouten outlines SHOTS' new strategy for trade shows



Hein Schouten,
CEO SHOTS Europe

SHOTS have introduced a new strategy that will see the company alternating between a trade event of their own and a third-party show for the next few years. As SHOTS have already had their own event this year in the form of 'SHOTS Goes Wild', this means that the company will not attend eroFame 2023 or other shows later on this year. Next year, on the other hand, the team are going to exhibit at one of the big trade shows before focusing on an event of their own in 2025 again. This is quite a big shift in their strategy, and EAN had the opportunity to talk about it with Hein Schouten, CEO of SHOTS Europe

Let's start with a short look back at 'SHOTS Goes Wild': Were you happy with your event at the end of May?

Hein Schouten: Yes, we were. It all came together and the response from our customers and the participating brands was overwhelming, really confirming, accepting, and appreciating the new strategy of SHOTS. The unique location was

amazing but there were also other things, like the time we had to represent the brands, the dedicated time with customers, having fun while also learning and understanding products and brands more. That was very valuable and highly appreciated. So yes, it was a big success, huge.


You recently announced a new strategy regarding trade shows. Could you explain to our readers exactly what this strategy looks like?

Hein: SHOTS is changing, as is the market. Changes are sometimes scary, necessary or exciting but often needed to remain on top of your game and keep evolving. We want to be closer to the customer and spent time with them, in their office or ours, and talk business for hours and hours, with our Sales and Marketing team showing the customers' buying and marketing teams the opportunities and possibilities we have and what we can do for them! Dedicated time, one on one, understanding their needs, their stores, and their wishes so we can grow our brands and our distribution brands even more. This approach takes time and resources. So, we need to focus on this strategy and cannot do it all.

What were the reasons for this step?

Hein: We see that if we sit down with the customer and have the right people at the table, we can work magic. We have a super talented Sales and Marketing team who are supported by an amazing Design team. And if we combine our forces, we can create amazing things for the customer that not only look and sound really good but will also drive sales to an even higher level. SHOTS is a powerhouse of power brands, and to create more awareness, we need to do whatever is needed in the region our customer is located. The customers know their own region and their clientele the best. We know the brands. Combined, that's gold. But we need to take time and effort first to listen, discuss, and then create.

To what extent has the success of your own events - such as SHOTS Goes Wild at the end of May - contributed to your decision to change your trade show strategy? Or to put it another way: What advantages do your own events offer compared to the big catch-all trade shows?

Hein: The results of SHOTS Goes Wild are a confirmation of a strategy that we already set back in 2022. We just wanted to be sure 



that we could deliver what we thought we could do. And we did! We still and always will respect every trade show in the world. And we will still attend other shows as visitor this year. Furthermore, we will participate in one trade show, other than our own, once every two years, somewhere in Europe.

Between your first and third-party brands, SHOTS has a considerable output of new products. Is one event per year - be it your own or a third-party trade show - enough to keep your customers informed?

Hein: We will release quality over quantity, products that make sense. Our focus is to be a full-assortment distributor. We do not need countless vibrator brands and unlimited bondage gear; we will release products in one of our hero brands where we feel and hear that certain options are missing in our assortment. That means quality over quantity. We will launch these new releases either at our own show or at a third-party show, alternating annually, and of

course via our Sales and Marketing teams using our own platforms. We are launching a new website in January 2024, a completely new B2B platform where new releases will also be shown. Furthermore, the new strategy means a lot more travelling for our Sales and Marketing teams, and they will take our new releases on the road with them. So, when we are in the office of the customer, we can talk about current sales and marketing plans while holding the latest releases in our hands. An affective and engaging way to present both, third-party brands and our own.

As a result of your new strategy, SHOTS will not be attending eroFame this year. Now, some might argue that SHOTS, being one of the market leaders, cannot afford not to be at eroFame. What is your response to that?

Hein: The goal is to see the customers and sit down with them and make a plan and work together to build the brand / business and improve profitability. We will make sure to accomplish that promise. That is our focus, to have more dedicated time for our customers. Next year, we will be back at eroFame because we believe it is a great way to see a big part of our industry in just 3 days of show. But because of the focus, we cannot do it all at once. So, this year, we invest in travelling to sit down with the customers in their own stores and offices and also, we did our own trade show (SHOTS Goes Wild) ►

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whereas next year, we will participate in a third-party show again.

How did your customers react to the announcement of your new strategy? And what was the response from your suppliers? You are the exclusive distributor of many brands in the European market ...

Hein: For our suppliers, it was no surprise. They have seen the focus and change in strategy for some time now and appreciate it. They also see the advantages when a distributor makes a commitment to a brand like we do; we treat them like they are our own, the same amount of time and dedication for all. And there is a big trust that goes both ways, a true partnership and there is also trust in us with this decision. The same goes for our customers - they see the value when we visit them and they see the value of a customized sales and marketing plan. Dedication and focus is something that is highly appreciated, and we are happy we can deliver on both. So, there is a lot of understanding. Understanding that we cannot do it all at the same time and that it is in the best interest of the customer.

The announcement regarding your strategy change mentions a period from 2023 up to and including 2025. Will you re-evaluate the situation after that?

Hein: We believe in this strategy, and it is not a decision made in a day. We are confident that the direction we take is going to bring our partners, suppliers, customers, and us to a higher level. But of course, in a quickly changing market like ours, you never know and even though you set out a new course you must never forget how to adapt swiftly.

With eroFame and EroSpain, we now have two trade shows in Europe and then, there are also distributor/wholesaler events. Do you feel that all this is too much and that events will cannibalize each other?

Hein: Too many shows a year take too much time and effort away from the real goals and targets we have. The SHOTS Party is not new at all, we have already been doing this for 15+ years so people are used to this, and during Covid they really missed it. The concept we have created is something spectacular so we will definitely keep it around once every two years for sure. And then, the other year, we choose one other show. This is a decision made with our new strategy in mind, and we feel very comfortable with it.

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"Unlike other toys on the market currently, the Skins Touch range has a silicone ratio of over 75 percent."

Jane Bowles presents Skins Touch



The product range of Skins Sexual Health has continuously grown since the launch of the brand back in 2006. At first, the focus was on condoms, but today, consumers also choose the brand for its lubricants, delay and enhancement products, and its sex toys. Now, the latest addition to the brand is here, and Jane Bowles, Director of Skins Sexual Health, tells us everything there is to know about the new products.

Before we talk about the new collection, let's take a look at the Skins Sexual Health brand. When did you start the brand? When did you decide to move beyond the condom category and add sex toy?

