

PULSE

July / August 2026

Volume 3.4



IN THIS ISSUE

Lubes, Lotions, and Wellness

In this July/August issue of *Pulse Magazine*, we have several articles related to lubes, lotions and wellness, including Sliquid's new HQ portal, the roles intimacy and well play, and what LGBTQ+ gets right.

BMS Profile

The history of BMS is essentially a story of how Canadian entrepreneur Steve Bannister transformed a single retail storefront into a vertically-integrated international adult novelty empire.

Women in Leadership

For our Women in Leadership feature, we asked companies to pick a woman in their organization and outline any milestones or activations they've contributed recently to their organization as well as where they see the industry going, current trends, and potential obstacles for the near future.

The Psychology of Promotion

Sales aren't about lowering prices, they're about lowering hesitation. They're there to help someone move from "I don't know" to "okay, yeah, I'll take it." It's a completely different mindset than just discounting products and hoping for the best.

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Per Dose



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For Men

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Pulse Magazine is here!

Pulse Magazine is an adult trade journal designed for adult pleasure product personnel to keep them abreast of industry news, issues and new and existing products and brands.

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PULSE

**PULSE MAGAZINE
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LETTER TO THE EDITOR

With the 30th anniversary of ANME happening this month in LA, one can't help but think about legacy. Just imagining that the first trade show occurred all the way back in 1996 is just mind-boggling. Throughout the years we've seen advances in technology and design innovation on the product side, new categories formed and nurtured, advances in sexual health and wellness, to say nothing for the great strides for gay/trans rights in Canada over the decades.

If you flip to the Canada news section of this issue, you'll notice that a commemorative stamp was honoured to Little Sister's, a long-time retailer serving Vancouver's LGBTQ community. On the one hand, it's crazy to think this store is older than me (by a year), the only queer bookstore in Western Canada when it first opened and a staple in the gay community following the passing of its previous owner, Don Wilson. What you might not know is that Little Sister's was also a central hub during the AIDS crisis and a sanctuary where people could go to find resources and support. During its court battle with Canada Customs, the store was also the victim of three terrorist bombings. The fact that it is also survived two recessions and a COVID pandemic speak volumes too.

It's easy to look at adult retailers and manufacturers in terms of numbers, revenues, and products, but in the words of John Donne, "No man is an island entire of itself, every man is a piece of the continent, a part of the main." Companies in this industry, like the communities they support, are made up of people, and it's through these relationships that change is able to occur whether it's greater social acceptance of sex, dispelling myths and stigmas around sexual health and wellness, advocating for gay/trans rights, just to name a few.

We can't forget what we have today is largely built upon the shoulders of giants, those who've come before us over the decades who had the courage to start something that would one day become influential staples of our industry.

While the July/August issue is traditionally focused on lubes and lotions (which it still is), we decided to turn that lens toward issues of sexual health and wellness. In addition, we have a great Women in Leadership feature that showcases some amazing women that make this industry possible as well as a profile on distributor/manufacturer BMS. Enjoy!



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APPOINTMENTS



Full Circle announced that **Kyle Sievert** has joined its expanding sales team, reinforcing the company's dedication to serving its nationwide retail clientele with top-quality support. Sievert joins Full Circle with 15 years of experience in the cannabis and smoke/vape sectors, bringing a strong track record of building and scaling sales organizations. He said the move represents a values-driven next step in his career.



Full Circle has announced that **Rachael Wolfe** has joined its expanding sales team, reinforcing the company's dedication to serving its nationwide retail clientele with top-quality support. Wolfe joins the team with more than 13 years of sales experience, grounded in relationship-building and a deep understanding of customer needs. She said the role immediately resonated with her on both a personal and professional level.



Like a Kitten has appointed **Matie Fricker** as the new Director of Education and Community Outreach. Matie Fricker has spent her career putting that belief into practice. As the founder and owner of Self Serve Toys — one of the most respected sex-positive retail and education centers in the country — she built a nationally recognized community education program. She has taught at universities and medical schools across the country including Harvard Medical School, Tufts University and Emerson College. Matie's approach is pleasure-based, trauma-informed, and somatic — and what she brings into every room is humour, vulnerability, expertise, and presence.



Staci Cruse has been promoted to lead Blushe's U.S. sales team. Staci brings 15 years of comprehensive experience in the sexual wellness industry. Having navigated the market from every angle, beginning as a retail sales associate and evolving through key roles as a buyer, manager, and regional sales manager, she possesses a profound understanding of the retail ecosystem. As a certified sex educator, Cruse is deeply dedicated to delivering innovative, accessible education. Her leadership approach transcends traditional sales tactics, focusing instead on cultivating strategic, long-term partnerships.



Taking over Blush's marketing operations, **Joel Castillo** is tasked with elevating Blush into a mainstream wellness powerhouse. Joining the company from the premium and luxury sectors, his background includes driving sustained profit and brand equity growth for global powerhouses, including LVMH's Hennessy and Pernod Ricard.



Stepping in to lead Blush's finances, **Monica Banarsi** brings more than 20 years of highly analytical accounting experience. Banarsi previously served as Assistant Controller at David Peyser Sportswear, Inc., and has held key financial leadership roles, including Accounting Manager at Alcott HR Group LLC and Assistant Controller at Travers Tool Company, Inc.



Pipedream Products has appointed **Sunny Winkleman** to Account Executive. Originally from Chicago and now based in California for more than a decade, Sunny brings more than 10 years of experience in B2B and wholesale sales and marketing. She is recognized for her strong focus on building lasting client partnerships, delivering impactful training, and driving product knowledge across teams and accounts.



CC Wellness is pleased to announce the appointment of **Melody Cazarin** as Director of Strategic Accounts, reporting to Kong Son, Executive Vice President of Sales. In her new role, Melody will support the company's retail sales team while driving growth for CC Wellness' portfolio of brands across North America. She will focus on strengthening strategic partnerships, expanding retail opportunities, and accelerating business growth across all sales channels.

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by blush

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Ribbed Inner Texture Adds Stimulation

Canadian National Age Verification Bill Passes Senate



OTTAWA, ON — Canada's Senate passed bill S-209, the "Protecting Young Persons from Exposure to Pornography Act," legislation that would compel commercial adult websites to confirm Canadian users are 18 or older.

Under S-209, age checks must be carried out by an outside party "that deals at arm's length from any organization making pornographic material available on the Internet for commercial purposes." Responsibility for defining "commercial purposes" under the proposed law would fall

to the governor general and the federal cabinet. Should the bill clear Canada's House of Commons and be enacted, noncompliant sites could face penalties reaching \$250,000 for an initial violation and as much as \$500,000 for any that follow.

Sen. Julie Miville-Dechéne introduced the measure in May 2025. Her earlier efforts to enact nationwide age verification rules had repeatedly stalled, among them a 2024 bill that drew push-back over censorship risks from Privacy Commis-

sioner Philippe Dufresne and others. Dufresne, though, endorsed S-209 last year, informing lawmakers that it handles privacy issues in a manner earlier AV proposals had not.

When S-209 was tabled, the Canadian Bar Association pushed back, cautioning that the absence of detail might pave the way for regulations demanding invasive verification techniques, and that the legislation risked permitting "collateral censorship."

The bill requires the Federal Court to direct internet service providers to cut off access to pornographic material when sites don't comply with the proposed law. As amendments were debated, a Senate committee—seeking to ease censorship worries—struck language indicating the blocking mechanism might restrict adults' access to pornographic material and sweep up non-pornographic content along with the intended targets. Still, the revised bill stops short of explicitly barring those results, leaving numerous enforcement specifics for the government to determine.

"I believe we now have before us a bill that, while recognizing that perfect enforcement does not exist, offers a stronger and more proportionate framework," Martin said. "The message we must send today is simple: When it comes to protecting children in the digital space, inaction is not an option."

BMS Factory Wins Big at the API Awards



BRAMPTON, ON — BMS Factory has won the Cross-Border Ecosystem Innovation Award at the 2026 API Show in Shanghai! This award highlights its dedication to building a seamless global distribution network. By bridging the gap between international manufacturing and local market expertise, the company has built a system that prioritizes speed and success for its partners.

The company will continue to innovate and stay agile, ensuring the global supply chain remains

a benchmark for excellence in a rapidly changing global economy. Want to see what its global network can do for you? For more information reach out to sales@bmsfactory.com.

BMS Factory is a Canadian company known for creating high-quality, body-safe pleasure products for the evolving adult novelty market. With more than 35 years of experience and award-winning brands available worldwide, BMS is a trusted name in the global industry.

Canada Post Unveils New Stamp Honouring Little Sister's



VANCOUVER, BC — Little Sister's, the long-time retail store serving the 2SLGBTQIA+ community on Davie Street in Vancouver, has been featured in a new stamp unveiled by Canada Post. The stamp is part of Canada Post's Places of Pride series and recognizes the important role that Little Sister's played in fighting to protect 2SLGBTQIA+ rights in Canada.

"For the past four decades, Little Sister's has been a place where the queer community can embrace their identity, find community and celebrate the beauty of being queer," says Parmjot Gill, the owner of Little Sister's.

The stamp honouring Little Sister's was designed by Kelly Small with illustrations by Tim Sin-

gleton. It features the portraits of Jim Deva and Bruce Smyth as well as long-time manager of Little Sister's, Janine Fuller. All three were instrumental in pursuing a decade-long court case against Canada Customs after the queer-themed books that the store was importing were repeatedly seized at the border on the grounds that they were obscene.

Established in 1983, Little Sister's was the only queer bookstore in Western Canada when it first opened and was one of the few places where queer folks could access literature about themselves and find community. During the AIDS crisis, the store became a cultural sanctuary where 2SLGBTQIA+ people could go, including those who had just received a positive diagnosis, to find resources and be supported during a time of significant marginalization. During the court battle with Canada Customs, the store was also the victim of three terrorist bombings.

The stamp booklets can be purchased at from Canada Post locations across the country.



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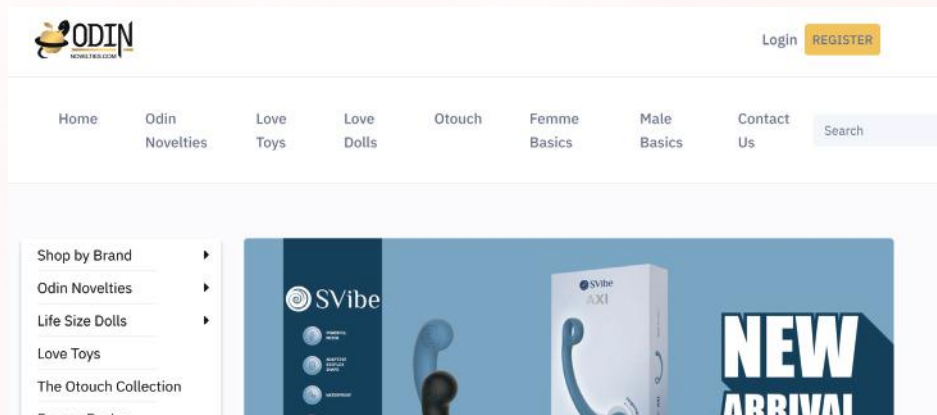
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Odin Novelties Updates Wholesale Policy



BRANTFORD, ON — Odin Novelties has updated its Wholesale Warranty & Returns Policy, effective immediately. These updates are designed to simplify the claims process and create a smoother experience for both retailers and customers. Please note the following changes below:

1) Faster In-Store Exchanges

Retailers are now responsible for handling defective product exchanges directly with customers at store level. If the same item is unavailable, retailers may:

- » Offer a similar item of equal or lesser value
- » Offer store credit

Defective products generally do not need to be returned to Odin Novelties.

2) Wholesale Credits

To receive a wholesale credit, Odin Novelties may request:

- » Video or photo proof of defect
- » Packaging photos for shipping damage claims

- » Shipment approval/signature confirmation when applicable

Approved claims will be credited at wholesale value toward future orders.

3) Odin Extended Warranty

Odin branded electrical products continue to include a one-time replacement warranty covering manufacturer defects within one year of purchase.

If you have any questions, please contact the Odin Novelties' team.

Splash Blanket Expands Best-selling Double Veluxe Range with Four New Colourways



CALGARY, AB — Luxury waterproof lifestyle brand Splash Blanket has announced the expansion of its popular Double Veluxe collection, introducing four new colourways following strong customer demand and continued retail growth across North America.

Previously available only in Black and Neutral, the Double Veluxe Splash Blanket is now launching in Royal Purple, Army Green, Emerald, and Champagne — four of the brand's best-performing colours from other collections. The expansion marks the latest product development

from the award-winning company, which continues to lead innovation in the premium waterproof bedding and lifestyle accessories category.

"Double Veluxe has become one of our most requested styles because it offers a completely different feel to traditional waterproof blankets," said Rosie Rees, Founder of Splash Blanket.

"Our customers love the sleek, elevated velvety aesthetic. It's luxurious, minimalist, and incredibly soft, while still delivering the waterproof performance we're known for. Bringing our

most-loved colours into this collection felt like the natural next step."

The introduction of four additional colourways follows significant customer demand for greater variety within the Double Veluxe range. By bringing proven best-selling colours into the collection, Splash Blanket aims to provide retailers and distributors with a broader assortment while maintaining the premium positioning that has driven the product's success. This includes:

- » Royal Purple — rich, bold, and luxurious
- » Army Green — earthy, modern, and versatile
- » Emerald — deep jewel-toned sophistication
- » Champagne — timeless elegance with a soft neutral finish

"Customers were already asking for these colours before we launched them," said Rees. "When we looked at the sales data across our existing collections, these shades consistently performed well. Expanding Double Veluxe with proven favourites made perfect sense."

For wholesale opportunities, contact Rosie Rees at wholesale@splashblanket.com or visit <https://wholesale-rr.myshopify.com>

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Sportsheets® Expands Shadow Collection by Sex & Mischief®



CERRITOS, CA — Sportsheets® announced the expansion of the Shadow Collection by Sex & Mischief®, now available for preorder with shipping set for May.

Unveiled at the Altitude show to an overwhelmingly positive response, the expanded Shadow Collection introduces 11 new styles designed to bring kink-inspired play back to its roots. Featuring a cohesive black-and-silver aesthetic, the collection focuses on approachable, essential BDSM pieces that balance style, function, and retail accessibility—all priced under US\$50.

Built for both new exploration and experienced play, Shadow delivers a “back to basics” approach, refined through thoughtful design, versatile functionality, and strong merchandising appeal.

At the center of the launch is the Anywhere You Dare Bondage System, a more accessible evolution of the best-selling No Matter Where Bondage Restraint System. Tailored for the Sex & Mischief customer, it brings adaptable restraint play to a more approachable price point while maintaining the versatility that made the original a category staple.

Additional assortment highlights include the innovative Shadow Convertible Cuffs, designed to be worn as a cross cuff, day collar, or bracelet, alongside wearable kink accessories like the Shadow Body Harness and Shadow Garters, and a range of sensory and impact tools. Together, the collection creates a visually unified presentation that clearly signals BDSM and fetish play at retail while remaining approachable to a broad consumer base.

“Shadow was designed to simplify the entry point into kink without sacrificing style or quality,” said Emily Silva, Production Line Manager at Sportsheets. “We focused on creating a collection that feels intentional with products that work together, merchandise easily, and give both retailers and customers confidence in how they’re used.”

With education-forward packaging and a balanced mix of restraints, wearable pieces, and impact tools, Shadow supports strong in-store storytelling and seamless integration into existing assortments.

Preorders are now open. Shipping begins May 2026.

To learn more about the collection or to place your next order, please contact sales@sportsheets.com. Stay connected by following @sportsheets on Instagram.

COTR, Inc. Secures Long-Term Digital Presence with Multi-Year Renewal of Premium Domains for Flagship Sexual Wellness Brands

NEW YORK CITY, NY — COTR, Inc. announced the successful multi-year renewal of its core portfolio of premium .COM domains. The extended renewals — spanning more to nine years — reinforce the company’s steadfast commitment to brand integrity, customer privacy, digital security, and long-term growth in the sexual wellness sector. The renewed domains include:

- » **BVIBE.com** (b-Vibe) — renewed for nine years
- » **LEWANDMASSAGER.com** (Le Wand) — renewed for eight years
- » **RIDETHECOWGIRL.com** (The Cowgirl) — renewed for eight years

“These long-term domain renewals are more than administrative steps — they represent our deep investment in the future of our brands and our promise to customers worldwide,” said Alicia Sinclair, Founder and CEO of COTR, Inc. “By securing premium digital real estate for b-Vibe, Le Wand, and The Cowgirl, we ensure continued access to trusted resources, educational content, and discreet e-commerce experiences that empower individuals and couples in their sexual wellness journeys. At COTR, we lead with innovation, body-safe design, and uncompromising quality.”

COTR, Inc.’s flagship brands are internationally recognized for pioneering premium, body-safe pleasure products:



- » **b-Vibe:** Renowned for advanced anal toys, vibrating plugs, and beads engineered for comfort and performance.
- » **Le Wand:** The gold standard in luxury wand massagers and vibrators, celebrated for powerful, intuitive design.
- » **The Cowgirl:** Revolutionary riding sex machines that deliver unparalleled pleasure and accessibility.