Jane Bowles: Sex is a fundamental part of physical and emotional wellbeing and since our conception in 2006, we have grown to provide the very best in cutting-edge sexual wellness consumables and intimate care products. The company was born from a desire to make the ultimate condom that people would be proud and happy to buy, carry and wear and naturally evolved in 2018 to offer a range of sexual wellness products in line with growing demands. Skins Sexual Health now provides a holistic product offering for all sexual needs and desires under the Skins and Poweract brands, including natural and medicated enhancements, food supplements, condoms, lubricants, and sex toys. After all, Skins is for love, foreplay, and for life.

What does the brand stand for? What do your customers associate with Skins Sexual Health?

Jane: Skins Sexual Health is a complete sexual wellness brand, creating change by transforming the conversation around pleasure, wellbeing, and sex. The main focus of sexual wellness products is to empower everyone to have a happy and healthy sex life and enjoy all the many holistic benefits that they can help deliver. Skins Sexual Health is here to provide the information, innovation, and inspiration our customers need to realise their individual sexual aspirations and enjoy better sex, thanks to its approachable, sex positive, empowering, and inclusive brand association and our products perfectly align with that.

The Skins Touch collection just launched. What do these four new products bring to the market? What makes them stand out from the crowd?

Jane: Unlike other toys on the market currently, the Skins Touch range has a silicone ratio of over 75 percent. This means the toys are highly flexible, allowing it to be bent into any shape and easily blends in to fit every woman's individual body.

How does Skins Touch reflect the Skins Sexual Health brand values?

Jane: Just like the rest of the Skins range, the Skins Touch products are simple to use and each individual motion and pleasure experience can be easily deciphered from the name, thanks to the Skins simple naming policy, e.g., the wand, the rabbit etc.

A unique feature of the Skins Touch collection is the FeelMe technology. Please, tell us more about that ...

Jane: The FeelMe technology is an innovative process in which the product is double dipped in over 75% silicone to offer a super soft and velvety texture to the toy, emulating the affirming experience of touch.

What other features does the new collection have to offer?

Jane: Each toy also features a range of different pleasure settings that can be activated through its user-friendly controls, is USB chargeable providing up to 2 hours of play per charge and is also waterproof allowing you to





extend those pleasurable moments in the bath or hot tub too.

The Skins Touch collection features The Wand, The Rabbit, The Glee Spot, and The Pebble. What should we know about the individual products?

Jane: Lovingly created for both internal and external stimulation, the powerful, ergonomic, and weighty Wand features an enlarged, ribbed tip and a beautifully bendy body to perfectly fit the contours of every body, whether inside or out. The perfect union of power and precision, the Rabbit is designed to stimulate

the clitoris and G-spot simultaneously for blissful blended orgasms. Its bendy body has a wide, ridged tip for enhanced internal sensations and a flexible, external arm with a second motor for super-charged vibrations.

Intuitively designed for the user's pleasure, the satin-smooth Glee Spot's flexible form feels like an intimate hug delivering next-level G-spot orgasms and features a simple one-touch control to allows users to easily cycle through eight vibration modes.

Designed for external stimulation, the Pebble is ergonomically sculpted to fit every body for deeply satisfying clitoral orgasms. Then pleasure modes, four tactile ridges and a sleek, curved body, ensures this discreet palm-sized vibe matches the user's individual rhythm perfectly.

Who is your target audience?

Jane: The Skins Touch is especially designed for all women who are looking for a sensual pleasure experience with a toy that fits their own individual contours and rhythm perfectly.

What can you tell us about the pricing of Skins Touch?

Jane: The Skins Touch wholesale prices range from €33.54- €38.33 with the SRP being between €79.99- €89.99.

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The Skins Touch collection features The Wand, The Glee Spot, The Pebble and The Rabbit



**How do you support the retail trade?
Are there POS materials to help
retailers showcase and market
your new collection?**

Jane: At Skins and Creative Conceptions, we work hard to ensure that our customers have everything they need to market and sell the products with ease. As such, we produce a wide range of materials which retailers can use to market the products including social media posts, high-resolution imagery, website assets, videos, point of sales and many more.

**What's next for Skins Sexual Health?
Are there any other products or
collections in the works?**

Jane: We have a number of products launching in the coming months including female-centric products such as our upcoming Super Excite Clitoral Gel, three brand-new additions to our best-selling Rose Buddies collection and small trial-sized lubricants which once tried will have people coming back for more as the quality and flavours are so good, so watch this space!



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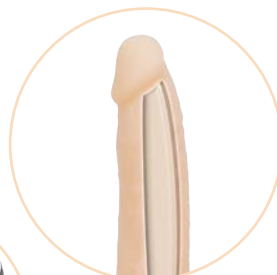


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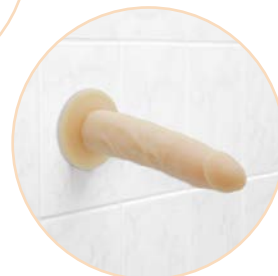
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"For a brand to be successful, it really needs to include everyone."

Samantha DeMartini, founder of Kix'ies, creates the industry's first, fully inclusive nylon collection

Lingerie rarely lands in the 'innovation' category, at least until now. Kix'ies is a nylon brand that's part form, part function, and as inclusive as a pair of thigh-highs has ever achieved. Founded by former beauty industry expert Samantha DeMartini, Kix'ies caters to folks of all sizes, and that's not just an empty marketing promise. DeMartini's brand focuses on creating multiple styles and colors of thigh-high nylons that actually stay up on everyone, even without a garter belt. Plus-sizes are DeMartini's best sellers, and her company is proudly and loudly against body-shaming, ageism, and gender bias and racism. Kix'ies asks retailers to do one simple thing in the name of their customers: stop selling single-use tights that rip and run before they walk out the door. If you don't believe DeMartini's promise of quality, she'll send you a sample herself! DeMartini says once you feel the difference, you'll just have to get Kix'ies on your shelves.

How much do you adore working in the lingerie industry (because it's wonderfully obvious that you do)?



Samantha DeMartini,
founder of Kix'ies

Samantha DeMartini: Going on our 11th year in business in this industry, it truly has been a dream come true. Prior to Kix'ies I was in the beauty business, which was also a wonderful career. I feel fortunate to have been able to 'play' in both the fashion and beauty world.

What personally lead you to work in the lingerie and hosiery sector? Was this your first career venture in the adult products world?

Samantha DeMartini: I always loved the look of tights, but didn't like the way they felt around my waist. I tried thigh-highs but they NEVER stayed up and wearing a garter belt wasn't always practical. I was going through a divorce and working 50 + hours a week in the beauty world. A friend and I were talking one day and found ourselves asking what we would do in life if we could do something else. I mentioned my "dream" thigh-high and it was that day the wheels went into motion. My friend encouraged me to try and come up with something that would work. Two days later I was on a plane to Las Vegas' MAGIC/SOURCING show, working on designs and trying to find a manufacturer.