All renewals include full domain privacy and protection, underscoring COTR’s priority on safeguarding customer data and maintaining the highest standards of online security in the sexual wellness space. These strategic investments ensure seamless online experiences for consumers seeking high-end, discreet, and effective intimacy products.

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Dr. Tush's Unveils Redefined Luxury Collection with Twelve Distinctive Adult Toy Sets



SAN DIEGO, CA – Dr. Tush's, a premium sexual wellness company focused on exploration and elevated aftercare, launched its highly anticipated Venture Series Collection. This new line introduces a smarter, more engaging way for consumers to explore pleasure through variety, choice, and discovery.

The Venture Series Collection features 12 Curated Anal Exploration Sets, each designed to expand consumer experience and increase engagement at every level. Every set includes

three distinct plugs, offering a mix of exploratory shapes and different, quality materials. This format gives your customers the ability to compare, experiment, and discover what works best for their bodies, all within a single purchase.

By delivering multiple options in one box, each set removes the guesswork and encourages ongoing exploration. Customers gain access to different shapes and materials they may not have previously tried, helping them expand their preferences and build confidence

through experience. This approach drives higher satisfaction, stronger repeat purchases, and increased overall value.

"Our goal with this collection was simple. Give people more ways to explore," said Dr. Tush. "We moved away from single-product thinking and created sets that let you test, compare, and discover what feels right. This is about confidence through choice."

Each set combines high-quality materials with premium, conversion-optimized packaging designed to capture attention and drive purchase at shelf. The structure is built to support strong sell-through by offering clear value, variety, and a reason to come back for more.

"We are taking the guesswork out of exploration," said Alex Gay, Minister of Mischief at Dr. Tush's. "Each set gives you options. Different shapes, different materials, different experiences. It invites curiosity and makes exploration feel approachable, playful, and rewarding. When customers can test multiple options in one purchase, they are more likely to find their favorites and return to buy those styles again."

Dr. Tush's is a premium sexual wellness company dedicated to exploration, comfort, and confidence through thoughtfully designed products and advanced aftercare solutions.

Honey Play Box Launches Update for its Remote App



CHINO, CA — Thanks to the latest update to the Honey Play Box app, it is now easier than ever for users to interact with remote control sex toys. With a refreshed interface and stronger Bluetooth connectivity, the app now presents users with smoother navigation and more intuitive controls.

This update also allows users to fully tailor their experience with customizable vibration intensities, unique patterns, and AI companions. The platform offers seamless close-range and long-distance play for solo explorers and couples.

Users can access a specialized "Sexual Health AI" on the app, which provides professional consultations and support, without connecting any toys. This new update also unlocks new ways to engage with the community, as users can communicate through threads and even share customized vibration patterns. Advanced encryption settings allow users to control their visibility and protect their identities through stronger privacy shields as well.

Visit HoneyPlayBox.com to learn more about its innovative sexual wellness products.

Wicked Sensual Care Surpasses \$75K in LGBTQ+ Nonprofit Giving



NORTHRIDGE, CA — The program has grown into a year-round giving commitment, with Wicked Sensual Care donating every month to organizations supporting queer, trans, Black, immigrant, reproductive justice, and community care efforts. Past beneficiaries include the Marsha P. Johnson Institute each June, The Trevor Project, Trans Lifeline, SAGE, GLAAD, Immigration Equality, Equality Florida, Brave Space Alliance, Lavender Rights Project, True Colors United, Equality Texas, Transanta, Trans Continental Pipeline, Georgia Equality, Making

Gay History, The LGBTQ Foundation of Kansas, Invisible Histories, and many more.

"At a time when LGBTQIA+ communities are being targeted in so many ways, it is essential for brands to do more than show up during Pride," said Jessica Drake, Wicked Sensual Care's Director of Marketing and Product Development. "We have to show up loudly, proudly, and consistently. This campaign is about honoring queer history, protecting queer futures, and making sure our community knows we are not backing down."

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The Cowgirl Rodeo Rumbler Grinder Wins Prestigious Red Dot Design Award



reddot winner 2026



NEW YORK CITY, NY — The Cowgirl Rodeo Rumbler Grinding Sex Machine by COTR has been awarded the internationally acclaimed Red Dot Award, recognizing its exceptional design and user-centric features.

The Red Dot distinction is awarded by an expert global jury for high design quality to products that showcase exceptional aesthetics, functionality and forward-thinking concepts.

“This recognition reinforces our commitment to purposeful, pleasure-first design,” said COTR founder and CEO Alicia Sinclair. “With the Cowgirl Rodeo Rumbler Grinder, we set out to create a product that empowers users through innovation and accessibility. Winning a Red Dot Award is an incredible honor and a testament to that vision.”

The award-winning Cowgirl Rodeo Rumbler Grinder pairs its premium design with a

suite of thoughtfully engineered features. The device offers dual-action stimulation, combining separate clitoral tapping and vibration mechanisms that can be used together to double the sensation or independently for more targeted contact. Users can choose five tapping modes and five vibration patterns, creating a range of pacing options. A three-button remote control allows for seamless, hands-free adjustments, while its lightweight 0.78-pound build ensures easy maneuverability. An IPX6 splashproof rating also makes the device simple to clean and suitable for light water exposure.

The Red Dot Award is a prestigious international design competition, originating in 1955, that recognizes excellence in product design, brand/communication design, and design concepts. Evaluated by an international jury, the “Red Dot” label serves as a globally respected mark of high-quality design, innovation and functionality.

Retailers and distributors looking to bring an award-winning, conversation-driving product to their shelves are encouraged to get in touch.

For wholesale or to request additional information, contact your preferred distributor or reach out directly at sales@cotrinc.com.

Lovense Releases Prostate Pleasure Study



What's Stopping Men from Prostate Pleasure?



SINGAPORE — Lovense, the global leader in app-controlled intimate products, released findings from a proprietary survey examining the real barriers to prostate pleasure adoption among men. The findings were validated against a qualitative analysis of more than 10,000 posts and comments across major men's wellness communities online. The results challenge the industry's long-held assumption that pain and hygiene concerns are the primary purchase blockers — and point to a different, more addressable obstacle.

Key Finding #1: Partner Judgment Is the Single Biggest Barrier. Nearly one in five respondents (18.3%) cited “not knowing how to talk about it with a partner” as their single biggest barrier — the highest single response, ahead of both hygiene concerns and fear of pain. The pattern holds across multiple questions: more than a third of respondents worry their female partner may see them differently, and roughly one in four report fear of being misunderstood.

In online communities, this fear is the single

most emotionally charged topic. One wife who discovered her husband had hidden his prostate play for 18 years wrote: “I was absolutely crushed. Not because of what he was doing, but because he left me in the dark for nearly two decades.”

Key Finding #2: Psychological Barriers Outweigh Physical Ones. Identity and social concerns surpass physical discomfort as blockers at roughly a three-to-one ratio. Fear of being perceived as gay or bisexual, concern that it conflicts with straight male identity, and worry about feeling “less masculine” collectively dwarf fear of pain — which ranked as the single biggest barrier for fewer than one in 10 respondents.

Key Finding #3: A Clear Education Gap Persists. When asked what would increase their confidence, almost 40% respondents chose education: beginner-friendly guides, clear safety information, and more mainstream discussion to normalize the topic all ranked above product features or pricing. The preferred framing? “Prostate orgasm” led decisively — men respond to direct, pleasure-focused language rather than clinical or euphemistic alternatives. As one highly upvoted community comment put it: “I had no idea the prostate could even bring pleasure.”

Lovense conducted a proprietary survey on prostate pleasure attitudes and barriers, and validated findings against qualitative analysis of more than 10,000 posts and comments across major men's wellness communities on Reddit.

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INTERNATIONAL NEWS

pjur ORGANIC Fresh and ORGANIC Touch Receive Vegan Trademark from The Vegan



WASSERBILLIG, LU — pjur ORGANIC Fresh and pjur ORGANIC Touch have been officially awarded the internationally recognized Vegan Trademark of The Vegan Society. The certification confirms that the products are free from animal ingredients and are manufactured without animal testing.

pjur ORGANIC Fresh is a fragrance-free refreshing foam for the external intimate area and part of the pjur ORGANIC series. Its innovative formula transforms conventional paper tissues into gentle cleansing wipes with no rinsing required.

With 99% natural, vegan ingredients, the product offers particularly mild and skin-friendly care and refreshes, protects, and intensively provides moisture at the same time.

pjur ORGANIC Touch is a water-based personal lubricant with 98% natural, vegan ingredients and complements the range with a solution for intimate moments. The gentle formulation provides moisture, supports skin care, and ensures a pleasantly natural skin feeling. Together with pjur ORGANIC Care, the products form a coordinated concept for natural, vegan intimate care, reflect-

ing pjur's commitment to high-quality, consciously developed products solutions.

After pjur ORGANIC Care was already awarded the Vegan Trademark, pjur ORGANIC Fresh and pjur ORGANIC Touch now also carry this internationally recognized seal. This further reinforces the brand's consistent commitment to continuously expanding responsible product solutions.

"The certification of pjur ORGANIC Fresh and pjur ORGANIC Touch by The Vegan Society confirms our commitment to responsible product development," says Alexander Giebel, CEO & Founder of pjur. "We combine the highest standards of quality and performance with a clear focus on people, animals, and the environment. We are very proud that the entire pjur ORGANIC range now carries the Vegan Trademark of The Vegan Society." The Vegan Trademark of The Vegan Society identifies products that contain no animal ingredients and have not been tested on animals. It is considered one of the most well-known and most trustworthy quality seals for vegan products worldwide.

With high-quality, vegan ingredients on a natural basis, all products of the pjur ORGANIC range stand for a mindful form of intimate care. They offer a harmonious concept for natural, vegan intimate care and a pleasant feeling of freshness and well-being in every moment of closeness.

SVAKOM Named Toy Brand of the Year at EroSpain Awards 2026



SHENZHEN, CH — SVAKOM announced that it has been named Toy Brand of the Year 2026 at the EroSpain Awards, recognizing a year marked by innovation, new product launches, and continued growth across international markets.

The award was presented during EroSpain 2026 in Barcelona, where SVAKOM welcomed partners, distributors, retailers, and industry professionals to Booth 115 for three days of product demonstrations, conversations, and new discoveries.

"We're incredibly proud to see SVAKOM named Toy Brand of the

Year at EroSpain. This award means a lot to us, especially at a time when we're bringing so many new ideas and innovations to the market. Thank you to our amazing team, partners, and customers for being part of this journey. We're just getting started," Hannes Hultman, Regional Director (Europe) at SVAKOM.

Receiving 'Toy Brand of the Year' during a show filled with meaningful conversations, new partnerships, and enthusiastic feedback made the recognition particularly special.

Experience the Future of Smart Intimacy: Lovense at Stimulate 2026



LOVENSE

Closing the Distance

SINGAPORE — Lovense, a global leader in smart intimacy and sex-tech innovation, announced that it will participate in the Stimulate Sexual Wellness Show 2026, taking place August 3rd–4th in Nashville, Tennessee. The fast-growing B2B event provides an ideal platform for Lovense to connect with retailers, partners, and industry innovators while showcasing the latest trends in connected sexual wellness.

At the show, Lovense will present interactive displays that let attendees experience the Lovense Remote App, explore the full port-

folio of connected devices, and see firsthand how technology can enhance intimacy and engagement. Visitors will also have the opportunity to engage with Lovense brand experts to discuss partnerships, collaborations, and the brand's continued innovation in smart intimacy.

Through this debut at Stimulate 2026, Lovense aims to strengthen relationships with North American retailers and partners, demonstrate its commitment to innovation, and highlight the transformative potential of connected devices in the sexual wellness market.

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Three Sales Strategies that Actually Work In-Store: Start Using the Right Sales on the Floor



By Alexandra Bouchard

Retail has a habit of blaming traffic. It's slow. No one's coming in. We just need more people. It sounds logical, but after years of actually watching customers on the shop floor, the reality is different. Most stores don't have a traffic problem, they have a conversion problem. People are coming in, they're looking, they're picking things up and curious...then they're leaving. Not because they didn't want something, but because nothing helped them get there.

That's where sales come in, but not in the usual way people think. Sales aren't about lowering prices, they're about lowering hesitation. They're there to help someone move from "I don't know" to "okay, yeah, I'll take it." It's a completely different mindset than just discounting products and hoping for the best.

One of the biggest mistakes retailers make is discounting products that are already selling. A customer walks in asking for a specific product, a brand they trust, or something they already decided on before stepping into the store, and yet they discount it. Why? They were already buying it. You didn't win that sale with a promotion, you just made less money on it, and worse, you started training that customer that way. To hesitate next time. To think maybe it'll be on sale if they come back.

That's how a salesperson quietly chips away at their own margins. High-demand products do not need help, they need to be protected. Your promotions should be working for everything around them: the add-ons, the overlooked products, the items people

“Another uncomfortable truth is that if customers are coming in and not buying, it's not always a marketing issue. Look at your floor. Does any staff talk to them? Did the customer feel comfortable asking questions? Did your team guide them or just let them wander? Most customers aren't walking in thinking they're going to spend \$150.

are curious about but unsure of. That's where your basket grows and where your margins live.

The in-store reality is that customers aren't walking in with confidence. They're curious, sometimes shy, sometimes overwhelmed, and sometimes pretending they know exactly what they're looking for while quietly hoping someone helps them without

making it awkward. If your team isn't stepping in – guiding, suggesting, reassuring—no promotion in the world is going to fix that. A sign doesn't build trust, a person does. Promotions don't work without staff. A “Buy 2 Get 1 Free” tag sitting on a shelf does very little. A staff member saying, “hey, I saw you're already looking at this, let me show you two more options you might be interested in,” changes everything. It's not a discount, it's guidance. That's when revenue actually increases.

There's also a pattern where employees who want to improve performance say “we need more sales,” assuming more promotions will fix the issue. Sales can absolutely help, but only when they're applied with intention. Otherwise, you're just creating random discounting, inconsistent messaging, and a store without a clear strategy.

If you're trying to get your employer on board, don't just ask for more sales, make them say yes with a plan. Show what type of promotion you want to run, what products it applies to, and what behaviour it's meant to influence. Sales aren't there to liquidate, they're there to create discovery, to help someone try something they weren't planning on, and turn a single-item purchase into a more complete experience.

Another uncomfortable truth is that if customers are coming in and not buying, it's not always a marketing issue. Look at your floor. Does any staff talk to them? Did the customer feel comfortable asking questions? Did your team guide them or just let them wander?

Most customers aren't walking in thinking they're going to spend \$150. They're thinking they'll just take a look. Everything after that is shaped by the experience. This is where the right promotion, used at the right time, makes a difference. Not constant discounts, not random markdowns but structured, intentional offers that align with how people actually shop. Here are three promotions that consistently drive revenue:

BUY 2, GET 1 FREE is your volume driver and your "just try it" moment. This works best on small, high-margin items that customers hesitate on individually but are open to trying in multiples. Think condoms, lubricants, bullet vibes, cock rings, toy cleaners and small novelty items. These are products people pick up, consider, and put back because they're unsure. This promotion removes that hesitation. Instead of asking themselves if they need it, they shift into trying mode. "I might as well grab a couple more." You're not just increasing units per transaction, you're encouraging experimentation, which is one of the most valuable things you can do in retail. Once customers find something they like, they come back for it at full price. That is the long-term win. The key here is margin. This only works when applied to low-cost, high-margin items, not your hero products.

BUY 1, GET 1 50% OFF is your basket builder and comparison closer. This is ideal for mid-

to-higher-ticket items where customers are already deciding between options. Think two vibrators, a toy plus a second option they're unsure about, or even two types of lubricant like water-based versus hybrid. This is where your staff plays a major role. Customers come in planning to buy one item, and your team introduces a second option in a way that feels helpful, not pushy. "While you're here, let me show you another one people compare this to, and the second one is half off." Now customers aren't just spending more, they're making a more informed decision. They feel smarter about the purchase, more confident, and more satisfied. This promotion keeps perceived value high while still increasing the total transaction.

SPEND \$X, GET \$X is your upsell engine and return trigger. This is where you build both your current sale and future sale at the same time. Spend \$100, get \$25. Spend \$150, get \$50. This promotion encourages customers to reach a threshold and gives them a reason to come back. This is where you should start looking at sales per employee, not just per customer because this promotion depends heavily on staff engagement. "You're at \$85, you're really close to getting \$20 back, let me show you something small people usually add here." That isn't pushy, that is helpful. The biggest benefit here is retention. You aren't just making a sale, you're creating a second visit automatically.

If you're looking to clear out product, that's where I personally lean into surprise bags. Instead of marking things down and drawing attention to what isn't selling, you reposition it. Mix slower-moving items in with a few stronger ones and let the value do the talking. Use cute totes, cheeky gift bags, whatever fits your store vibe. There's no strict pricing, so you control the margin, and the customer gets something that feels fun instead of discounted.

Brands like Nobü offer surprise bags that can be purchased pre-filled or empty, giving you flexibility depending on how hands-on you want to be. The pre-filled options are really well put together, featuring strong introductory-level products across different styles and often curated around fun themes, making them an easy entry point for customers who want to explore without overthinking it. Just swap out what you want to get rid of and voilà.

Sales aren't the problem, random sales are. When you apply the right promotion to the right product, supported by the right conversation, you increase revenue without sacrificing value. You improve the customer experience instead of cheapening it, and you give your team a structure they can actually use.

Alexandra Bouchard is a Sales Representative for BodiSpaB2B.



The Architects of Intimacy: Inside BMS's Four-Decade Legacy in Adult Novelties



By Neda Huang

TELL US A BIT ABOUT THE HISTORY OF BMS. HOW DID THE COMPANY GET STARTED?

The history of BMS is essentially a story of how Canadian entrepreneur Steve Bannister transformed a single retail storefront into a vertically integrated international adult novelty empire. Starting in 1983, Steve Bannister opened the first Aren't We Naughty location on 130 Main Street in North Brampton. What made Aren't We Naughty so different from other stores is, at the time, a lot of adult novelty stores were small and dark and sometimes uninviting. Steve wanted a friendly and welcoming environment tailored toward couples and women. Each store opened with beautiful bright interiors, eventually amassing roughly 11 stores throughout the GTA.

So then he thought, *If the Aren't We Naughty stores were thriving and had all of the capability of a distributor, why not be a distributor as well?* This led to Steve's conception of BMS Enterprises in 1988, eventually opening a massive 40,000-square-foot warehouse. Since its inception, BMS Enterprises functioned as a wholesale and distribution arm that supported and supplied both his own stores and other Canadian retailers.

BMS Factory was officially established around 2004. At this point, Steve had control over the retail, wholesale, and distribution. The only thing missing was manufacturing to establish a complete end-to-end supply chain. With his deep experience and understanding of the industry, Steve launched the brand that would change the trajectory of BMS forever; PowerBullet. PowerBullet technology has been a defining part of BMS' history. Over the years, it has become the gold standard when it comes to powerful vibrations. When we say something is "powered by PowerBullet Technology", it means more than just power, it means that we've vetted this product and designed it to adhere to what our customers know and love.

This was the first of many notable accomplishments. In 2012, BMS won the "Sex Toy Company of the Year" award and several other XBIZ awards. It was also the first to produce the one and only fully seamless vibrating wand on the market; the Swan Wand. Every subsequent year, BMS Factory has developed new brands and new products featuring innovative technology and power that continues to establish BMS as a household name for the adult novelty industry.

WHAT DO YOU LOVE MOST ABOUT THE INDUSTRY?

That's a great question! There's a lot to love about this industry, and to be honest, there's also a lot to hate too. In the time that I've been a part of the industry, the thing I love the most is the innovation. I love that this industry overlaps in the progression of research and development for areas of other industries that have led to widespread positive impacts on society and individuals. One of the best examples is the development of Haptic technology that companies like Lovense helped drive. The R&D for haptic technology in the adult space created the backbone of robotic assisted surgery. The medical applications of this alone are phenomenal!

Our industry also experiences a significant amount of pushback in a lot of different areas. In navigating the many restrictions and hurdles we face, our industry has perpetuated a long history of creative problem-solving that has done just as much for the world as it has for advocating for sexual health and wellness, free of judgement. What's not to love about that?

WHAT HAVE BEEN THE BIGGEST CHALLENGES SINCE BMS' INCEPTION?

There are a lot, some of which aren't unique to BMS specifically. As the Operations Director for BMS, I can say that the biggest challenge we face

would be competing against "off-the-shelf" purchasing. It's never been easier for businesses or customers to find adult products at rock bottom prices to sell online. These days, competition isn't limited to only distributors since anyone who has the capital can invest in drop-shipping.

With so many products on the market at lower prices (and sometimes lower quality), the biggest challenge is providing customers with high-quality, specially designed products, at price points that make sense without cutting corners on quality assurance. It's an ongoing challenge, but one that often makes or breaks a company. I can confidently say that it hasn't broken us, and with the team that we have at BMS, I can't say that I have any concerns that it will.

WHAT HAVE BEEN SOME MAJOR MILESTONES FOR BMS OVER THE YEARS?

Focusing only on the time that I've started at the company (at the tail end of 2023), we've had some massive milestones. The first one is a complete restructuring of our internal team. We've welcomed many new faces to BMS as we've started rolling out new large-scale initiatives. The second is a full overhaul of Aren't We Naughty's website, which released at the end of 2025. Not only was the site migrated to Shopify, we did a complete overhaul of our catalogue and site navigation to ensure that it's simple, safe, and sustainable. We also introduced a new brand called "Softies" along with a large number of releases for our M'Lady collection that highlight our strategic shift toward competitive products. Both collections feature bright and simple packaging that works for both beginners and experienced users alike at entry-level price points.

Lastly, we've taken a hard look at our packaging and compliance and begun rolling out rebrands of our house brands. I'm sure most companies are aware of the rapidly changing

compliance relating to recycling and packaging. Our first three rebrand launches included LUX Active, Punishment, and Swan. Each new package reduced the packaging size to roughly 20%, ensuring no wasted material is used and shipping is as economical as it can be.

WHAT DO YOU SEE AS THE BIGGEST DEVELOPMENTS FOR THE INDUSTRY?

This is a hard one to answer since there are so many developments that could happen in the industry. In my honest opinion, the biggest development has been the slow death of distributors. I may be a cynic on this topic, but after the tariffs hit in 2025, a lot of companies moved from purchasing from distributors to considering buying directly from manufacturers. While there's nothing inherently wrong with this, one consequence has been companies flooding the market with goods purchased directly from manufacturers. This has led to a stark drop in the quality of products available to the end consumer, as well as a reduction in the variety of products available period.

All products aren't meant for everyone because everyone is physically different with different preferences. This means that a single product will never be universally perfect for everyone. What's perfect about that is that there's going to be a market for almost any type of product. However, with recent changes, instead of the market being flooded with new and unique products with an increased access to new suppliers, we see the same copy-and-paste product in a slightly different shape month over month. While anyone can make the argument that this has always been the case, I'd both agree and disagree. It may have been a consistent issue, at the pace the market is charging this is only getting worse. While there

are many amazing benefits for increased accessibility, it also has a lot of cons.

MAJOR RETAILERS HAVE BEEN EMBRACING AND SELLING SEXUAL WELLNESS PRODUCTS. HAS THIS HELPED THE INDUSTRY, AND BMS IN PARTICULAR?

Yes and no. It's always an amazing thing to see major retailers branching out into product categories that customers want. This could just be me being pessimistic, but it's a double-edged sword. Once major retailers begin bringing in products, the customer narrative around products begins to shift as well.

I can give an example of this: the Rose. In our industry, censorship is huge. That means that marketing, especially social media marketing, is seriously hindered by what's considered to be "graphic" or "pornographic". When products come out that bypass these restrictions, like the Rose (being rose-shaped, nothing phallic or graphic about it), the market changes to everyone wanting to produce products like this so that they can be easily picked up by major retailers.

For anyone that's been in conversation with major retailers, they play an entirely different game. It's not just about giving customers access to products that would benefit their sexual health and wellness, it becomes about how we can get the most "retail-friendly" products to market that generate the most amount of revenue.

While it's great that people are getting access to sexual wellness products so they can begin their sexual wellness journeys, it also shifts the demand for products drastically. The barrier to entry for major retailers is high and to meet the shifting demand, you see the same large companies beginning to jump in. Another example is

Trojan, Durex, or SKYN. These are all leading family-planning brands you'd find at your local Shoppers Drug Mart. Each of these brands now has its own toy or product that you can buy along with condoms. But what about our industry?

On the one hand, there's increased accessibility for the end consumer and on the other, there's a market that isn't easily penetrated by our industry. It's less of a helping hand to our industry and a thicker barrier to entry.

WHAT ARE YOUR BEST-SELLING PRODUCT LINES AND CATEGORIES?

This one is kind of a hard one to answer! We have so many product lines that are specific to the categories that they're in such as PowerBullet. The PowerBullet line features vibrating bullets in as many shapes, sizes, power levels, and functionality that you can imagine. In terms of entry-level products, M'Lady, PowerBullet, Addiction, and Softies are our top-selling products. For luxury products for the more experienced user, Palm-Power, Naked Addiction, and Swan are some of our top products.

HOW HAVE THE RECENT TARIFFS HELPED SHAPE BMS FOR BETTER (OR WORSE) WITH RESPECT TO SUPPLY CHAINS, PRICING, PRODUCT SELECTION, ETC.?

Tariffs have helped shape BMS' product selection and internal processes significantly. Like many other companies, they forced us to re-evaluate our existing supply chain to see how we could make the most agile changes without affecting our ability to service longstanding accounts. What specifically changed was how we understood end consumer value. When consumers were paying for tariffs being rolled forward, the con-



versation around whether the product was worth it changed once the price did. It stopped being about the product and became about the economic justifications for it.

In a time where many companies were being forced to decide between their profit margin and the quality of their products, we found that we didn't have to choose between either. We introduced two major internal changes. The first was overhauling how we looked at development and we adjusted it to reflect the real-time need of quality products at affordable price points. Not only did we start sourcing significantly smarter, we also made every effort to reduce and modernize our packaging to provide added value to customers by reducing their shipping costs by roughly 43% on average.

The second major change was turning our focus back to Canada. As a Canadian business, we stood in solidarity with our Canadian business partners to focus on Canadian made and designed products at price points that helped our customers get what they needed at reasonable prices. By providing value to our Canadian customers, we focused on keeping our Canadian market strong despite the US market's volatility.

WHAT CAN WE EXPECT FROM BMS IN THE FUTURE?

A lot! I'm sure you can see that in the few years that I've been with BMS, we've achieved some great things. I have no intention of stopping any time soon.

- » Restructuring of our marketing department – the key intention with this is to ensure that we're advertising who we are and what we do. BMS was a little quiet for a couple of years, but we didn't go anywhere and we're excited to re-introduce ourselves to the industry through our marketing presence.
- » New products – We have a lot in the works, but for now I can only comment on the fact that we will be getting one new brand this year as well as many new products for our existing brands.
- » BMS Enterprise and BMS Factory overhaul – I started with Aren't We Naughty but we're not done yet. The BMS Enterprises website

“After the tariffs hit in 2025, a lot of companies moved from purchasing from distributors to considering buying directly from manufacturers. While there's nothing inherently wrong with this, one consequence has been companies flooding the market with goods purchased directly from manufacturers. This has led to a stark drop in the quality of products available to the end consumer, as well as a reduction in the variety of products available period.”

functions as an online site for Canadian wholesalers, distributors, and retailers. BMS Factory is our international site for distributors and wholesalers. We are revamping the BMS Enterprises website (live inventory coming soon!) with a new look that's easier to navigate and cleaner. We will also migrate BMS Factory to Shopify so that our international customers can begin placing orders online.

TALK TO US ABOUT SOME OF THE NEW BRANDS AND PRODUCTS THAT BMS ENTERPRISES BROUGHT INTO ITS DISTRIBUTION ROSTER IN THE LAST YEAR?

In terms of new brands and products, the newest would be the Softies brand. This brand features three products with versatile usage. It's an incredibly easy product line to begin with or to expand your collection with. The line features dual silicone plugs, bullets, and dual stimulators that are user friendly and accessible. In terms of new products, we did have two major launches of the Swan Curve and the Swan Rain. Both of these wands are incredibly powerful in drastically different sizes.

For items we don't produce but distribute, BMS has brought on the new Lush Anal, Lush Mini, and Lush 4. Anyone that's familiar with the Lush line knows how these products are phenomenal for long-distance relationships, those who are interested or currently camming, as well as for

those looking to try something new and technologically sophisticated. These new items are no exception, they're just as powerful as the rest of the Lush line and with the expansion into Lush Anal, there's something for everyone.

WHAT CAN WE EXPECT FROM BMS FACTORY'S PRODUCT LINE SPECIFICALLY IN THE NEAR FUTURE? OR ARE ALREADY AVAILABLE?

Great question! There are a lot of things that you can expect from BMS Factory's product line including a new brand releasing this fall. I don't want to spoil too much, but it's an accessible brand designed with a price point that can't be beat that we're all very excited to launch. For our existing brands, the LUX Active brand will see a new series of products with the new rebranded packaging. There will also be a series of releases for the Swan and Pillow Talk brand closer to the end of the year.

Aside from our new product launches and revamped website, BMS customers can expect BMS hosted training sessions, which we're hoping to implement by Q3 of 2026. These training sessions will allow our customers to attend a walkthrough of BMS Factory products, warranties, and other relevant information so that their sales staff can feel confident selling our products.

Neda Huang is the Operations Director of BMS.



Hot Days Wet Nights

pjur Summer Sale is here, enjoy an allowable **30% MAP Discount** on most pjur products.

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Contact your distributor, or Lovehoney Group Account Manager for purchase discounts or more details.



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WOMEN IN LEADERSHIP

A stylized illustration of seven women in profile, facing right. They are layered, with some in the foreground and others behind. The women have various hair colors (pink, blue, yellow, orange, purple, blonde) and are wearing different styles of clothing and accessories like hoop earrings and glasses. The background is a solid light pink color.

For our Women in Leadership feature, we asked companies to choose a woman in their organization and outline any milestones or activations they've contributed recently to their organization as well as where they see the industry going, current trends, and other potential obstacles in the near future.

WOMEN IN LEADERSHIP



Kelly Gordon, Chief Marketing Officer and Global Head of Sales at Hot Octopuss, has played a key role in shaping the brand's bold, inclusive, and sex-positive identity within the sexual wellness industry. With a strong focus on authentic storytelling and breaking stigma, Kelly has led campaigns that challenge outdated narratives around pleasure, intimacy, and accessibility, helping position Hot Octopuss as a disruptive and culturally relevant voice in the market.

Under her leadership, the brand has continued to push conversations around sexual wellness into the mainstream through innovative marketing activations, inclusive partnerships, and educational content designed to empower diverse audiences.

"Consumers are looking for honesty, inclusivity, and brands that genuinely understand people's experiences," says Kelly. "The sexual wellness industry is evolving rapidly, and the biggest opportunity lies in normalising these conversations while continuing to innovate responsibly."

She also highlights accessibility and authentic representation as key priorities for the future of the industry, believing brands have a responsibility to create products and messaging that speak to everyone.



As Director, B2B Sales and Marketing Americas at Lovehoney Group, Stephanie Keating plays a key role in helping the industry adapt to rapidly changing consumer behaviours — particularly among younger shoppers, who expect more from brands, retailers, and the in-store experience.

Her focus is not simply on competing for existing customers, but on growing the category by welcoming new consumers in. That means building strong, collaborative relationships with retail partners and moving beyond a transactional approach toward shared, long-term growth.

Under her leadership, teams are encouraged to work closely with retailers to create engaging, approachable in-store spaces that help consumers feel comfortable discovering the category. This also includes developing impactful marketing activations that drive awareness and trial, investing in co-marketing programmes that benefit both brands and retailers, and ensuring product portfolios meet consumers where they are through a range of price points.

"Innovation plays an important role in keeping the category fresh, relevant, and accessible," says Keating. "We need to continue bringing new products, ideas, and experiences to market in ways that reflect how consumers are shopping today."

For Keating, leadership is about alignment: bringing teams and partners together around growth, adaptability, and shared success.

"As the industry continues to evolve, collaboration will be essential," she adds. "The brands and retailers that succeed will be those that work together to make the category more welcoming, accessible, and exciting for the next generation of consumers."



Shay Martin is Co-Owner and CMO of Vibratex, the company her parents founded in 1983. Coming from a science background with a deep understanding of women's physiology, Shay took over management of the business in 1996 alongside her husband, Dan Martin.

From the start, Shay recognized a significant gap in the market. Products weren't designed with women in mind; the angles were wrong, the sizing was off, and the designers were overwhelmingly male.

"Having worked in this industry for most of my life, I have witnessed firsthand how much the industry has evolved and how pleasure products have improved and become accepted by society," Shay reflects. "I've always believed that it is important to be comfortable with your sexuality and combat the pressure from society to fear the topic of sex. I just want people to be able to embrace their sexuality. Now, the industry as a whole has taken on sexual well-being as our purpose."

When Shay and Dan took over, they brought a commitment to body-safe materials, innovative design, and quality craftsmanship. Their most pivotal move was partnering with Hitachi to become the distributor and brand manager of the iconic Magic Wand, a product with roots stretching back to the late 1960s, when trailblazer Betty Dodson introduced women to pleasure and self-discovery through her consciousness-raising bodysex workshops.

Vibratex remains committed to carrying that legacy forward. Most recently, the company funded an IRB-approved study led by sex researcher Dr. Candice Hargons and Danielle Bezael, examining the physical, mental, and sexual health benefits of Magic Wand use for women. Findings are available at magicwandstudy.com.

For Shay, uplifting women goes beyond selling a product. It means honouring a movement, funding real science, and continually asking how to have a positive impact on female pleasure across the lifespan.



WOMEN IN LEADERSHIP



Meghan Beck's journey in the industry is a true example of resilience, determination, and hard work. Before becoming Vice President of Sales and Operations at Nasstoys, Meghan was simply a hardworking woman trying to build a better life for her family. At the time, she was working as a waitress at a high-end restaurant while searching for better opportunities. Her former partner had been struggling to find work, and while she was taking the time to looking through job ads for him, she came across a listing for an Inventory Manager position at Hustler. Somewhat jokingly and rudely, he told her, "That looks like something you would do." Meghan confidently replied, "You're right," and decided to apply. That single moment would end up changing her life forever.