How did you create the concept for Kixies? What was it like to take your concept from an idea to a physical product?

Samantha DeMartini: The idea for Kix'ies came out of my passion for hosiery and creating something that women wanted but wasn't currently on the market. At least, not a flattering product that actually stayed up. The name Kix'ies came from my mom. Growing up she would always say 'that looks kinky' if we had on something fun and flirty.

Is there any such thing as an average day as a lingerie business owner?

Samantha DeMartini: Being a business owner, there is never a set routine. My day is constantly changing, and I absolutely love it that way. It never gets old. One day I am in the warehouse helping with a large shipment that just arrived, the next I am sketching designs or maybe working on budgets. The one thing that is consistent... about 100 emails a day. I often wonder how anything got done before email.

Tell us a bit about the current trends and consumer needs in the





international lingerie world, especially in regard to your niche in the hosiery sector. What styles are consumers buying? What do people expect from today's lingerie and hosiery?

Samantha DeMartini: What I am seeing more and more of in this industry is the need for inclusivity. Everyone wants to be included: gender, race, size... For a brand to be successful it really needs to include everyone. Now some may have a different opinion.... Three years ago, I had the opportunity to sit down with a former Shark, from the Shark Tank, and we talked about my brand. He encouraged me to stick to one market. Well, just because I am a size 4, doesn't mean I am only going to sell to people size 4. He suggested NOT venturing into the plus size world... boy was he wrong! 60% of our business is the plus size market.

At Kix'ies we really pride ourselves on our stay-up power and both accurate and inclusive sizing. Quality is a must.

Our classic fishnets and opaque thigh-highs are a constant amongst our best-sellers, but lately we have seen an increase in the funkier, brighter styles as well! Thigh-highs are made to be seen now more than ever!

How has the lingerie and hosiery world changed over the years? Has anything evolved in how lingerie and hosiery companies do business, whether with business clients or consumers, since you first joined the industry?

Samantha DeMartini: When I started in this business many retailers were 'ok' buying cheap hosiery. They had no problem selling the 'one time wear'. They saw Kix'ies as

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being too expensive to be sold in the 'adult world'. I spent many trade shows explaining to potential retailers the impression they give their customers when hosiery is purchased, brought home, worn once and it rips or falls down. Customers don't get as mad at the brand as they do the store that sold it to

them. And as we know, accepting returns on lingerie and hosiery is hard to do. After seeing us year after year at ILS and then Altitude, many of those potential retailers are now regular customers. They saw Kix'ies was here to stay and realized their customers were willing to pay for quality.

How is your company making hosiery designs more accessible to all consumers?

Samantha DeMartini: We are about as broadly inclusive as we know any lingerie line to be, with 4 different sizes ranging from petite to plus, and now over 50 different styles. We love seeing any and everyone sporting our Kix'ies from burlesque dancers and other performers to lingerie models and even cosplayers. A large number of boudoir photographers swear only by our brand for their clients because they really do stay up on everyone.

We have always kept our prices in line with our quality and make sure we would be happy to purchase our products ourselves.

How can retailers encourage consumers to buy more hosiery like Kix'ies?

Samantha DeMartini: The best way to sell Kix'ies is to try them yourself! When a new account opens with us we provide free samples for all the employees. We ask that even if they are not hosiery wearers, they take them home and try them on. ►

A full-page photograph of a woman with long, wavy blonde hair, seen from the back and side. She is wearing a light pink, backless bikini with a thin strap tied in a bow at the waist. She is standing on a beach, looking out at the ocean under a warm, golden sunset sky. The water shows gentle waves. In the bottom left corner, there is a logo for 'etoy' with 'R ADULTS' underneath it, and a small 'e' logo below that.

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Jump around, keep them on while you clean house, just give them a chance. Once you wear them and realize how awesome they are and that they do really stay up, you will be able to explain better to your customers. And we might even make a thigh-high wearer out of you if you aren't already one! We also provide stores with a sample ring so customers can feel the product. We want to avoid customers trying to open the packaging and feel the product. We know once that happens you won't be able to re-sell the item.. no one wants to buy what looks like used hosiery. On each sample ring is a size chart which

helps explain our sizing as well as a tape measure so your customer can size their own leg. We also love to work with our customers to tailor specific promos for them!

How are you hoping to continue to evolve both hosiery world itself and your company? What do you plan to accomplish in the next few years with Kix'ies?

Samantha DeMartini: So many things are happening at Kix'ies. In 2022 we solidified European distribution with SHOTS, an Australian distribution with AAPD. We added fishnet tights and new lingerie to complement our line. Every year we release several new styles of thigh-high... none of which we have yet to discontinue. In the years to come we hope to bring more awareness to our brand. It seems people were giving up on thigh-highs because of their inability to stay up and the annoyance of constantly tugging them back into place. Kix'ies solved that issue and now we just need to continue to spread the word! To prove they really stay up, I even jumped out of an airplane in 2020... and my case was well-proved!



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

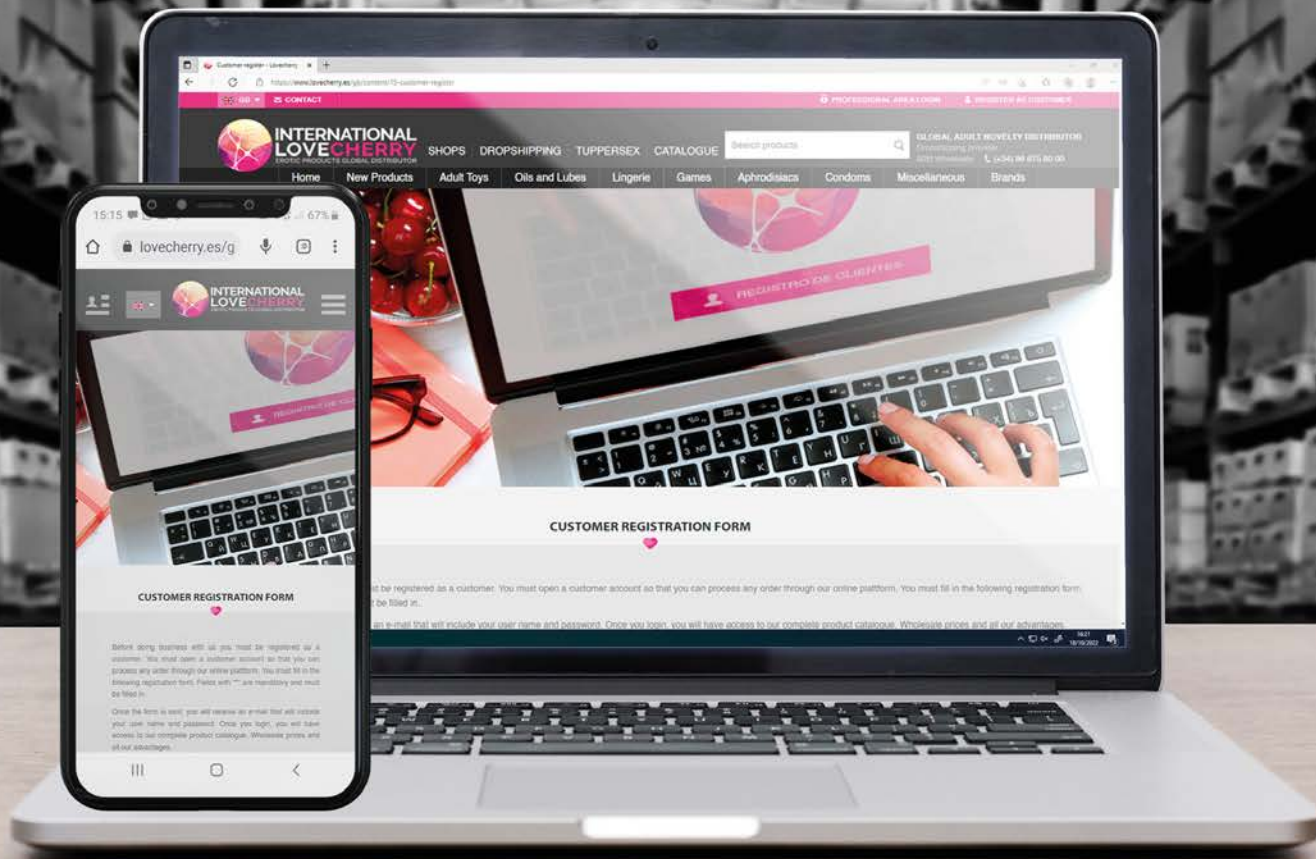


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"Trade shows are still the greatest way to develop our business network and boost brand awareness."

Mid-year tally with Paolo Davide Griffo, Key Account Manager at DANAMEDIC APS

Paolo Davide Griffo,
Key Account Manager
at DANAMEDIC APS



Paolo, the first six months of the year were marked by your expansion efforts in North and Central America. What are the results of your activities there?

Paolo Davide Griffo: We had the chance to boost our presence in Canada, a very promising market for our products, entering into a business cooperation with two important local players. We also strengthened the relationship with our US partners. Other leading retailers are in the pipeline to start working with us, and we are very excited about the growth potential in such markets.

Among other things, you visited various trade fairs in the USA. How important are these events to strengthen your brands, expand your distribution network, etc.?

What have the MaleEdge & Jes-Extender brands been up in the first half of 2023? And what are their plans for the second half? Paolo Davide Griffo, Key Account Manager at DANAMEDIC APS, answers these questions, and more, in our EAN interview. Among other things, we learn about the company's expansion in Northern and Central America, about improved support for distributors and retailers, and we even get an announcement for a new product line.

Paolo: Trade shows are still the greatest way to develop our business network and boost brand awareness. We had the chance to attend Altitude in Las Vegas together with our partner Eldorado, which was a great opportunity to meet retailers from all over the continent

and introduce them to our brands. XBIZ Miami was another fantastic occasion to get in touch with new potential customers, and for fruitful networking time with many amazing people within our industry.

Where does the North American market currently stand in terms of the penis enlargement product category? Has there been an increase in awareness?

Paolo: Awareness toward penis enlargement is growing, and our solution for achieving a permanent size increase is the only alternative to surgery backed by solid scientific results, so there is a lot of attention from end users. Many of them still choose to purchase our products directly from us, or through our affiliates network, so our goal is to further boost our B2B sales there, as it is more convenient for our US users to purchase our products from local retailers, rather than ordering directly from us in Denmark. Another goal is to highlight the difference between our devices and penis pumps/pills/lotions, which may grant immediate, but temporary results, so it is also possible to cross sell extenders and pumps - pumps for today, extenders forever.

Can you give us some insights into markets like Mexico, which are 'unknown territory' for many of us? Does the market there welcome your MaleEdge and Jes-Extender brands or is Mexico a tough nut to crack?

Paolo: There is great interest in our product category in Mexico, and we are on very good terms with some of the local key distributors/retailers. Mexico is a huge country, and with a big group of sex toys consumers. Definitely a very interesting market. The main issue is the difficult custom clearance process for our product category, but we are working on overcoming that.

In North and Central America, you work with distributors and large retail chains. How do you support them in marketing your products to achieve the greatest possible success?

Paolo: We always highlight the importance of B2B training. Our products need to be explained well, that's why we offer brand training sessions, plenty of marketing resources for retailers (such as dildo testers, Q&A, training kits for shop staff, and many instructional/training videos which are available on our YouTube channels





(<https://www.youtube.com/c/maleedgeofficial>, <https://www.youtube.com/c/JesextenderOfficial>), to address any potential queries and explain how to use our penis extenders the correct way. Like we use to say: Penis enlargement is not a sprint, it is a marathon. Similar to training at the gym, the key to training with our devices is to perform it correctly to achieve the advertised results.

The second half of the year is here. What are your plans until the end of the year in terms of MaleEdge and Jes-Extender?

Paolo: We are working on a new B2B training video, focused on addressing the most common FAQs we collected from

retail customers, implementing a QR Code to be added to our product packaging, linked to a dedicated landing page with all our product info, and, last but not least, we will soon be launching a new product line specifically focused on treating ED and PE. Get ready for it...

Apart from the two brands already mentioned, MaleEdge and Jes-Extender, you are also the exclusive distributor of the Zestra Arousal Oil. What are your plans for this brand?

Paolo: Zestra's patented blend of botanical oils and extracts is scientifically formulated to support women's sexual pleasure. It's a great product, made in the US, FDA cleared, and backed by many double-blind medical trials proving the effectiveness of the 'Zestra Rush' results. We are working on a rebranding of Zestra, and on a new marketing strategy to boost brand awareness for Zestra in some key markets we are targeting.

Are there any other projects of yours that the market can look forward to?

Paolo: We are currently in the brainstorming phase for bringing onto the market, in the near future, some brand-new products that offer new features, designs, and high-quality materials - always with the aim to further improve the sexual wellness of all penis owners.



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"What can each and every one of us (even personally) do for a more sustainable future?"

An interview with Stefan Schröder, ORION's Head of Quality and Conformity



Stefan Schröder,
ORION's Head of
Quality and Conformity

The path to sustainability is paved with many challenges, and Stefan Schröder, ORION's Head of Quality and Conformity, knows a thing or two about them. After all, he has recently become the company's new Core CSR Sustainability Manager. In our interview, he tells us about the steps ORION are taking to achieve their sustainability goals.