Meghan landed the position and quickly discovered she had a natural talent for the business. Her role involved working behind the scenes, managing inventory, and ensuring stores had the products they needed to operate successfully. While she enjoyed the work, she was also raising four children and needed more financial stability with very little support from her former partner. Instead of giving up, Meghan pushed herself harder and continued exploring new opportunities within the industry.

Over the years, she gained experience in many different areas of the business. Meghan worked as a buyer, had a position at home parties corporate office, worked at distribution companies, and even freelanced, using her polished industry knowledge to help others grow their businesses. Every role she took on helped shape the strong understanding she now carries today.

Eventually, Meghan joined Nasstoys as Sales Manager, a position that was known to be difficult to fill. Through her leadership, creativity, and relentless work ethic, she quickly became an essential part of the company. Elliot Schwartz and the Nasstoys team recognized her dedication and rewarded her by promoting her to Vice President of Sales and Operations.

Founded in the late 1970s, Nasstoys has remained a respected name in the industry for decades. Meghan brought a fresh and modern perspective while still respecting the company's legacy. Her influence can be seen in successful collections like Sorbet and SKY, which have become loved by retailers and customers alike.

Today, Meghan Beck is a powerful example of what hard work and determination can accomplish. Her story proves that taking a chance on yourself can completely change your future.



As Head of Marketing at Je Joue, Sienna Halliburton brings a unique combination of commercial expertise and educational advocacy to the sexual wellness industry. Alongside leading the global marketing strategy for one of the sector's most respected luxury pleasure brands, she is also a qualified Relationships and Sex Educator for young people in the UK and holds ACET certification, reflecting her commitment to improving access to accurate, inclusive, and empowering sex education.

At Je Joue, Sienna champions a brand philosophy that combines premium product design with meaningful education, helping consumers build confidence, body awareness, and a healthier relationship with pleasure. Her work focuses on normalising conversations around sexual wellness and ensuring that pleasure products are presented not as taboo items, but as part of a broader conversation about wellbeing, self-discovery, and self-esteem.

"Education has always been at the heart of meaningful change. When people are given accurate information about their bodies, relationships, and pleasure, they're empowered to make informed choices and develop greater confidence in themselves. That's something I'm passionate about bringing into both my educational work and my role at Je Joue."

Looking ahead, Sienna believes the future of the industry lies in the continued integration of education and wellness. "Consumers are seeking more than products; they're looking for trusted brands that help them understand themselves

better. The greatest opportunity for our industry is to continue breaking down stigma while promoting body confidence, inclusivity, and pleasure as a positive and natural part of overall wellbeing. When we combine quality products with quality education, we create lasting change."



"Education has always been at the heart of meaningful change. When people are given accurate information about their bodies, relationships, and pleasure, they're empowered to make informed choices and develop greater confidence in themselves. That's something I'm passionate about bringing into both my educational work and my role at Je Joue."

- Sienna Halliburton, Head of Marketing at Je Joue

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WOMEN IN LEADERSHIP



For more than 30 years, Julie Stewart has helped shape the intimate wellness industry through a lens of safety, connection, and inclusivity. As the leader of a woman-owned business, Julie has championed the idea that pleasure products should be thoughtfully designed, body-safe, and rooted in mutual trust and communication.

Long before conversations around consent became mainstream, Sportsheets® was creating products intended to help couples explore together. The introduction of the Original Under the Bed Restraint System® transformed bond-

age from something intimidating into something approachable, discreet, and grounded in consensual play. Today, with more than two million units sold, it remains a category-defining product and a testament to the company's enduring mission of "Keeping Couples Connected."

Julie has also been a strong advocate for quality and longevity in product design. At a time when disposable products have become increasingly common, Sportsheets continues to prioritize durable construction and lasting materials, keeping countless products in bedrooms and out of landfills for more than three decades.

Most recently, Julie has guided the launch of the upcoming Sportsheets Signature Collection, an elevated assortment of foundational products designed with comfort, sophistication, and accessibility in mind. Signature represents the next chapter of Sportsheets: honoring the legacy that built the brand while inviting a new generation of consumers to explore intimacy confidently and safely.

"The future of this industry lies in education, inclusivity, and intentional design," says

Stewart. "Consumers deserve products they can trust from brands that respect their experiences. If we've accomplished anything over the last 30 years, I hope it's helping normalize conversations around pleasure, consent, and connection, while creating products that support those journeys for years to come."



Sarai Foster has been with XR Brands for more than 13 years and has played a major role in the company's growth across both domestic and international markets. Starting as an Account Manager and working her way up to Senior Sales Executive, she has helped expand key

distributor relationships, retail chain business, and ecommerce partnerships throughout the industry.

Sarai is heavily involved in customer education, product launches, and industry events, regularly traveling for trade shows, trainings, and account meetings. Her hands-on approach and long-standing customer relationships have helped XR Brands continue to grow while staying closely connected to the needs of retailers and distributors.

"The adult novelty industry continues to evolve alongside the growing focus on sexual wellness, innovation, and consumer education," says Foster. "I think we'll continue to see more AI involvement in areas like product development, marketing, and how companies support both retailers and consumers."

Foster also notes that tariffs, rising manufacturing costs, and supply chain pressures

remain ongoing challenges for the industry as companies work to balance innovation, pricing, and profitability.



"The adult novelty industry continues to evolve alongside the growing focus on sexual wellness, innovation, and consumer education," says Foster. "I think we'll continue to see more AI involvement in areas like product development, marketing, and how companies support both retailers and consumers."

- Sarai Foster, Senior Sales Executive



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WOMEN IN LEADERSHIP



I am the Head Buyer and Operations Manager for Pleasures N' Treasures, Head Buyer for BodiSpaB2B, and oversee product development for Nobü Toys. Through these roles, I help shape purchasing strategy, supplier partnerships, and product innovation across multiple channels within Canada's sexual wellness industry.

One of my proudest accomplishments has been helping guide the evolution of X-citement Video from a traditional adult video retailer into a

modern sexual wellness destination. Throughout my career, I have focused on creating more inclusive, accessible, and welcoming experiences for customers while helping businesses adapt to a rapidly changing market. I have expanded partnerships with LGBTQ+-founded, women-led, and Canadian-owned brands, improved size inclusivity across lingerie collections, and worked to ensure our product offerings better reflect the diverse needs of the communities we serve.

As Head Buyer for BodiSpaB2B, I work closely with manufacturers, distributors, and retailers to identify emerging trends and bring innovative products to market. I also oversee product development for Nobü, helping identify market opportunities, select products for development, and guide decisions that support the growth of a Canadian sexual wellness brand. Having the opportunity to influence both what products are sold and what products are created has been one of the most rewarding aspects of my career.

The sexual wellness industry is experiencing significant growth as conversations around sexual health, wellness, and pleasure become increasingly mainstream. At the same time, we

continue to face challenges including stigma, advertising restrictions, rising costs, and barriers that can limit opportunities for women in leadership. I believe strong leadership means creating space for diverse voices, fostering inclusive workplaces, and helping build an industry that is more representative, accessible, and empowering for everyone.



Odin Novelties is thrilled to introduce our Brand Ambassador, Kris J! Kris currently serves as a Store Manager in the sexual wellness industry. She also manages social media accounts, participates in promotional events, and works with the E-commerce team at Odin Novelties, where she continues to expand her skills in professional writing.

Kris originally joined the industry as a part-time sales associate with no prior retail experi-

ence. Before that, she worked as a professional chef, but a workplace accident forced her to rethink her career path. Taking the first opportunity that came her way, Kris discovered a passion she never expected.

Within just three months, Kris became known throughout Odin for her helpful nature and technical product knowledge, often being called upon to help train new team members. Along the way, she built a loyal customer base and earned the respect of both her coworkers and the customers she serves. As her experience grew, so did her desire to help educate people about sexual wellness and create greater awareness of the products available to them.

Kris's passion for Odin's core values shines through in everything she does. Whether she's helping customers, supporting her team, or representing the brand, she consistently demonstrates a commitment to quality, integrity, innovation, and customer care. Her positive attitude and willingness to share her knowledge have made her an invaluable member of the Odin family.

"My goal is to see our industry continue breaking the stigma surrounding sexuality while

pioneering innovative ways to explore individual and mutual pleasure. As technology evolves rapidly, we are constantly challenged to innovate and grow alongside it. I love being able to talk openly about advances in technology, educate people on the different types of products available, and explain how they can enhance our lives, sexually and otherwise."



"My goal is to see our industry continue breaking the stigma surrounding sexuality while pioneering innovative ways to explore individual and mutual pleasure. As technology evolves rapidly, we are constantly challenged to innovate and grow alongside it. I love being able to talk openly about advances in technology, educate people on the different types of products available, and explain how they can enhance our lives, sexually and otherwise."

- Kris J., Brand Ambassador for Odin Novelties

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WOMEN IN LEADERSHIP



Looking back on my career, I am incredibly proud of how we built Aren't We Naughty from a single shop into an eight-store Ontario retail empire. This success paved the way for BMS Enterprises to enter distribution and, ultimately, for BMS Factory to launch into manufacturing. Driven by a simple mission to provide only the best for our customers, we developed our signature Power-Bullet® brand and technology. Today, our stores continue to stock premium adult novelties from global brands alongside BMS Factory's Power-Bullet®-powered products.

However, the major challenge ahead, for us, and for brick-and-mortar retail as a whole, is competing with bargain e-commerce giants like Temu. To survive, physical stores must look beyond their immediate communities to capture new audiences. Reflecting this shift, the industry is trending toward high-quality, accessible products for increasingly price-conscious consumers. The days of "one-size-fits-all" products are gone; manufacturers like BMS Factory, distributors like BMS

Enterprises, and retailers like Aren't We Naughty must carry a wide selection hyper-targeted items that cater to a highly diverse demographic.

I am incredibly proud of our journey, and I remain dedicated to expanding Aren't We Naughty's reach while consistently delivering the latest and greatest in adult novelties.

- Aida Makar, Operations Manager for Aren't We Naughty



As Chief Operating Officer of Orgie, Raquel Shaw Hespanhol has helped support the company's evolution from a Portuguese brand into an international sexual wellness business present in more than 70 countries.

Over the years, she has collaborated closely across different areas of the company, including

product development, brand positioning, operational improvement and regulatory compliance. She is also responsible for Orgie's Asian market, where adapting to different cultural, commercial and compliance requirements plays an important role in the brand's continued international development.

Known for combining strategic vision with strong attention to detail, Raquel contributes to strengthening Orgie's relationship with distributors worldwide, supporting sustainable growth while helping the brand continue to innovate within the sexual wellness category.

"Today's consumers are looking for more than just products—they are looking for experiences, authenticity and brands that understand their needs," says Raquel Shaw. "The companies that will succeed in the coming years are those that combine innovation with education, quality and a genuine commitment to consumer well-being."

"I believe one of the biggest challenges for any leader today is adapting to constant change. For women, there is also an opportunity to bring

different perspectives, communication styles and approaches to leadership that can help organizations grow in more sustainable and inclusive ways. Personally, I try to lead with balance — combining strategy with empathy, attention to detail with flexibility, and ambition with a strong sense of responsibility toward the people and partners around us."



"Today's consumers are looking for more than just products—they are looking for experiences, authenticity and brands that understand their needs," says Raquel Shaw. "The companies that will succeed in the coming years are those that combine innovation with education, quality and a genuine commitment to consumer well-being."

- Raquel Shaw Hespanhol, Chief Operating Officer at Orgie

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A Fresh Perspective of Intimacy & Wellness

By Angel Sweet

My role at MJM has evolved into a bit of everything. I help prepare and ship orders, support digital marketing and design projects, update the website, and assist Melanie where needed. It's a hands-on environment where everyone contributes across different areas of the business.

Coming into the industry, what stood out most was how much more open the conversation around intimacy and wellness has become. There is a stronger focus on comfort, communication, and self-expression, alongside products designed to support a wide range of relationships and experiences. The emphasis has shifted away from a single "correct" approach toward something more personal and exploratory.

A key shift I've come to appreciate is that intimacy doesn't not need to be overly serious to be meaningful. It can also be light, playful, and grounded in trust.

Temptasia® Ardor® Collection by Blush

The Temptasia® Ardor® Collection by Blush is a clear example of this direction. Positioned as a luxury silicone BDSM range, it reframes a category that can feel technically dense into something more accessible.

Silicone is used consistently throughout the line, creating both a softer sensory experience and a unified design language. Rather than a collection of disconnected items, it functions as a cohesive system. The result is intentional and streamlined rather than fragmented or overwhelming.

The use of silicone plays a key role in that shift. It softens the experience and reduces barriers to entry, allowing for a broader range of comfort levels and familiarity. In that sense, the collection reflects a wider industry move toward reducing friction and increasing accessibility through design.

Overall, it reflects a broader change in the category: a move toward products that feel more open-ended, considered, and user-led.

Stay Hard Vibrating Cock Ring Set by Blush



The Stay Hard Vibrating Cock Ring Set is another example of design refinement within the category. While the collection includes multiple variations, one design stands out for its bullheaded silhouette and flexible dual extensions, which create motion during use.

The first time I saw a demonstration, it immediately brought to mind how rabbit-style formats shifted expectations by introducing multi-point stimulation in a single design.

What stands out here is that the effect is achieved without rigid components. The soft silicone structure allows for movement and adaptability, making the design more responsive to variation in fit and preference. It prioritizes flexibility without sacrificing function.

Across both collections, a consistent direction becomes clear. Innovation is not always about complexity or scale, but about refinement—better materials, clearer intent, and improved usability.

That's a perspective I've gained throughout my time at MJM. Behind every product launch, website update, order shipment, and marketing campaign is a coordinated effort to connect retailers with products that are both functional and thoughtfully designed.

I'm grateful to be part of that process and look forward to seeing how the industry continues to evolve.

Angel Sweet is part of the MJM Novelty Sales team, supporting marketing, e-commerce, and operations. She focuses on industry trends, product storytelling, and helping retailers engage with innovative, accessible product lines.



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Lubes, Lotions, and the New Era of Wellness



By Joel Penner

For a long time, “self-care” meant face masks, bath bombs and maybe a glass of wine at the end of the day. It was surface-level, safe, and easy to talk about. That’s all changed. What we’re seeing now, both at the retail and distributor level, is a more honest version of wellness. One that includes sexual health, intimacy and personal exploration as part of the same conversation. Not separate from it.

The biggest driver behind that shift has been women. Women asking more questions. They’re reading labels more carefully. They’re paying attention to how products feel, how long they last, and how their bodies respond over time. There’s a noticeable move away from “whatever works” toward “what’s actually better.”

That change in awareness is showing up directly in purchasing behaviour. Customers aren’t just grabbing a bottle of lube anymore. They’re comparing, upgrading, and coming back for products that deliver a noticeably better experience. For retailers and distributors, that means the category isn’t just stable, it’s evolving.

WHAT’S ACTUALLY DRIVING SALES RIGHT NOW

If you step back and look at what’s moving, a few patterns stand out pretty clearly. First, quality is winning. There’s growing skepticism around cheap, overly basic formulations. Customers have tried them. They know how they perform and once someone experiences a premium product that lasts longer and feels better, it’s very hard to trade back down. That alone is increasing repeat purchase rates.

Second, ingredient awareness is no longer niche. More customers are actively avoiding glycerin-heavy or irritating products, especially women who’ve had negative experiences in the past. “Body-safe” isn’t just a buzzword anymore. It’s becoming an expectation.

Third, longevity matters more than ever. This one shows up constantly in in-store conversations. People want something that doesn’t dry out halfway through. It’s one of the easiest selling points and fastest ways to convert someone from browsing to buying.

There’s a clear crossover happening between categories. Lubes, lotions, massage oils, as well as overall wellness products are no longer sitting on the same mental shelf for customers. They’re being used together, often in the same experience. That crossover is where a lot of growth is coming from.

FROM SELF-CARE TO SELF-AWARENESS

What’s really interesting is how this ties into a broader shift in how women are approaching their own bodies. There’s more openness around pleasure, but it’s not loud or performative. It’s more grounded than that. It’s an understanding about what feels good, what doesn’t, and not settling for less.

For some, that starts with solo exploration. For others, it shows up in conversations with partners. Either way, the end result is the same. More intention behind what they’re buying and how they’re using it.

When that intention is there, product choice becomes a lot more important. That’s why education, even at a basic level, is playing a bigger role in sales. Customers don’t necessarily want a full breakdown, but they do want

to feel like they’re making a better decision. Simple, confident recommendations go a long way.

MASSAGE: THE EASIEST ENTRY POINT NOBODY TALKS ABOUT ENOUGH

If there’s one category that continues to be under-utilized it’s massage. Massage products tend to get positioned as either relaxation tools or add-ons, but in reality, they’re one of the most natural entry points into intimacy. Especially for couples who are looking to reconnect without pressure.

It removes the awkwardness. It creates a reason to slow down. Most importantly, it shifts the focus away from performance and onto experience. That’s a big deal.

A lot of customers aren’t walking in looking for something explicit. They’re looking for connection, even if they don’t say it that way. Massage is an easy yes. It feels safe, approachable, and familiar. From there, things often evolve.

That’s where pairing comes into play. A quality massage product alongside a premium lubricant creates a natural progression without needing to force the sale. For retailers, that’s an opportunity that’s still not being fully tapped.

THE LUBE CONVERSATION HAS CHANGED

There’s also been a noticeable shift in how lubricants are talked about. It used to be reactive. Something you grabbed when you needed it. Now it’s proactive. Customers are seeing lubricant the same way they see skincare or hair products. As something that enhances the experience, not something that fixes a problem. That shift alone is expanding the category.

Water-based products are still the backbone. They're versatile, easy to use, and fit into almost every scenario. But within that category, expectations have gone up. "Good enough" isn't good enough anymore. People want a smoother, longer-lasting, cleaner experience with less reapplication.

Silicone still holds its place for longer sessions and water environments, but it's no longer the default. A high-performing water-based product is often preferred if it can deliver on longevity without the drawbacks.

Oils and hybrid products are also seeing more interest, especially when positioned around massage and full-body use. Again, that crossover between wellness and intimacy is driving that growth. The common thread through all of it is experience. If it feels better, it sells. If it lasts longer, it gets repurchased.

BUYING BEHAVIOUR AND FREQUENCY

From a numbers standpoint, the category benefits from something a lot of others don't. Repeat use. Unlike novelty items, lubricants and massage products are consumables. When customers find one they like, it becomes part of their routine. That drives consistent reorders, both at the retail level and through distribution.

What's changing is the speed of that cycle. Higher-quality products tend to get used more

frequently. Not because they run out faster, but because people actually want to use them. That increases engagement, which in turn increases repurchase frequency.

There's also a noticeable willingness to spend a bit more. Customers are becoming less price-sensitive when they understand the difference in quality. Especially in a category that's tied so closely to personal comfort and experience. For stores, that often translates into better margins and stronger customer loyalty. For distributors, it means products that don't just move once, they keep moving.

COUPLES, CONNECTION, AND MUTUAL CARE

One of the more subtle trends, but an important one, is how couples approach intimacy. There's less focus on spontaneity as the only path, and more acceptance of connection that you can intentionally create. That might sound simple, but it changes how products are used.

Setting aside time, creating an environment and using products that enhance the experience rather than distract from it, turns intimacy into more of a shared wellness practice. That's where a lot of the fun comes in. There's more playfulness. More curiosity. Less pressure to get it "right." When that mindset is there, customers are far more open to trying new things,

upgrading products, and exploring different combinations.

WHERE THIS IS ALL GOING

From an industry perspective, this isn't a short-term spike. It's a steady shift. Sexual wellness is becoming normalized within the broader wellness category. The lines between personal care, intimacy, and self-expression are continuing to blur. And as that happens, expectations will keep rising.

Better ingredients. Better performance. Better overall experience. The brands and products that can deliver on those things consistently are the ones that will continue to grow.

THE TAKEAWAY

At its core, this category isn't complicated. People want to feel good. They want products that work, that feel great, and that fit naturally into their lives without friction. Lubes, lotions, massage, and intimacy products are just tools that support that. The difference now is that customers are paying attention. They're more informed, more intentional, and more willing to invest in a better experience. Once they find it, they tend to stick with it.

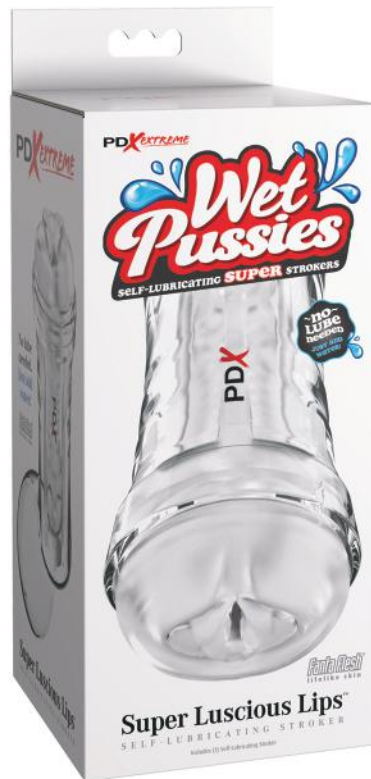
Joel Penner is the founder and CEO of FMFY Wellness.



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Lube, Comfort, and Confidence: What LGBTQ+ Sexual Wellness Is Getting Right



By Hail Groo

There's a shift happening in sexual wellness right now, and if you're paying attention, it's a good one.

For a long time, conversations about sex were narrow, prescriptive, and built around bodies that were assumed to work the same way forever. That's changing. Fast. More people are identifying as LGBTQ+, more people are talking openly about their bodies, and more brands are finally building products that meet people where they actually are.

One of the clearest places you can see that shift? Lube. Not as an afterthought. Not as a "nice to have." But as a foundational tool for comfort, confidence, and connection.

MORE PEOPLE, MORE VISIBILITY, MORE SOLUTIONS

As of 2024, 9.3% of U.S. adults identify as LGBTQ+, and that number is significantly higher among younger generations. That means more people are exploring identity, intimacy, and pleasure on their own terms. At the same time, we're seeing more intersectionality. Neurodivergent individuals, particularly autistic people, are far more likely to identify as LGBTQIA+, with estimates ranging from 30% to 70%. That means more variation in how people experience touch, arousal, and comfort.

Instead of that being a challenge the industry ignores, it's becoming an opportunity the industry is finally starting to meet. We're seeing more options. Better formulas. More inclusive education. A growing understanding that there's no one-size-fits-all version of sex.

LUBE IS THE BASELINE FOR BETTER SEX

Let's be clear about something: lube makes sex better. Across the board. For queer people, that's especially true. Anal play requires it. Many forms of sex and toy use benefit from it. Hormon-

al changes, medications, stress, and sensory needs all affect natural lubrication. Using lube isn't a workaround. It's a way to support your body and enhance what you're already doing.

It reduces friction, protects sensitive tissue, and allows movement to feel smooth instead of strained. That means less irritation, fewer injuries, and more enjoyable experiences overall.

From a health perspective, that matters. Men who have sex with men already face higher rates of HIV and other STIs due to a mix of biological and behavioural factors, including the higher transmission risk associated with anal sex. Reducing friction and protecting tissue is a simple, effective way to support safer experiences. This is what I mean when I say lube builds confidence. When your body feels good, you're more likely to stay present, communicate clearly, and actually enjoy yourself.

MENOPAUSE, HORMONES, AND RECLAIMING PLEASURE

One of the most encouraging changes I'm seeing is how we talk about menopause. For a long time, menopause was framed as an ending. The end of desire, the end of comfort, the end of a certain kind of sex. That narrative is outdated. What's actually happening is a transition. Like any transition, it comes with new needs and new ways of approaching intimacy.

As estrogen levels decline, people may experience dryness, increased sensitivity, or changes in elasticity. That's real. But it's also manageable. Lubricants designed specifically for these changes can restore hydration, improve comfort, and support long-term tissue health. Ingredients like sodium hyaluronate and DHEA help maintain moisture and elasticity over time. More importantly, people are starting to talk about it.

Partners are learning how to communicate better. People are exploring new types of touch,

new pacing, new ways of connecting. Intimacy doesn't disappear. It evolves. For a lot of people, it gets better because it becomes more intentional.

TRANS AND NONBINARY INCLUSION IS IMPROVING

There's still work to do here, but the progress is real. Trans and nonbinary people have historically been overlooked in sexual wellness conversations, especially around topics like menopause, hormone shifts, and changing sensitivity. Now we're seeing more recognition that these experiences are not one-dimensional. Hormone therapy can change how bodies respond to touch, lubrication, and arousal. That requires flexibility, experimentation, and products that can adapt.

The good news is that more brands are designing with that in mind. Formulas that are gentle, pH-balanced, and adaptable across different types of play are becoming more common. The language around these products is starting to reflect the people actually using them. That visibility matters. It makes it easier for people to feel like their experiences are valid and supported.

ANAL PLAY IS GETTING THE EDUCATION IT DESERVES

Another area where things are improving is how we talk about anal play. Instead of treating it as taboo or risky, we're seeing more straightforward, practical education. That's making a difference. The fundamentals are simple and empowering. Use a high-quality lube. Use enough of it. Take your time. Communicate.

Thicker, gel-based lubricants provide cushioning and help reduce friction. Silicone-based options offer longer-lasting glide for extended sessions. When people have access to that information, their experiences improve. What I love



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here is that this isn't about limiting pleasure. It's about expanding it safely. When something feels good and works with your body, you're more likely to explore further.

SENSATION PLAY AND PERSONALIZATION

One of the most exciting areas of growth is how customizable sexual experiences are becoming. Not everyone wants the same level of intensity. Not everyone processes sensation the same way. Many LGBTQ+ people are becoming comfortable with their bodies again after exploring a new sexuality or gender expression.

This is where different types of lube come in as tools, not gimmicks. Warming lubricants can increase blood flow and heighten sensitivity. Cooling lubricants can create contrast or help manage overstimulation. Hybrid formulas offer longer-lasting glide with a lighter feel. That range allows people to fine-tune their experience. It turns sex into something you can actively shape, instead of something you just react to.

HYGIENE AND CARE ARE PART OF CONFIDENCE

Better sexual wellness also means better habits, and this is another place where education is improving. People are more aware of the importance of cleaning toys properly, using compatible products, and paying attention to how different materials interact.

Cleaning toys immediately after use helps prevent bacterial buildup and reduces the risk of infections like UTIs and yeast infections. Choosing the right lube for the right material helps extend the life of your toys and keeps everything safe. These are small actions that add up to a much better overall experience.

WHERE BRANDS ARE STEPPING UP

What makes this moment feel different is that brands are starting to meet people in a real way. Wicked Sensual Care is a strong example of that shift. Its approach focuses on solving actual problems people face across different bodies and life stages.

Products designed for menopause support hydration and tissue health. Thicker formulas prioritize comfort for anal play. Hybrid options balance performance and ease of use. Sensation-based lubricants give people more control over how they experience touch. Careful selection of ingredients in all of their lubricants makes them great for skin sensitivities and bodies of all types.

It's not about reinventing sex. It's about supporting it better. Not only does Wicked Sensual Care prepare inclusive formulas with all bodies in mind, but each month, a portion of proceeds from its simply® Aqua Special Edition line benefits a LGBTQ+ organization.

THE BIGGER PICTURE

Sexual wellness is becoming more inclusive, more practical, and more empowering. We're seeing more people reflected in the conversation. More tools that actually work. More openness around what bodies need and how those needs change over time. Lube is a perfect example of that evolution. It's simple. It's accessible. It solves real problems in a way that immediately improves people's lives. When comfort improves, confidence follows. When confidence grows, people are more likely to communicate, explore, and enjoy themselves. That's the direction things are moving in. For once, it actually feels like progress.

Hail Groo is the Director of Operations for Forward Approach Marketing



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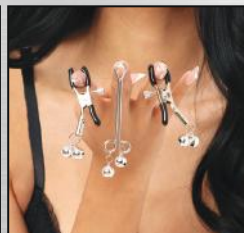
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Building the Future of Intimate Wellness: How Sliquid HQ is Redefining Partner Support, Education, and AI Innovation



By Erik Vasquez

After more than two decades in the pleasure products industry, one thing has become increasingly clear: Products alone don't build lasting retail partnerships. Education does. Trust does. Support does.

That realization became the foundation for what would eventually become Sliquid HQ, a project that has consumed more than a year of planning, collaboration, creativity, and technical development. What began as a simple discussion about improving partner resources evolved into a comprehensive digital ecosystem designed to better support retailers, distributors, healthcare professionals, media partners, and brand collaborators. Today, that vision has become reality.

Sliquid HQ is much more than a website. It's a centralized destination where our partners can learn who we are as a company, understand what we stand for, access marketing resources, deepen their product knowledge, and ultimately become stronger advocates for the customers they serve. The launch of this new B2B site represents one of the most ambitious collaborative efforts our marketing and sales teams have undertaken, bringing together education, merchandising support, training programs, digital assets, and AI tools under a single roof. What makes this achievement particularly meaningful is that it arrives during an important period of evolution for the Sliquid brand itself.

A NEW LOOK FOR A NEW ERA

Over the past several years, the conversation surrounding pleasure products has changed drastically. Consumers are no longer viewing

these products as isolated purchases tied solely to sexuality. Instead, they are increasingly incorporating them into broader intimate wellness routines that prioritize comfort, self-care, ingredient transparency, and overall quality of life.

As a result, Sliquid has begun evolving the way we present ourselves to the marketplace. Our new visual identity embraces natural earth tones, clean design, plant-based imagery, and wellness-inspired environments that feel calm, approachable, and modern. Rather than relying on category stereotypes, we are positioning ourselves alongside the broader wellness movement that consumers already trust and understand.

This shift is about more than aesthetics. It reflects a deeper commitment to education and accessibility. As we continue to grow, we want to play a larger role in conversations surrounding women's health, particularly topics such as perimenopause, menopause, and post-menopause. These are conversations that have historically been underserved despite affecting millions of women every day. Increasingly, consumers are seeking simple, effective over-the-counter solutions that can support comfort and quality of life, and retailers need the knowledge and confidence to help guide those conversations responsibly. That educational mission is a central pillar in the development of Sliquid HQ.

EDUCATION FIRST

One of the earliest decisions made during development was that the platform couldn't simply be another vendor portal filled with downloadable PDFs. If we were going to invest

the time and resources necessary to build something meaningful, it needed to help our partners become experts.

That philosophy influenced every aspect of the platform's design. Rather than focusing solely on products, Sliquid HQ was built around understanding. Partners can explore detailed ingredient education, formulation standards, marketplace positioning, merchandising recommendations, training opportunities, and an extensive library of marketing assets. Healthcare professionals can request samples and educational support. Retailers can access in-store merchandising materials. Distributors can stay aligned with evolving campaigns and product messaging. Everything exists within a single streamlined destination designed to remove barriers and create confidence.

The more we discussed what our partners truly needed, the more we realized that education had to be at the center of everything we built. Knowledge creates confidence, confidence improves customer interactions, and stronger customer interactions create better outcomes for everyone involved. That realization led directly to what has become the centerpiece of the entire platform.

THE HEART OF SLIQUID HQ: BECOMING A CERTIFIED EXPERT

Among all the tools available within Sliquid HQ, none better reflects our commitment to education than the Sliquid Certified Expert digital training program.

The self-paced curriculum consists of 13 modules covering the Sliquid product portfolio. Participants learn about ingredients, formulations, product positioning, and category

knowledge through structured educational content designed for both new and experienced retail professionals. Upon successful completion, participants earn recognition as a Sliquid Certified Expert and receive certification that can be used by management teams to verify staff training and product knowledge.

What excites me most about this program is that it solves a challenge many retailers face every day. Employee turnover is a reality across nearly every industry. Maintaining consistent product knowledge can be difficult when new team members are constantly entering the workforce. By creating a standardized training platform available on demand, we have given our partners a practical solution that scales alongside their business. When a customer asks a question, they deserve more than a sales pitch. They deserve informed guidance. The Sliquid Certified Expert program helps make that possible.

EMPOWERING PARTNERS THROUGH AI: MEET LAMPY

Education may be the heart of Sliquid HQ, but innovation is its engine. As the platform continued to take shape, one challenge surfaced repeatedly during conversations with our retail and marketing partners. Everyone wanted access to quality content, but not everyone had the time, resources, or creative staff necessary to produce it consistently. Even the most engaged partners often struggle to keep pace with the growing demand for fresh digital content across websites, social media platforms, email campaigns, and online marketplaces.

That challenge inspired the creation of Lampy, Sliquid's proprietary AI-powered content generator and one of the most exciting features within the Sliquid HQ ecosystem.

Unlike generic AI tools that require extensive prompting and brand oversight, Lampy was developed specifically around Sliquid's voice, visual standards, messaging pillars, and product education framework. It functions as a collaborative content engine that allows partners to quickly generate on-brand marketing materials while maintaining consistency with the standards that define the Sliquid brand.

What makes Lampy particularly powerful is its ability to democratize content creation. Historically, creating professional marketing materials required access to designers, copywriters, photographers, and marketing specialists. Lampy effectively crowdsources that capability, placing creative power directly into the hands of retailers and partners while still preserving the integrity of the brand. For instance, a retailer looking for social media content can generate assets that align with Sliquid's established voice and visual identity without having to start from scratch every time. Then, and this is the brilliant part about this whole process, that asset is banked into the portal's media gallery for other users to download. We stand firmly behind the "sharing is caring" mantra.

For our marketing team, Lampy represents something much larger than a productivity tool. It represents scalability. It allows a single brand vision to be shared across hundreds of independent businesses while maintaining

consistency and quality. Every partner gains access to a resource that helps them market more effectively, communicate more confidently, and spend less time wrestling with content creation.

In many ways, Lampy embodies the entire philosophy behind Sliquid HQ. The goal was never to create more work for our partners. The goal was to remove barriers, simplify execution, and provide resources that genuinely help businesses succeed. Perhaps that's why Lampy serves as the perfect introduction to a broader conversation surrounding AI.