As Head of Quality and Conformity, what topic are you particularly concerned with at the moment?

Stefan Schröder: Definitely sustainability. For ORION, this topic will be one of our major goals for the coming years. We are already optimising internal processes and preparing for future requirements. Above all, this applies to our returns handling and document management. After all, we want this to cover everything, from prototypes to returned products.

At the beginning of the year, you completed further training to become a Core CSR sustainability manager. What does this new title entail?

Stefan Schröder: About a year ago, I took part in a webinar on bioplastics and their possible applications. It was there that I first came into contact with the 'CORE' method and was immediately fascinated: it's all about sustainability and how it can only work in a holistic way with the participation of all colleagues. The topic must really

be 'lived' in order to be implemented successfully. This simple yet effective approach convinced me immediately.

How does the CORE method work in practice? And to which areas can it be applied?

Stefan Schröder: With the CORE method, small teams independently develop approaches for areas of the company where they see potential for improvement. As a starting point, there are building blocks for the various sustainability topics that can be used as a basis for the group's work. These workshops can be conducted in a wide variety of employee groupings. They are always supervised and supported by a trained workshop leader.

How do you intend to incorporate your new insights at ORION?

Stefan Schröder: We will soon start with this in the product department. Many years ago, ORION drew up its first Code of Conduct (CoC) in this department. At the time, it was aimed at our suppliers. Now, we want to start again and the goal this time is to create





a CoC for our own colleagues. In the second phase, this will in turn become the benchmark for our new supplier CoC.

What role does sustainability generally play in your job? Does the new Supply Chain Act, which came into effect on January 1st, have an impact on your work - even though it does not affect you by definition due to the size of your company?

Stefan Schröder: The Supply Chain Act is a purely German law that does not directly affect us. However, the EU's Green Deal ensures that various requirements will indirectly become relevant for us in the future - either through our products or through ORION as a company itself. A concrete example is the CSRD (sustainability reporting for companies in

the EU), which will affect us starting in 2025. By then at the latest, we will have to document our sustainability efforts and back them up with concrete numbers.

The training for becoming a Core CSR Sustainability Manager also included a workshop leader training. Are you planning to run your own workshops at ORION?

Stefan Schröder: That is exactly the goal! Together with my colleagues, I would like to work on our vision for ORION 2030. The core question: What can each and every one of us (even personally) do for a more sustainable future? And I am already convinced that together, we can take countless small steps to leave behind a planet worth living on for future generations.





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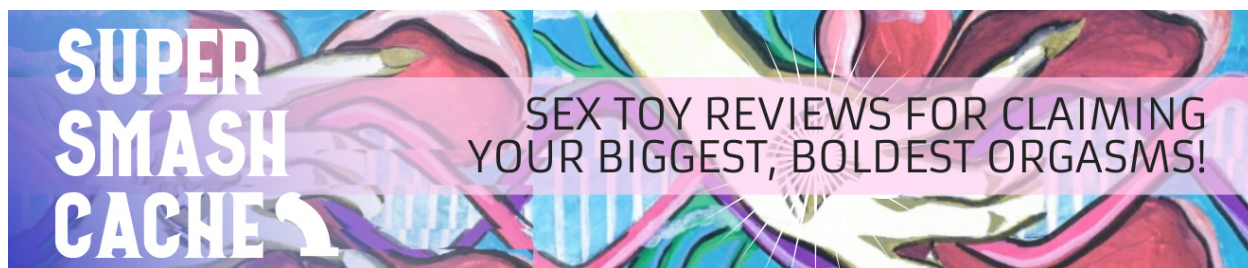
"Big toys are highly stigmatized."

Sex toy reviewer Cy Smash encourages the growing retail trend of giant insertables



Cy Smash, sex blogger & toy critic

For the heterosexual club, enormous pleasure products are something of a final frontier. Those of us in the biz are not strangers to seeing giant dongs at trade show booths, but according to sex toy advocate Cy Smash, huge dildos and butt plugs are still somewhat relegated to the gay men's niche. Smash reveals that when women take an interest in leveling up their collection of insertable toys, they're often met with the same kind of unfair stigmas the pleasure industry has battled for decades. But Smash, who uses her blog, SuperSmashCache.com, to teach big toy newcomers the ropes of gigantic orgasms, thinks manufacturers and retailers can join in the fight against stereotyping. If you're a pleasure business with an interest in (ahem) expanding on your customers more secretive desires, Cy Smash offers some personal advice for educating and understanding customers within this up-and-coming product category.



The pleasure industry mostly knows you as the sex toy blogger specializing in enormous dongs, but can you tell us a bit more about your background in the sexual health space and how your career has evolved until now?

Cy Smash: I wasn't always the empress of enormous dongs! At first, I reviewed toys in general; G-spot vibrators, for example, were easy to write about because there are so many moving parts. Deep penetration always did it more for me, though, and I knew that made me different from many other people writing about sex toys at the time. After the gazillionth frustrating internet argument, I wrote a blog post in 2018 about cervical orgasms to declare my own experiences and validate others who were built like me. That took off way further than I imagined it would. That was also when I started taking toy reviews seriously, albeit relatively cheap products, to build trust with retailers.

Later, in 2020, it was all about the aesthetic since I lived with a sex-positive roommate and could have more elaborate photo setups out in the open. Fast forward to 2022, after a pretty rough breakup and rebound phase, and in many areas of life, I doubled down on reasons people might dislike me, outlandish things I actively enjoy that other people either won't or cannot do, and my potentially unpopular opinions. I wanted to actively repel the wrong people for me. As a content creator, your views will diverge from the trends of the community you started in — the world changes. You change, too. So I exaggerated everything that made me different — including my abrasive personality and love of big toys.

Large toys are something of a unique category because they're one of the few types of sex toys that can't simply be taken home by any random beginner and immediately used to their full ➤



potential. Do you think this keeps the category smaller than other product categories in the sex toy industry?

Cy Smash: That's part of it. And, to be frank, it's expensive to try big, body-safe toys. It takes a looooooot of silicone to make a girthy dildo, and those material costs transfer to the consumer. You can get a decent average-sized dildo for under \$40, but large toys are a more significant gamble. So the price of investing in leveling up diameter is three-fold. It costs a lot for the maker to design a girthy toy, you'll likely need multiple toys to warm up or test your limits, and you're out of luck if you get a big, expensive toy. Big toys are also highly stigmatized. While they're still pretty niche across the board, I've read stats that gay

men who like penetration tend to use bigger toys than women do. It's like being a power bottom is an achievement — a point of pride — for receptive gay men. In contrast, hetero culture sometimes has this narrative that conflates using big toys with loose vaginas, with not being satisfied with 'normal' sex, or with not being 'wife material.' And that's a lot to unpack.