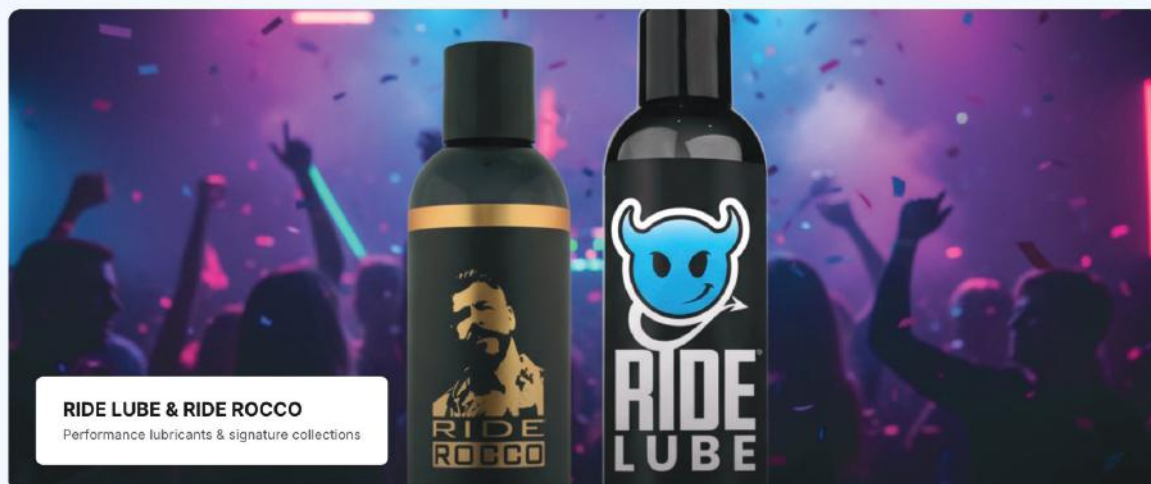
THE AI CONVERSATION WE NEED TO BE HAVING

While education serves as the foundation of Sliquid HQ, the creation of Lampy reflects a conversation that is reshaping virtually every industry today. That topic is the use of AI in business. I've often said that when it comes to AI, "you're either on the train or you're on the tracks, and being the conductor of the train is the best place to be." The reality is that the train has already left the depot. One of the biggest mistakes businesses can make right now is treating AI as a future technology rather than a present reality. Whether people realize it or not, artificial intelligence has been quietly influencing our daily lives for decades. Recommendation engines on Netflix, personalized shopping suggestions, navigation apps that automatically reroute around traffic, predictive text messages, fraud detection systems, and so many other things we interact with every single day are all forms of AI that most of us accepted long before generative AI became a household topic.

More brands. More reach. More opportunity.

The Sliquid family doesn't stop there. With RIDE Lube's LGBTQ+ focused branding and the Ride Rocco signature collection, our portfolio gives partners access to a broader, more specialized range of wellness products.

[Explore our sister brands >](#)




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A Smarter Way to Grow Together

A smarter way to grow together means more than just access to tools, it means having Sliquid's marketing team as an extension of your own, ready to support, strategize, and help you drive results.



Retailers

Streamline your workflow, elevate your in-store and online presence, and connect directly with our marketing team so you can move faster, sell smarter, and grow with confidence.

[Browse our catalog >](#)


Health Practitioners

Support your practice with access to clinical resources, educational sheets, and patient-ready samples, designed to complement your care and help you better serve your patients.

[Learn about our program >](#)


Global Distributors

Equip your marketing and sales teams with ready-to-use resources to share with customers, driving stronger sell-through while strengthening collaboration with the Sliquid marketing team.

[Request more info >](#)

Yet every major technological shift creates hesitation. I can remember when people were concerned about transitioning from VHS tapes to DVDs. I, myself, was worried the DVD would scratch and then, boom, it's ruined. Even further back, I remember being worried about the transition from cassette tapes to CDs. More recently, many worried about abandoning physical media entirely for streaming services. There was even a time when entering a credit card number online felt risky and uncomfortable. Today, those concerns seem almost unimaginable.

The pattern repeats itself because change creates uncertainty. What eventually wins people over is usefulness. Another phrase I frequently use is, "you won't be replaced by AI, but you can absolutely be replaced by someone who knows how to use AI better than you." That's not intended as a warning. It's an invitation. People need to stop being afraid and start becoming curious.

LOOKING AHEAD

When I step back and look at what Sliquid HQ has become, I'm proud of the technology, the training modules, the resource library, and even the AI tools. But what makes me most proud isn't any individual feature. It's what those features represent. Over the past year, our marketing and sales teams set out to solve a simple problem: how do we better support the people who support us?

What followed was what felt like hundreds of little conversations, countless brainstorming sessions, revisions, technical hurdles, creative challenges, and more cups of coffee and Bloom energy drinks than anyone should probably admit to consuming. What started as an idea eventually grew into a complete ecosystem designed to educate, empower, and elevate our

"The more we discussed what our partners truly needed, the more we realized that education had to be at the centre of everything we built. Knowledge creates confidence, confidence improves customer interactions, and stronger customer interactions create better outcomes for everyone involved."

partners at every level. Sliquid HQ is the result of my team's tireless efforts.

It reflects where our brand is headed as we continue embracing a more holistic wellness-focused identity. It reflects our commitment to helping retailers confidently navigate important conversations surrounding intimate wellness, ingredient transparency, and women's health. It reflects our belief that technology, including artificial intelligence, should be used responsibly to make people better at what they do, not replace them.

The pleasure products industry is evolving rapidly. Consumers are asking better questions. Retailers are looking for stronger educational resources. Healthcare professionals are seeking greater transparency. Businesses everywhere are trying to understand how emerging technologies like AI fit into their future. Rather than wait for those changes to happen around us, we chose to build for them.

That's ultimately what Sliquid HQ represents. It's not just any B2B portal, it's a foundation for better education, better communication, better retail experiences, and better partnerships. Ultimately, better outcomes for the consumers who trust all of us to help them make informed decisions about their wellness.

As I mentioned earlier, when it comes to AI, you're either on the train or you're on the tracks. The same philosophy applies to business innovation. The companies that thrive are rarely the ones waiting to see what happens next. They're the ones willing to build what's next. That's exactly what our team set out to do. So, if you've read this far, I encourage you to see it for yourself. Visit hq.sliquid.com and explore the platform. Take the Sliquid Certified Expert course. Meet Lampy. Browse the resource library. Download the marketing assets or five. See how we're approaching product education, partner support, and AI-powered collaboration in a way that is practical, accessible, and designed for real-world success. We are excited to welcome you to Sliquid HQ.

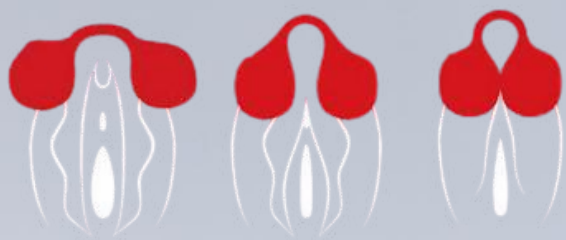
Oh, and did I use AI to help write this editorial? Yes, I absolutely did. These are all my thoughts, my points, and my opinions... polished for easier consumption. I'm grateful for the help.

Erik Vasquez is the Vice President of Marketing of Sliquid.



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2025 AVN 'O' Award Winner
"Outstanding Packaging"

Why Lube Belongs in Every Sex Toy Drawer



By Emmy Nicholson

For something so simple, lube carries a surprising amount of baggage. Many people still think of it as a problem-solver: something you reach for only when the body isn't "doing what it should." But that idea isn't just outdated—it also sells pleasure short.

"One of the biggest myths about lube is that it's only for people who 'need help' getting aroused," says Tim Lagman, pjur's in-house sex educator for North America. "In reality, lube can improve sex for almost everyone."

That's the shift worth making. Lube isn't a consolation prize. It's a pleasure tool. It can make sex more comfortable, more playful, more connected, and, crucially, more customizable. Whether someone is using a vibrator, stroker, dildo, anal toy, couples' toy, or just their hands, the right lubricant can change the entire experience.

At its most basic level, lube reduces friction. That alone can make a major difference. Less friction often means more comfort, smoother touch, and a lower likelihood of irritation or microtears during sexual activity. That matters for penetrative sex, toy play, masturbation, anal exploration, and any kind of external stimulation where skin, silicone, latex, or other materials are moving against the body.

But lube does more than make things slippery. It can also help people stay mentally present. Discomfort has a way of pulling focus. When someone is worried about dryness, drag, or irritation, pleasure can become secondary. "Instead of focusing on discomfort or dryness, they can focus on pleasure and connection," Lagman says.

That's where a product like pjur AQUA becomes a strong everyday staple. As a wa-

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ter-based lubricant, it's versatile, easy to clean up, and suitable for use with erotic toys. It's designed to provide glide without a greasy or sticky feel, making it a useful entry point for people who want a straightforward lube that works across different kinds of play. For people who own a variety of sex toys, water-based lube is of-

ten the safest default because it is broadly compatible with toy materials and condoms.

Toy owners, in particular, should stop treating lube as optional. "Vibrators, dildos, strokers, sleeves, anal toys, prostate toys, and couples' toys can all feel more comfortable and pleasurable when paired with the right lubricant," Lagman says. "Many people are surprised by how much lube can improve the sensation of a toy they've already been using for years."

That last point is key. A toy doesn't have to be new to feel new. Adding lube can soften the feel of a vibrator against the vulva, create a more realistic glide with a stroker or sleeve, make a dildo more comfortable during penetration, or help a couples' toy sit and move better against the body. It's one of the simplest ways to upgrade a sex toy routine without buying an entirely new device.

Anal toys deserve special mention. Unlike the vagina, the anus doesn't self-lubricate. That means lube isn't just a nice extra; it's often essential for comfort and safety. A generous amount of lubricant can help reduce friction and make anal play feel more controlled and pleasurable. For anal toys, prostate toys, plugs, and penetrative anal sex, reapplication should be treated as normal, not awkward.

The next question is which lube to use. The two major categories most shoppers encounter are water-based and silicone-based lubricants, and each has a clear role.

Water-based lubricants, like pjur AQUA, are the flexible all-rounders. They are compatible with virtually all sex toys, condoms, and body-safe materials. They are easy to wash off, don't typically stain fabrics, and are a smart starting

point for most people. The tradeoff is that water-based formulas can dry out faster than silicone-based ones, especially during longer sessions, so people may need to reapply.

Silicone-based lubricants, like pjur ORIGINAL, are built for longevity. They are known for their extremely slippery feel and extended glide, making them popular for longer sessions, anal sex, shower sex, massage, or any type of play where someone wants the lubrication to last. pjur ORIGINAL is one of the brand's signature silicone-based formulas and is designed to stay slick without getting sticky or drying out. It's also made without parabens, preservatives, perfume, water, fats, or added flavours.

The big rule with silicone lube is toy compatibility. Silicone-based lubricants generally shouldn't be used with silicone sex toys, because they can potentially affect the toy's surface over time. For silicone toys, a water-based option is typically the better choice. For non-silicone toys, partnered sex, massage, shower play, and situations where long-lasting glide is the priority, silicone-based lube can be a strong pick.

Lube can also be part of a broader pleasure toolkit, especially when paired with stimulating gels. Orgasm gels aren't the same as traditional lubricants, though the categories can overlap in use. These products are designed to enhance sensation through warming, cooling, tingling, or heightened sensory effects on sensitive areas of the body.

"Orgasm gels are designed to enhance sensation by increasing blood flow, creating warming, cooling, tingling, or heightened sensory experiences," Lagman says. "For some people, that increased sensation can make arousal feel more noticeable, help them become more aware of pleasurable touch, or intensify certain aspects of sexual stimulation."

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That is the space occupied by products like pjur WOMAN Lust and pjur MAN Lust. pjur WOMAN Lust is a water-based stimulation gel designed for external clitoral stimulation. It can be used during foreplay, oral sex, or with erotic toys, including vibrators and clitoral stimulators. The idea isn't to replace arousal, but to amplify sensation and help the user tune into pleasure more intensely.

pjur MAN Lust takes a similar approach for penis stimulation. Also water-based, it's suitable for use with masturbators and toys and is designed to create a noticeable tingling effect. For people who use strokers or sleeves, a stimulating gel can add a new layer of sensation, especially when paired intentionally with touch, pressure, rhythm, and fantasy.

The most important thing is to use these products as directed. Stimulation gels are gen-

erally intended for external use and are not a substitute for a full lubricant when more glide is needed. They are best thought of as sensation enhancers: a targeted boost for areas where heightened feeling is the goal.

Ultimately, lube isn't about fixing sex. It's about improving it. It can make toys feel better, reduce discomfort, support anal exploration, extend play, and help people stay connected to what they are feeling.

The best sex toy drawer is not just filled with devices. It is stocked with the products that help those devices work better with the body. Lube is one of them — and once people start using it intentionally, it often becomes the thing they wonder how they ever skipped.

Emmy Nicholson is the PR Lead, North America for the Lovehoney Group.



How Your Lube & Lotion Section is Key to Your Store's Success



By Rebecca Pinette-Dorin

It's the unsung hero of your sales floor, and it's working harder than you think.

Let's talk about the section of your store that doesn't get nearly enough credit: lubes, massage oils, arousal gels, and all those little bottles and tubes that sit somewhere between the vibrators and the lingerie. If you've been treating this category as an afterthought, with a few dusty bottles of the same three brands tucked onto a bottom shelf, it's time for a rethink. A robust, varied, and well-merchandised lube and lotion section isn't just "nice to have." It's doing two jobs that are absolutely critical to keeping your doors open: it creates a shopping experience, and it drives upsell. Let's break down why both of these matter so much, and how to make this category work for you.

IT STARTS WITH "THE SHOPPING EXPERIENCE"

Here's the uncomfortable truth: almost everything your store sells can be bought online, often cheaper, and definitely with less small talk. So why would anyone bother getting in their car, finding parking, and walking into your shop?

Because shopping in person is supposed to be an experience, not just a transaction.

Think about Costco for a second. You go in for paper towels and a rotisserie chicken, and somehow you leave with a quart of clam dip and a new flavour of kombucha in your cart, as well as a vague sense that you've

“Think about the classic, obvious pairings first. Someone's buying a vibrator? They need lube, and not just any lube, but maybe a few options depending on the toy's material. Someone's eyeing a butt plug? Now's the moment to mention an anal specific lubricant. That's a conversation that builds trust and adds a sale at the same time.”

just been on a little adventure. That's not an accident; it's smart merchandising. Costco's signature sample stations aren't just there to get you to buy clam dip. Their role is to transform a boring errand into something a little bit fun, a little bit surprising, and memorable enough that you'll be back next week.

Your store can do the same thing: turning mundane "buying" into fun "shopping".

When customers walk in looking for a new vibrator or a cute set of lingerie, they

already know roughly what they want. That's the "buying" part of the visit. But the "shopping" part happens when they discover something they didn't know they wanted: a "try me!" station with flavours of warming massage oil, pheromone perfumes ready to be smelled and sampled, or a little dish of flavoured lube foils near the register.

Customers walk into a sex shop expecting a bit of an adventure. They're curious by nature, and that's part of why they're shopping in person rather than clicking "add to cart" from their couch. A well-stocked, well-displayed lube and lotion section taps directly into that curiosity. It gives people permission to slow down, sniff things, touch testers, ask questions, and explore. Exploration is exactly what keeps people coming back! A store that feels like a fun discovery zone earns repeat visits in a way that a sterile, transactional shop never will.

This is also where staff training pays off. A team member who can say "Oh, have you tried this one? It's got a really subtle warming effect, and a lot of our regulars love it for date night..." is creating an experience. That little moment of human connection and product discovery is something Amazon simply cannot replicate, no matter how good their algorithm gets.

THE UPSELL: WHERE YOUR MARGINS ACTUALLY LIVE

Now let's talk money, because at the end of the day, a brick-and-mortar store survives on

its margins, and lubes and lotions are some of the best margin builders in your entire inventory.

Here's why. The items that bring people in the door—the big-ticket vibrators, the higher end lingerie sets, the BDSM gear—often have thinner margins or are price sensitive because customers can easily comparison shop online. But the small, colourful, fun stuff sitting near the register or tucked into a cross-merchandising display? That's pure impulse territory, and impulse buys are where your margin dollars come from.

Think about the classic, obvious pairings first. Someone's buying a vibrator? They need lube, and not just any lube, but maybe a few options depending on the toy's material. Someone's eyeing a butt plug? Now's the moment to mention an anal specific lubricant. That's a conversation that builds trust and adds a sale at the same time. These pairings practically sell themselves, especially if the products are sitting right there, visible, at the point of decision.

But the real upsell magic happens with less obvious pairings, the ones that often depend entirely on stocking fun, playful, and colourful products and putting them where people are least likely to expect them.

Picture this: someone comes in for just a new bra and panty set. They're not thinking about lube, oils, or gels; that's not why they walked in. But as they're browsing the lingerie wall, they spot a cute little nipple balm in an adorable fruit shaped container, or a tube of arousal lip gloss in a bright red box that exactly matches the lingerie they're already holding. Suddenly, that single item

“None of this works if your lube and lotion section is thin. If you're only carrying one or two brands, you're leaving both the 'experience' and the 'upsell' on the table. Customers need enough variety to feel like there's something to discover: different textures, different scents and flavours, warming versus cooling, silicone- versus water-based, unscented options for sensitive skin, and yes, some genuinely fun, playful products with eye-catching packaging. Switching up flavours and brands is important, too. Keep it fresh!”

visit becomes a two- or three-item cart. None of this required a hard sell. It just required the product to be there, displayed in a way that catches the eye and feels like a natural extension of what they're already shopping for.

This is the heart of impulse buying. It can only happen if the products exist in your store and if they're visible. A tester of massage oil hidden in a drawer behind the counter sells zero units. The same bottle, displayed next to a silky blindfold with a little sign suggesting “pair these for a relaxing night in,” sells itself.

CROSS MERCHANDISING: PUTTING THE RIGHT PRODUCT IN THE RIGHT NEIGHBORHOOD

This brings us to one of the most underused tools in retail: cross merchandising. The idea is simple. Instead of keeping all your lubes and lotions corralled in one section of the store, spread complementary products throughout your other displays, so they show up exactly where a customer's brain is already primed to think about them.

Here are a few classic examples:

- » Pheromone perfumes in the lingerie section. Someone shopping for sexy underwear is already thinking about feeling confident and desirable, and a pheromone spray sitting right there on the same display taps directly into that mindset. It doesn't feel like an upsell. It feels like a logical extension of “getting ready for a night out.”
- » Arousal gels near your BDSM gear. Customers browsing restraints,





paddles, or collars are already in an exploratory, adventurous headspace. A display of stimulating gels or warming lubricants nearby fits right into that mood and gives them one more way to enhance the experience they're already planning.

- » Massage oils near blindfolds, candles, or other “set the mood” accessories. These products tell a story together: relaxation, sensuality, intimacy, and when they're grouped, customers start imagining the full scenario rather than just the individual item.
- » Lubes in the dildo section. (Obviously!)

The goal with cross merchandising isn't to clutter every display with random products. It's about thoughtfully placing items that tell a complete story, so customers start picturing how products work together rather than evaluating them one at a time. When done well, it doesn't feel like a sales tactic. It feels like helpful inspiration.

VARIETY IS YOUR FRIEND

None of this works if your lube and lotion section is thin. If you're only carrying one or two brands, you're leaving both the “experience” and the “upsell” on the table. Customers need enough variety to feel like there's something to discover: different textures, different scents and flavours, warming versus cooling, silicone-versus water-based, unscented options for sensitive skin, and yes, some genuinely fun, playful products with eye-catching packaging. Switching up flavours and brands is important, too. Keep it fresh!



Variety also means your staff has more to talk about, more pairings to suggest, and more reasons to walk a customer over to a different part of the store. (“Oh, if you like that one, you might also like to check out our massage oils, they're just over here.”) Every one of those little walks across the store is another chance for customers to spot something else they didn't know they needed.

THE BOTTOM LINE

A well-stocked, well-displayed, and varied lube and lotion section does double duty. It turns a quick errand into an experience worth returning for, and it quietly stacks extra items into carts. Treat this category with the same care you give your hero

products. Give it shelf space, give it visibility, spread it throughout your store, and give your staff the knowledge to make natural, helpful suggestions.

In the end, the products that feel like the smallest add-ons are often the ones doing the heaviest lifting for your bottom line.

Rebecca Pinette-Dorin is the Brand Manager for the Americas for French sexual wellness brand, EXSENS. Made in the South of France from minimal ingredients, EXSENS manufactures a full line of body care and sexual wellness products including organic body oils, personal lubricants, and intimate hygiene products.

So, you're a
brand that likes to

experiment



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1

XR Brands Unleashes Creature Cocks: Majestic Series

XR Brands is inviting romance readers to step deeper into fantasy with the launch of **Creature Cocks: Majestic Series**, a new collection of imaginative silicone toys inspired by the wildly popular world of monster romance and fantasy storytelling. Crafted entirely from premium body-safe silicone, the Majestic Series blends bold creativity with luxurious quality, delivering visually striking designs made for fans whose bookshelves are filled with dragons, fae, cryptids, and creatures that are anything but ordinary. From elegant curves to fantastical textures and otherworldly silhouettes, each toy in the collection is designed to spark imagination while maintaining the high standards of craftsmanship XR Brands is known for. Creature Cocks: Majestic Series will be available through XR Brands' authorized distributors. For more information about Creature Cocks: Majestic Series and the full XR Brands visit www.xrbrands.com.

2

Our Erotic Journey Introduces Three New Pleasure Products Across Sublime, Curious Collections

Our Erotic Journey (OEJ Novelty) is expanding its lineup with the release of three new pleasure products - **Suxs** and **Rough Rabbit** from the Sublime collection and **Spot On Deluxe** from the Curious collection. The new additions give OEJ three distinct entries across key pleasure categories. **Suxs** is a compact suction toy designed for precise stimulation, **Spot On Deluxe** offers deep, powerful vibration in a sleek handheld format and **Rough Rabbit** reworks the classic rabbit shape with G-spot tapping technology for a different kind of dual-point pleasure. With Suxs, Spot On Deluxe and Rough Rabbit, OEJ continues building out its collections with products that balance function, design and clear shelf appeal for retail partners. To learn more about Our Erotic Journey and its award-winning collections, visit OurEroticJourney.com.

3

XR Brands Packs Releases New MasterSeries Scarlet Seduction Leather Bondage Travel Set

XR Brands is bringing a little extra heat to overnight bags everywhere with the launch of the **MasterSeries Scarlet Seduction Leather Bondage Travel Set**, a premium 14-piece genuine leather collection designed for couples who like their getaways equal parts luxurious and adventurous. Crafted from 100% genuine leather and accented with sleek stainless steel hardware, Scarlet Seduction blends upscale craftsmanship with playful versatility. The comprehensive 14-piece bondage system includes restraints, sensory deprivation accessories, impact toys, and nipple clamps, creating a fully coordinated setup right out of the bag. Every cuff and collar also includes integrated D-ring attachment points, allowing users to expand configurations with additional accessories and customize scenes over time, transforming the set into a flexible foundation for creative exploration. Visit XRBrands.com or contact your sales rep for more info.

4

New Beastly Cocks from ORION Wholesale

The fantasy "Beastly Cocks" dildos have got company: three mystical accessories for more penis power have now been added to the "Beastly Cocks" assortment. The **Cecaelia Stroker** (item number 50067830000) looks like a relic from a lost world. Its unusual design combines mystical shapes and shimmering colours to create a masturbator that merges fantasy and action in a unique way. The **Dragon Loop** (item number 50061550000) combines the untamed power and legendary mysticism of mighty dragons with a unique cock ring. The shimmering metallic **Tentacle Sleeve** (item number 50064490000) transforms every penis into a mystical phallus. Inspired by legends of ancient depths, this mystical accessory envelops the penis in a tentacle design that's full of mysterious stimulating textures. For orders and further info please contact ORION Wholesale at www.orion-wholesale.com or email at wholesale@orion.de

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1

The Form 2 Gripp™ by JIMMYJANE®

Meet your new partner in pleasure, the **Form 2 Gripp™**. Our award-winning, best-selling shape redesigned with ease of maneuverability in mind. The innovative Gripp™ holder effortlessly slips between your fingers allowing you to easily position the vibrator in a range of positions. Made with supple, soft, and flexible silicone—it easily contours, pinches, and teases your clitoris. In addition, your choice of 25 high-performing vibration functions allows you to easily send ripples of pleasure from head to toe.

- » The dual vibrating, flexible ear design surrounds the clitoris with concentrated vibrations
- » Designed with super soft and flexible phthalate-free, latex-free silicone
- » Choose between 25 high-performing functions (five vibration modes with five speeds per mode)

Visit <https://wholesale.pipedreamproducts.com> for more information.

2

Screaming O Launches Rechargeable Rings Collection

Pleasure brand Screaming O launched its new **Rechargeable Rings Collection**, now in stock and shipping. The collection features three wearable couples vibrators built around a rechargeable 5+1 speed soft-touch bullet designed for shared use and enhanced stimulation. All models feature rechargeable vibration, wearable ring design, and multiple colour options (Black, Blue, Green). The models include the Ohare Rechargeable Rabbit Ring (Standard Fit) – double-ring rabbit design for partner stimulation; the Ohare Rechargeable Rabbit XL Ring (Extended Fit) – larger sizing for expanded fit range, and the OYeah! Rideable Ring – single-ring design optimized for rider-focused use. The collection includes the rechargeable 5+1 speed soft-touch bullet and couples-focused wearable design. MSRP: US\$29.99 each. The Rechargeable Rings Collection is available now and shipping immediately. For more information on Screaming O, visit SellSomeFun.com

3

You2Toys Releases Strap-on Set

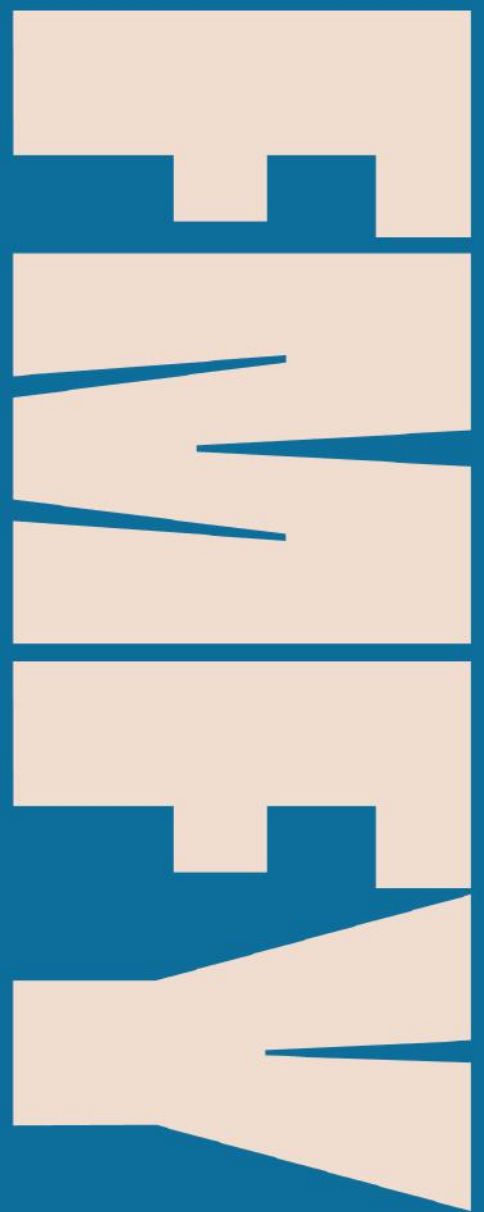
The **Strap-on Set** (item number 54078770000) contains a harness, a thrusting rabbit vibrator and a remote control. The thrusting rabbit vibrator, which is made out of velvety soft silicone, provides deep and vibrating thrusting pleasure with external clitoral thrills from the bunny-shaped tickler, while the active person gets pleased by stimulating vibrations on the vulva and clitoris. The trendy strap-on harness can be adjusted for a perfect and comfortable fit. The sophisticated rabbit vibrator stands out because of its three powerful but quiet motors, which pleasure both the active and passive person. In addition to that, the automatic thrust function, with a thrust length of 0.5 cm, offers a particularly intense and deep experience. The active person can enjoy the soft lay-on part, which curves around the vulva and clitoris stimulating them with exciting vibrations. For more information please contact ORION Wholesale at www.orion-wholesale.com or email at wholesale@orion.de

3

You2Toys' Releases Lay-on Let

The **Lay-on Let** (item number 54084150000) is made up of a lace suspender belt, a lay-on vibrator and a remote control. The perfectly shaped vibrator is made out of silky soft silicone, which caresses the clitoris and provides pleasure with its intense vibrations. The vibrator can be easily attached to the sensual lace suspender belt. The adjustable thong/suspender straps hold it firmly and securely in place so that it can stimulate the hotspot perfectly. The particularly clever bit: the flexible lay-on vibrator is designed as a heart-shaped ring that covers the vulva in an exciting and stimulating way. This allows for additional penetration with a toy or penis during solo play or sex. The practical remote can easily control the 10 quiet vibration modes. A partner can also control the vibrations as well because it has a range of 7 m. A partner can also control the vibrations as well because it has a range of 7 m.

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NEW PERSONAL LUBE,
FORMULATED FOR LONG-
LASTING PLEASURE FOR
AN UNFORGETTABLE
EXPERIENCE



**MADE IN
CANADA**

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1

The Bestselling Label BAD KITTYY is Now in New Packaging

The BDSM accessories and lingerie from **Bad Kitty** are now in new packaging. The changeover will take place gradually, so there may be a brief period during which both versions are in circulation. The old and the new packaging is made out of high-quality cardboard with various images of the respective product and a description of the product in various languages on it as well. The new packaging has a classic black and white colour scheme – elegant yet playful and provocative: white symbolises freshness, clarity and openness, while black is intended to convey elegance, strength and lust for the unknown. The timeless font is modern, clear and easy to read. The box format can be adapted for all product categories. The packaging can also be hung up, thanks to the packaging's fold-out hanger in the middle. For orders and further information please contact ORION Wholesale at www.orion-wholesale.com or email wholesale@orion.de

2

E-stim Systems Launches The World's First Adjustable Neck Bipolar E-stim Electrode

E-Stim Systems, the award-winning British artisan manufacturer of electrostimulation products, has launched **The Slider** — the world's first adjustable neck bipolar e-stim electrode. Canadian trade enquiries welcomed. The world's first bipolar insertable with a sliding lockable neck. The neck slides to whatever length suits, and a hex key locks it in place. Everything comes apart for cleaning and goes back together in seconds. The range launches in two sizes. The Slider Small at £89 inc VAT, and The Slider Large at £95 inc VAT. Both ship with the standard 55mm (L) neck. Large (75mm) and Small (35mm) neck variants are available alongside. Like every E-Stim Systems insertable, The Slider is CNC-machined in the company's Watford workshops and carries the standard E-Stim Systems Lifetime Guarantee. For wholesale pricing, contact wholesale@e-stim.co.uk.

3

Blush Launches Performance By Blush® Penis Extender Sleeve in Three Sizes

Blush announced the launch of the **Performance By Blush® Penis Extender Sleeve**. Available in three sizes: 3.5", 4.25", and 5.75", the new release extends the brand's commitment to inclusive, high-performance product design that serves every body. Built on over a decade of manufacturing expertise, the Performance By Blush® Penis Extender Sleeve was engineered to enhance girth and elevate performance without compromising comfort. Crafted from ultra-soft, flexible TPE, it delivers a smooth, lifelike feel that moves naturally with the body. The ribbed interior adds stimulating texture for a more engaging experience with every movement. An open-ended design keeps the user connected to the experience, while the snug ball strap provides support and helps sustain longer-lasting performance. For more information, email info@blushlove.com to learn more.

4

Anywhere You Dare Bondage Restraint System by Sportsheets

Designed for restraint without limits, the **Shadow Anywhere You Dare** system brings control wherever the moment leads. Two adjustable straps secure over a mattress; each lined with multiple D Rings that invite endless positioning. Soft cuffs with adjustable hook-and-loop closures attach easily using gate clips, offering comfort without compromising restraint. Quick to set up, effortless to dismantle, and easy to travel with, this system adapts beyond the bedroom, opening the door to play wherever you dare. Features include:

- » Strap up anywhere with dual adjustable restraint straps and multiple connection points
- » Soft cuffs with gate clips allow quick, customizable restraint placement
- » Fits most beds, doors, and secured furniture, packs down easily for travel

Visit www.sportsheets.com for more information.

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1

Arcwave Launches the Orbit

Arcwave Orbit introduces deep 360-degree rotational stimulation engineered to create twisting sensations across the shaft that differ fundamentally from traditional stroking. Pressure-sensitive controls allow users to intuitively shape speed and intensity in real time, while the rotating CleanTech silicone sleeve continuously adapts movement and contact to create dynamic stimulation patterns. Features include:

- Rotating strokes with 360° clockwise & counterclockwise motion
- Pressure-sensitive speed controls
- Four modes: manual, speed select, autopilot, intense
- CleanTech silicone sleeve
- USB-C charging
- Storage case included
- KooSync app connectivity

Arcwave Orbit is available now for US\$139.

2

Full Circle Brands Introduces 20 New 'Savage Me Toys' Realistic Strokers, Masturbators

Full Circle Brands is expanding its men's pleasure category with the introduction of 20 new realistic strokers and masturbators from its **Savage Me Toys** range, offering retailers and distributors a broad new selection of lifelike, soft-touch products designed for strong shelf appeal and approachable merchandising. The new assortment includes a variety of realistic handheld strokers across multiple Savage Me collections, including Girls of Pleasure, Sugar Babes and other fantasy-driven lines. Featured items include SMT128 Miss Florence, SMT129 Miss Vegas, SMT130 Miss Paris, SMT131 Miss Brazil – Tan and SMT132 Miss South Beach – Tan, along with stroker styles such as Sidney and Sweeney. The 20 new Savage Me strokers and masturbators are available now through Full Circle Brands. For more information, contact Full Circle Brands or visit MiamiDistro.com.

3

Meet Kai Pro: Cutting-Edge Two-Way App Control for Next-Gen Play

Honey Play Box officially releases **KAI PRO**, a new app-connected stroker built for solo, partner, and long-distance play. The product connects to the Honey Play Box app via Bluetooth and lets users control settings like vibration patterns and intensity from their phone. Partners can also share control links, allowing them to sync their devices and interact in real time, even across distances. KAI PRO is part of the company's broader push into connected wellness, where devices are designed to work within a larger app ecosystem instead of operating on their own. Users can customize settings, sync experiences to music, and use voice control through the Honey Play Box app. The app also includes optional AI features that can answer questions about wellness, relationships, and more. Visit HoneyPlayBox.com to learn more about KAI PRO.