What are consumers' (and your) favorite brands for large toys? Where should retailers seek out the best in large-scale dildos for their customers?

Cy Smash: My personal favorites are Uberime and Vixen Creations. While they're independent makers, they've developed a



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reputation for a reason! Here's what I love about them: Uberprime Dildos is best known for semi-realistic dildos in shimmery and tightly marbled ribbons of color. They have since expanded more into experimental designs like straight-up fantasy dildos and clitoral grinders. Vixen Creations does realistic dual-density dildos really well. Their combination of firm core and soft 'skin' layer was unparalleled. Hardly anyone did it quite as well as them until, say, 5 years ago. Square Peg toys and Oxballs have also been around for a loooooong time and mastered the art of silicone squishiness.

On the creator's side, large toys also seem like they'd be more difficult to produce a pleasurable design. I would imag-

ine their size means the designer has to understand anatomy and take safety into account when designing the shape. Do you think this is a niche that takes an extra special, intimate understanding, more so than other toy categories?

Cy Smash: Absolutely! Could a sex toy maker sculpt an enormous, realistic phallus and call it a day? Sure. But my favorite girthy dildos are the ones that have the right balance of bulges and curves and squish. Some go deep into the pockets near the cervix. Some focus on the G-spot and mouth of the vagina. Some are meant to be twisted. That's another reason I love Uberprime Dildos so much — they take reviewer feedback seriously and modify things like the head shape and ridge placement to enhance pleasure and reduce irritation.

How can retailers begin to introduce their clients to the large toys niche? Is this something folks even need to be introduced to, or do people who like this niche just kind of know they're into it from the start? Is this a niche that, similar to the BDSM and Fifty Shades phenom, will grow trendy and require retailers to expand their product offerings and sexual health knowledge to meet consumer demands?

Cy Smash: I can't speak for everyone, but I knew I was into it from the start. It did take me some time to realize that it was, in fact, a possibility for me personally, though. ►

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Listening to a podcast episode about fisting made it seem more accessible to me, like it's something 'real' people do instead of 'just' porn stars. I speculate that the ease of finding very niche (sometimes amateur) adult content creators is already helping to destigmatize big toys. Seeing the sheer breadth of people actively into it helps content consumers realize that the kink is more common than they might have thought.

What products do you feel are missing from this category, if any?
Is there anything that manufacturers could add or tweak to make the category better, whether in product design, marketing, customer education, etc?

Cy Smash: It used to be that if you Googled 'huge butt plug inserted in vagina,' one of

my blog posts was in the top 3 results. I both am and am not proud of that, but suffice it to say that vaginal plugs are in demand. Only a few makers I know of have explicitly capitalized on that.

What are the components of a great collection of large sex toys? What should manufacturers know if they're looking into producing toys in this category, and what should distributors and retailers know when bringing large toys into their stores?

Cy Smash: I've loosely categorized my big toys into pre-warm-ups, tapers, plugs and wands, OMGs, and OMFGs. The 'pre-warm-up' toys straddle the line between 'realistically human-like' and fetish territory. The tapers are longer and pointier toys to slowly ramp up by thrusting, while plugs are shorter for extended wear. Then the main event toys are the OMGs and OMFGs. In short, if you want to cover all bases, have some moderate firmness and girth toys, some that are short and stout and squishy, and some gradual girth options. **e**



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

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"With TickleCharge, we aim to provide a reliable and efficient payment service."

Shakun Sethi launches TickleCharge for easy, reliable adult biz payment processing

Shakun Sethi, founder
of Tickle.Life



Selling sex toys seems all fun and games, at least until it's time to head to the bank. Despite today's online banking technology and lightning-fast payment processing, adult companies are still fighting in the trenches to do business with financial institutions. Shakun Sethi, the founder of India-based sexual wellness resource Tickle.Life, had little experience in working in the financial sector, but plenty of hours spent stressing over flagged PayPal transactions and even simply registering her company with the payment processor. Sethi undertook what she calls a 'complex and challenging undertaking' to create TickleCharge, a payment processor that's adult industry-friendly and works to educate business owners on the often confusing financial world. Though anyone would admit that payment processing is far from the adult industry's most interesting topic, it's an aspect none of us can escape. Shakun Sethi told EAN (in layman's terms, for which we graciously thank her) about the ins-and-outs (and not the fun kind, unfortunately) of opening a payment processing business as an adult company founder.

Was the creation of TickleCharge due to some personal issues and frustrations your company or colleague's companies have experienced in the industry while working with payment processors? What lead you to decide to open a new arm of your 'Tickle' brand to address this issue?

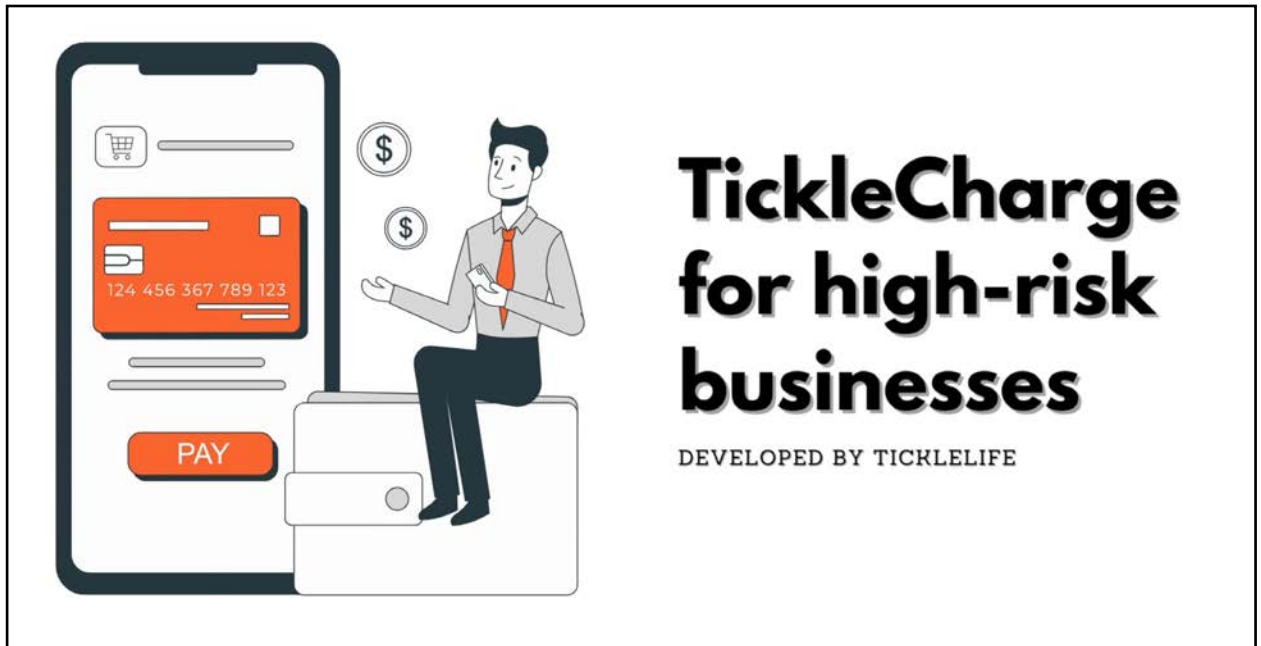
Shakun Sethi: As the founder of TickleLife, a censorship-free sexual wellbeing platform, I encountered various obstacles when it came to payments. From the registration of our company to our global Sex-Ed roadshow, we faced issues with PayPal flagging our transactions as high-risk. It became apparent that we needed to find a reliable solution to ensure seamless payment processes for our users. However, when we explored high-risk payment companies, we found that their solutions were not tailored to meet our needs. They offered higher transactional rates and no guidance or education, and it felt like they were only interested in their profit margins rather than offering a service that would truly benefit us. To overcome this challenge, I sought advice from my advisors who had experience working with PayPal, neobanks, and other financial institutions. We collectively decided that the industry needed a payment service that was specifically designed to cater to the unique requirements of the sex education industry. This led to the birth of TicklePayments, a payment

service and solution company that offers fair transactional rates, assists founders and companies on improving their payment processes and lets them make more revenue! I realized that if I was going through so much effort to find a solution for myself, it was likely that others in the industry were facing similar issues. With TickleCharge, we aim to provide a reliable and efficient payment service that empowers not only the adult industry but also many more high-risk verticals that get 'shut out' by traditional fintech.

How does one actually create their own payment processing company? You don't have to give away any trade secrets, of course, but this doesn't sound like an easy type of company to put together and launch.

Shakun Sethi: Creating a payment processing company is a complex and challenging undertaking. It starts with living and breathing the industry, deep-diving into the regulatory environment, and figuring out the technical layers in payment processing. The biggest investment is the time that one needs to devote to developing the necessary infrastructure and nurturing relationships with payment processors and acquirer banks. There is no immediate ROI for this stage, but it is still the pillar that sets my





TickleCharge for high-risk businesses

DEVELOPED BY TICKLELIFE

company apart from the rest. When I started TickleCharge, I was aware that it would be a difficult journey. I had to work my way through the complex landscape of high-risk payments (and do it as an Asian woman!) which involved finding the right processing partners and learning what acquirer banks expected from 'high-risk' clients. It also required creating a constantly evolving learning resource for businesses to help them understand just how complicated payments are but in an 'actionable way.' This effort has eased TickleCharge to become a trusted and reliable payment processing company. By creating a streamlined and fair payment processing channel that was easy to use for both merchants and their consumers, we drove instant value for the businesses. Today, TickleCharge is enabling customers to grow their businesses multifold. As a second-time founder, I leverage my experi-

ence and connections to bring in all the support an adult business needs to get going. Yes, it was a curved route to put TickleCharge on the map, but today we are on our way to becoming one of the leading payment partners for the adult industry.

Will TickleCharge work exclusively with adult retailers? Are there other types of pleasure industry businesses you plan to assist?

Shakun Sethi: While our initial focus was on the adult or sexual wellness industry, we quickly expanded to include other related verticals which share similar payment processing challenges. Today, our services are available for Cannabis (or CBD) and online gaming (legal sports betting, fantasy sports, casinos etc.). By working with

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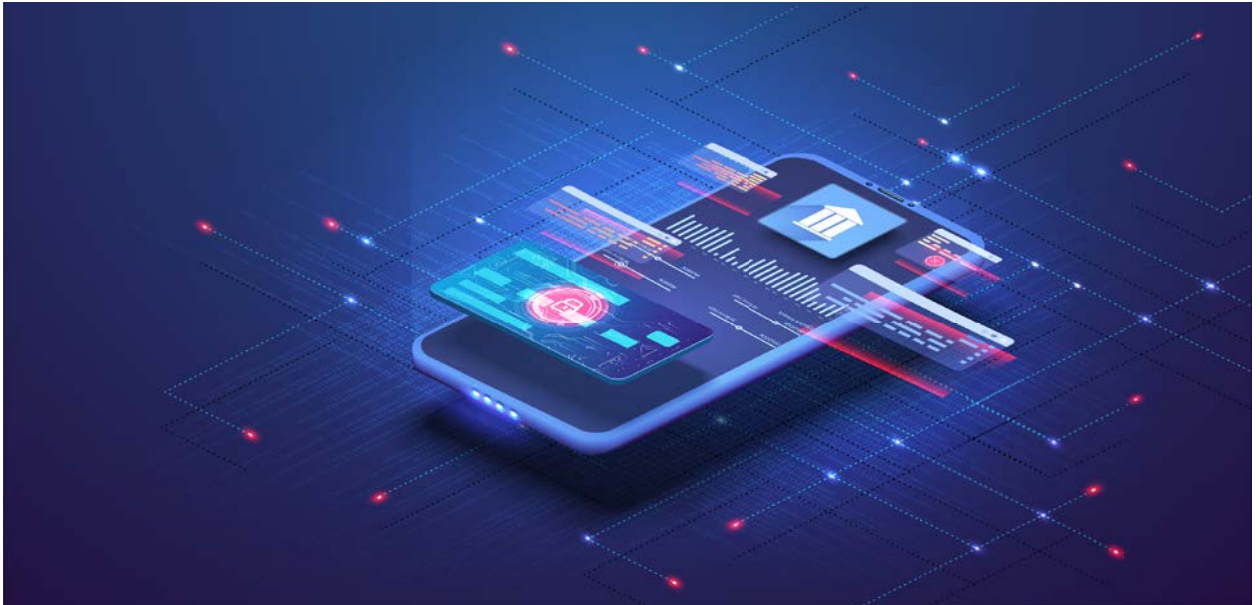
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these industries, we have gained valuable experience and expertise in providing solutions for unique payment processing needs. For example, we have implemented chargeback prevention measures that work really well for online e-commerce businesses and have facilitated cryptocurrency transactions for iGaming businesses. We recognize that the pleasure industry encompasses many different revenue models, and we are committed to helping all of them navigate the complexities of payment processing. Our commitment to providing tailored payment processing solutions remains unchanged, and we continue to serve all businesses in the pleasure industry with the highest level of expertise and care.

**How does TickleCharge work exactly?
Explain how you'd talk to a new client**

who might be interested in working with your payment processing company.

Shakun Sethi: When a new client is interested in working with us, they can reach out to us through our website, social media, or by directly contacting me. We kick-off the process by asking a few basic questions to understand the merchant's specific needs and challenges. It's important to note that we do evaluate the merchant's website and provide suggestions for improvement before their application is submitted for underwriting. The right documentation ensures that our merchant clients are able to get the best offer possible. TickleCharge has a growing network of processors and acquirer banks who work with high-risk businesses of different types. We reach out to them and bring the best offer for our customers. We work on the principle that TickleCharge's

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meant giving away 12-14% from
each transaction to a payment
processor
Despite paying higher rates, my

success is dependent on our merchant's ability to make money. So we will negotiate for the sharpest prices for our clients. Once a merchant agrees to this negotiated interchange rate, they sign an agreement or contract outlining the terms and conditions of the account. Next, our tech team liaises with the high-risk merchant to incorporate the payment gateway onto their website, platform or in-store. TickleCharge experts ensure that all submitted documents are verified so as to avoid any potential issues in the future. Unlike quick payment solutions like Stripe and PayPal, we prioritize proper verification to ensure that our clients' accounts are not flagged or suspended later on. Overall, our goal is to make payment processing as easy and seamless as possible for our clients, while also providing education and support along the way.

Do you think the existence of a company like TickleCharge will help the entire industry move forward in terms of finances and IT? Could your company help legitimize adult brands and encourage other payment processors to stop creating road blocks for adult business?

Shakun Sethi: TickleCharge is more than just a payment solution provider for high-risk industries – we're helping to shape the future of the payment industry itself. When I first started working in payments, I was struck by how much of a Wild West it felt like. There wasn't enough awareness around the risks involved, and there wasn't enough technology available to mitigate those risks. While there may always be biased treatment due to industry reputation, business nuances and regulations, TickleCharge is leading the way towards a more streamlined and secure payment processing landscape. We want every legal business within the adult industry to have access to a more level playing field. Of course, there will always be challenges and biases to overcome, such as regulations like SESTA and FOSTA. But I'm committed to leading the charge towards a more inclusive and innovative payment processing landscape through TickleCharge.

How are you changing your clients businesses thus far?

Shakun Sethi: We're not just another payment processor - we're a partner in helping businesses grow. When our

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customers grow, we grow too! At TickleCharge, we've helped our clients save money and increase profits, all while navigating the tricky waters of the adult industry. We've worked with clients paying a whopping 13% per transaction and brought that down to 5%. Do the maths and see for yourself what this 8% savings can do to a business' profitability! We helped a customer find a substitute bank because their current bank wasn't issuing the required certificate for their high-risk merchant account application. But our services don't stop at this. We have technical experts who can implement payment solutions, we have expert-led monthly business reviews, and lead marketing efforts for high-risk businesses through our TickleLife and SexTechConnect platforms. It's truly rewarding when our customers

tell us that we are not just a payment solution provider to them but a consultant-guide-mentor to help them grow and earn more.

How has TickleCharge evolved since recently opening up shop? I hear you've brought on some industry veterans, like Raven Faber of pleasure product brand EngErotics, to build up your team and enhance your client offerings.

Shakun Sethi: TickleCharge has undergone significant evolution since its launch. Initially, we were focused on being a payment gateway, but as we encountered hurdles at each step, we realized that a more holistic approach was needed. That's also the best part of being an agile start-up! With the guidance of industry veterans like Raven Faber of EngErotics, we have been able to better understand and navigate the unique challenges of the adult industry. The advice and mentorship of other TickleLife experts like Russell Stambaugh, Ricci Levy, and Angie Rown-tree have been invaluable in helping us to sharpen our focus and enhance our solutions for the high-risk customers. **e**



*This interview is
contributed by Colleen
Godin, EAN U.S.
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In this Monthly Mayhem with Patrick Mallaise, we - obviously - talk about his job as Sales Director of Mystim GmbH, his new responsibilities, and the 16 years he spent being a part of SIGN Magazine. But that is just the tip of the iceberg. Topics such as family, cooking, and golfing also play an important role.

How does it feel to see our industry from a different perspective?

Patrick Mallaise: It feels a little different, but not by much. After all, this new position and the one I held before are both in sales and distribution. So, it all comes down to the focus on products and marketing.

What was your childhood ambition?

Patrick Mallaise: I always dreamt of becoming a cook, and I even trained to be one. In my spare time, I still love cooking, preferably together with my wife. My kids sometimes scratch their heads about our creations, though.

How did you get into the industry?

Patrick Mallaise: The first point of contact with the industry was the Borgmeier media group. Carsten Borgmeier hired me as a driver and I started helping the team set up trade show stands. Soon after,

I graduated to selling ads. Carsten Borgmeier saw my potential, and I will be eternally grateful for his support.

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

Patrick Mallaise: I would probably still be in distribution. At this point, I am simply too old to be a professional golf player or coach of the Dutch national football team ... the lack of talent might also be an issue.

What was the biggest step in your career?

Patrick Mallaise: Moving up the rungs, one by one, from being a chauffeur for Carsten Borgmeier to becoming Sales Director.

Where do you see yourself in 10 years' time?

Patrick Mallaise: I see myself being Sales Director at Mystim.

Patrick Mallaise

Questions & Answers

How do you envision the future of the industry?

Patrick Mallaise: I am very confident about the future. Every industry has its ups and downs, and I feel that this industry in particular offer lots of opportunities for growth, not to mention boundless potential.

What is your idea of a perfect working day?

Patrick Mallaise: I actually have many 'perfect days' in my job, usually when I meet interesting people. By working together, we can develop ideas for the future and leave a mark on the industry.

How do you relax after work?

Patrick Mallaise: After work, I usually wind down in the garden or on the golf course.

Who would you consider your role model and why?

Patrick Mallaise: I don't have role models. We should all strive to be the best versions of ourselves.

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

Patrick Mallaise: My wife.

Which personal success are you proud of?

Patrick Mallaise: Being a part of SIGN Magazine for 16 years.

What do you particularly like about yourself?

Patrick Mallaise: That I am ambitious.

Which vice could you never forgive?

Patrick Mallaise: I'd have to think about it...

What song do you sing in the shower?

Patrick Mallaise: André Hazes or Rowwen Hèze.





Who would you never ever like to see naked?

Patrick Mallaise: No idea, I never thought about that.

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

Patrick Mallaise: I would take my wife to the Gondel theatre in Bremen to watch 'A Man Named Ove'

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

Patrick Mallaise: I'd get my wife and a motorhome and visit golf courses, concerts, and art exhibitions all over the world.

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

Patrick Mallaise: My kids, my wife, and a golf set ... for training bunker play, you know.

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

Patrick Mallaise: I would love to be able to play golf like Tiger Woods for a day.

Is there anything you would never do again?

Patrick Mallaise: Smoking!

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

Patrick Mallaise: Always be true to yourself.



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