4

Kiiroo Launches FeelLeigh Raven Split Tongue

Kiiroo, leader in interactive pleasure technology, announce the launch of **FeelLeigh Raven Split Tongue**, a new addition to the FeelStars collection and Leigh Raven's second product with the brand. Designed around her iconic split tongue, this mouth stroker delivers a uniquely immersive, oral-inspired experience that reflects her bold and unapologetic identity. The split tongue mouth stroker introduces a new design within the FeelStars lineup, marking a first for Leigh's personal range and expanding her collection into the mouth stroker category. A hyper-realistic 1:1 replica of Leigh Raven's signature split tongue, the sleeve features a split tongue detail at the entrance, combined with textured ridges and a clenching ring that build intensity with every movement — creating an experience that feels distinctly Leigh: bold, unconventional, and highly engaging. MSRP US\$69.95. For more information contact sales@kiiroo.com

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NEW
Chloe



NEW
Yuna

Realistic Oral Sex
ROS



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Camila



Emily



Nina



Bella



Natalie



Dick

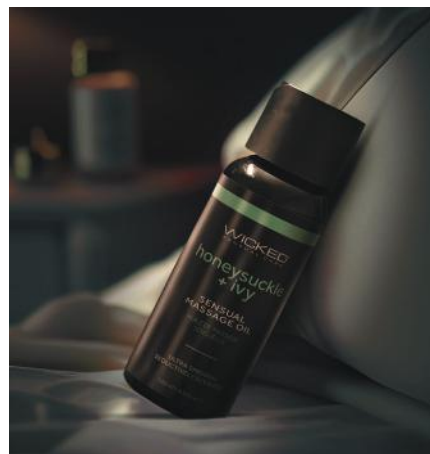
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www.miamidistro.com

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SUTIL Pure

Hathor Laboratories is excited to introduce **SUTIL Pure**—the five-ingredient, high-performance water based lubricant your customers have been asking for. **SUTIL Pure** is a medium-thick, long-lasting formula designed for customers who want something simple, effective, and easy on sensitive skin. It delivers a smooth, non-sticky glide, with no taste and a hydration-focused approach that supports comfort during and after intimacy. Made with the SUTIL HYDRATION SYSTEM containing:

- » Hyaluronic Acid
- » Oat Beta Glucan
- » Lactobacillus Ferment
- » pH balance for vaginal health
- » No Glycerin, Parabéns, Phthalates, Fragrance, Silicon or Oils

SUTIL is made in Canada with Love. For more information please visit www.sutillube.com

2

Wicked Sensual Care Adds Honeysuckle + Ivy Sensual Massage Oil to Massage Collection

Wicked Sensual Care expanded its sensual massage collection with **Honeysuckle + Ivy Sensual Massage Oil**, a soothing, body-focused formula designed for slow, nourishing external touch. Honeysuckle Sensual Massage Oil is blended with spa-quality ingredients, essential oils, Vitamin E, Aloe, and long-lasting glide. The formula is vegan and cruelty-free, offering retailers an accessible, wellness-forward addition to their intimacy and body care offerings. The release strengthens Wicked Sensual Care's wider catalog of lubricants, toy cleaners, massage creams, and intimacy essentials by highlighting pleasure beyond penetration. Sensual massage supports connection, relaxation, foreplay, aftercare, and everyday skin-to-skin intimacy, making it a natural fit for shoppers seeking products that help them feel more present in their bodies and closer to their partners. Learn more at WickedSensualCare.com

3

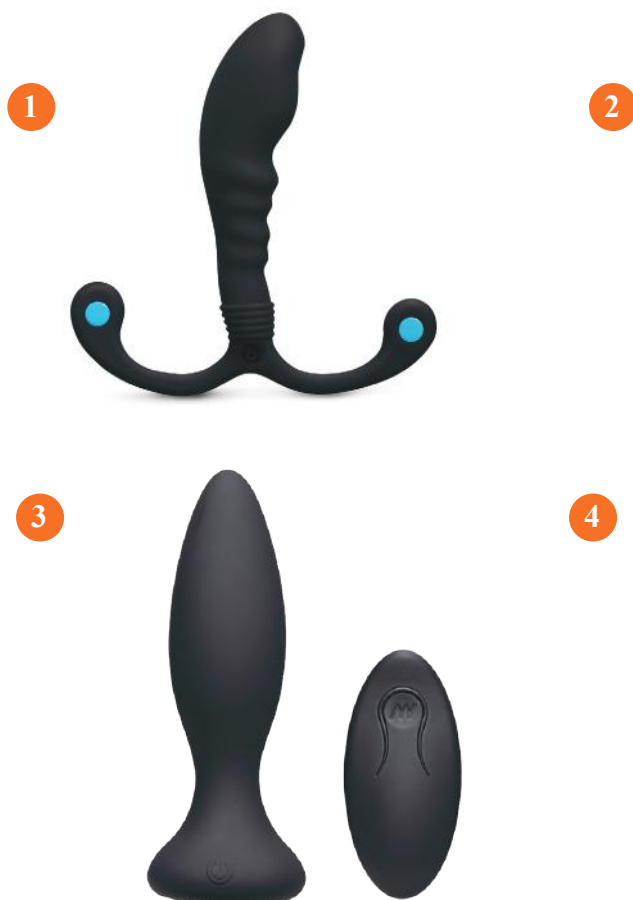
Xgen Products Introduces Bare By Baci

XGEN Products launched **Bare by Baci**, a thoughtfully crafted collection of candles, massage oils, and bubble baths designed to elevate intimate moments and self-care rituals. Created with a focus on clean formulations, the Bare by Baci line is free from artificial colours and pH balanced, offering a more natural approach to indulgence without compromising performance or experience. Bare by Baci blends sensuality with simplicity, delivering high-quality products that enhance connection, relaxation, and personal wellness. Each item in the collection is infused with carefully selected ingredients that nourish the skin while creating a luxurious sensory experience. With its balance of simplicity, performance, and indulgence, Bare by Baci is positioned to meet the growing demand for body-safe, wellness-focused intimacy products. The Bare by Baci collection is available now through XGEN Products. For more information, visit Xgenb2b.com.

4

Introducing the ON Legacy Edition from Sensuva

The **Legacy Edition** isn't about reinventing **ON**—it's about honoring it. At its core, the formula remains true to what made it iconic: the same signature sensation, the same botanical foundation, and the same performance customers have trusted for years. For more than a decade and a half, Sensuva has quietly redefined what intimacy can feel like. Built on a foundation of natural ingredients, scientific curiosity, and a deep respect for the human body, Sensuva has grown into a trusted name in sexual wellness, one that prioritizes real results over empty promises. Now, as the company celebrates 15 years since the creation of its most iconic product, **ON Arousal Oil**, it's not just looking back at its legacy. It's elevating it. For more information please visit www.sensuva.com.



1 P-Spot Apex Bend Hands-Free Ridged Silicone Prostate Massager by B-Vibe

The posable arms of the **P-Spot Apex Bend Hands-Free Ridged Silicone Prostate Massager** allow you to control the insertable length and angle for optimal prostate engagement, enabling you to create your own perfect fit that adapts to your body's unique shape and preferences. This hands-free prostate massager guarantees an orgasmic prostate experience tailored just for you.

- » Multi-Contoured Ribbed Stimulation: Textured body and stem enhance internal sensations with every movement.
- » Adjustable Insertable Length & Angle: Customize depth and positioning for optimal engagement.
- » Posable Arms for Custom Fit: Bend and shape the arms of the P-Spot Apex Bend to match your body's unique contours.
- » Targeted P-Spot Precision: Designed to apply focused pressure exactly where it counts.
- » Hands-Free Adaptive Design: The P-Spot Apex Bend has been crafted with a secure, stable fit that moves naturally with you.
- » Personalized Prostate Experience: Create a tailored fit for maximum comfort and intensity.

2 Lavender Haze™ Slender Curved Probe by Calexotics

Ready to drift into a delicious daydream? The **Lavender Haze™ Slender Curved Probe** delivers pleasure from the very first touch with its slender, curved shape—designed for effortless, irresistible exploration. Smooth, inviting, and perfectly contoured, it encourages you to linger... and then go just a little deeper. Turn up the heat with 10 functions of vibration, pulsation, and escalation that flirt with your senses in all the right ways. Crafted from dual-layer Liquid Silicone, it's ultra-soft, silky-smooth, and durable—fully waterproof (IPX7) for steamy shower or bath play. This clever little companion remembers your favourite setting thanks to a smart memory chip and stays discreet with a travel lock—just hold for three seconds to turn it on or off. Always ready when you are, it's your secret rendezvous partner. After 2.5 hours, enjoy up to 30 minutes on high or 90 minutes on low. The Slender Curved Probe is here to tease, tempt, and keep you glowing in Lavender Haze. Visit www.calexotics.com for more info.

3 A-Play Vibe (Beginner) by Doc Johnson

Vibe, the mainstay of the **A-Play line**, houses a powerful internal motor with 10 different vibrating functions. Each of the 10 stimulating patterns offers users deep, rumbling vibrations conveniently controlled directly on the product or via the included wireless remote. A-Play is Doc Johnson's high-end line of performance anal plugs, created with a variety of sizes and special features to promote anal pleasure and exploration for users of every experience level. Each product in the A-Play collection is USB-rechargeable, water-resistant, and includes a charging cable and fabric storage bag. Features includes:

- » Ten-function vibrating silicone anal plug
- » Luxurious velvet-touch silicone
- » Wide base for safe, comfortable use
- » Warms to body temperature
- » Water resistant

Visit www.docjohnson.com for more information.

4 The New Wreckoner 155 Is Now Available from Topped Toys

Get ready to get wrecked. The **Wreckoner 115** is a brutal beast that will break you wide open. As you grind down on this uncut tapered cock, it just keeps getting thicker and thicker and thicker, until it reaches a hip-busting 15.5" max circumference. Designed with an extra-thick base and a Vac-U-Lock hole for hooking onto fuck machines, The Wreckoner is one smooth ride that will crank you wider than ever before you know it. Feel the full power of this huge dildo you as you slide down its 13.25" long shaft. Its taper forces you open up to an incredible 15.5" max circumference. Designed with an extra-thick base and a Vac-U-Lock hole for hooking onto fuck machines, The Wreckoner 155 is one smooth beast that your hole will never be able to get enough of. For more information visit www.toppedtoys.com

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Magic Silk Releases 'Euro Lux' Collection

Spring has sprung in the Magic Silk garden, and a great new style has just emerged. **Daffodil Dreams** is a vibrantly coloured line of luxury lingerie made from a shimmering, embroidered lace with scalloped edge trim and soft, sheer mesh. Elastic straps, gold-tone hardware and delicate satin bows are added to enhance your natural charm, so you will be in full bloom. Choose from three gorgeous styles: Teddy with Snap Crotch, Halter Top with Bardot Sleeve & Boy Short, and Babydoll & G-Set. They come in a stunning butter yellow colour, to usher in a blazingly bright season of seduction. All garments are offered in sizes S/M, L/XL, and Queen (fits 1x-3x). They are sold in beautifully designed Exposed packaging and also have great hanger appeal. Coming down with a bad case of spring fever? Enter the boudoir in Daffodil Dreams and your love life will blossom. For more information visit www.magicsilk.com. For more info please contact Barbara Bauer at 631-435-9390 or email barbara@magicsilk.com

2

ORION Wholesale Releases Trendy Pants from Svenjoyment

Svenjoyment is the label for attractive male underwear, which is made out of trendy material that emphasises and accentuates a man's body with sophisticated designs and functions – attractive, sporty and extravagant. A cheeky sailor look! The **Tight, Emphasising Pants** (item number 21805614701) cover his crotch and buttock area in maritime blue and white stripes. A cool style in black & blue. The **Elegant Shimmering Thong** (item number 21117804701) is dark blue and has exciting net inserts at the front, which will make him the centre of attention. Coolness meets comfort! The **Tight Black Briefs** (item number 21204611701) cover him in trendy wetlook. There are also transparent net inserts at the front. The opaque pouch has a zip on it. For orders and further information please contact ORION Wholesale visit www.orion-wholesale.com or email wholesale@orion.de

3

Magic Silk Releases its Wisteria Mist Collection

Delicate is the word for **Wisteria Mist**, the new, florally inspired lingerie from Magic Silk. Soft as a petal and fresh as a blossom, these charming fashions are made from delicate floral lace accented with scallop lace. Soft straps, silver-tone hardware and lovely satin bows perfectly complement the precious material. It envelops the body in a bed of breathtaking beauty, creating a form of silent seduction that will leave your partner speechless. Tantalize in three sensual styles: Bustier Cami & Thong, Halter Babydoll & G-Set, and Bralette & Panty with removable garters. They are all bathed in an antique pink colour that imbues the garments with timeless sensuality. Sizes S/M, L/XL and Queen (1x-3x) are available. This luxurious line is shipped in equally upscale Exposed packaging, and also looks stunning on the hanger. Immediate shipping is available. For more information please visit www.magicsilk.com or contact Barbara Bauer at 631-435-9390 or email barbara@magicsilk.com

4

Magic Silk Releases Rush Collection

Rev up your love life with **Rush**, the thrilling new lingerie that will have you kissing the apex and teasing the throttle. You'll find yourself in perfect pole position when you shimmy into these spicy intimates that combine the softness of sheer mesh with the elegance of scalloped lace trim. You will enjoy very racy embellishments that include peek-a-boo details, satin bows and tone-on-tone hardware. Select from three ultra-sexy styles that will really get the heart pumping: Merry Widow & Panty, Bra & Panty, and Babydoll & Thong. They are available in passionate red and dangerous black, and are offered in sizes S/M, L/XL and Queen (1x-3x). Every product comes in Exposed power packaging that commands attention. All have great hanger appeal. The pulse-pounding Rush, from Magic Silk. Wear it when you get the urge and need to feel the surge. For more information please visit www.magicsilk.com.

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5

Magic Silk Releases Additions to its 'Sinful' Collection

This naughty new line of vixen wear from **Magic Silk** is deliciously decadent. The allure of delicate, sheer lace perfectly blends with the lustful sheen of wet-look fabric, to tease and tantalize. Adjustable straps and glittering gold hardware perfectly enhance the overall look and feel of these outfits, and a playful lace mask adds a final touch of mystery. Captivate your partner in three sizzling styles: Bandeau w/ Removable Choker & Panty, Cupless & Crotchless Teddy with two pastie sets, and Halter Bra, Garter & Panty. All come in dark black to ignite the most impure impulses. The entire line is sold in Magic Silk's trademark upscale packaging and has great hangar appeal. Sizes S/M, L/XL and Queen (1x-3x) are offered, and immediate shipping is available. It's been said that good girls rarely make history. Sinful girls make history in the bedroom. For more information visit www.magicsilk.com or contact Barbara Bauer at 631-435-9390 or email at barbara@magicsilk.com

6

Orion Wholesale Releases 'Fantasy' Collection by Cottelli

New, sexy eyecatcher from the 'Fantasy by Cottelli' label are now available at ORION Wholesale. Whether it's a seductive catsuit, a stunning dress, a sophisticated bodysuit or a cheeky lingerie set – this beautifully crafted lingerie is pure sensuality for any occasion. Each item is made out of very stretchy material so that it fits any body shape perfectly. The lingerie also comes in handy one-size-fits-all sizes S-L. The "Fantasy by Cottelli" eyecatcher are delivered in attractive pink cardboard packaging. The packaging can be stood up or hung up with the hanger in the middle. For orders and further information please contact ORION Wholesale or visit at www.orion-wholesale.com or email wholesale@orion.de

7

New Heavy Metal Looks from BAD KITT Y Released by Orion Wholesale

The new heavy metal looks from Bad Kitty are pure glamour for kings and queens of style! The looks can be worn on their own for an erotic occasion or combined in a stylish way with tight-fitting outfits. **The Eye-catching, Silver-coloured Chain Collar by Bad Kitty** (item number 07821220000) is made up of various chain and jewellery elements, as well as shiny, blunt spikes. The elaborate body jewellery decorates the neck, and lies comfortably on the shoulders and upper arms – like a glamorous bolero or shiny armour. The jewellery emphasises the front and back of the body. **The Chain Collar/Skirt by Bad Kitty** (item number 07821300000) offers a variety of looks: it can either be worn as a collar around the neck or as a skirt/belt around the waist or hips. For orders and further information please contact ORION Wholesale at www.orion-wholesale.com or email wholesale@orion.de

8

Cottelli Releases Glamorous New Outfits

The designer pieces from **Cottelli PARTY** or **Cottelli LINGERIE** are in elegant designs and they cleverly accentuate feminine curves for maximum impact. Thanks to the soft, stretchy fabric, they guarantee optimal comfort and plenty of freedom of movement on the dance floor. **The Tight-Fitting and Tapered Halterneck Mini Dress** (item number 27194526021) from Cottelli PARTY is in a shimmering look that's in an iridescent rose-gold copper colour. **The Shimmering Long-Sleeved Thong Body** (item number 26332806021) from Cottelli PARTY is in an iridescent rose-gold copper colour, which will make it the centre of attention at any event. **The Sleeveless Dress** (item number 27194951021) from Cottelli PARTY combines matte look and net with glamorous details. **The Tight-fitting, Knee-length Lace Dress** (item number 27194871021) from Cottelli LINGERIE is made entirely out of slightly transparent black floral lace and feels like pure luxury against the skin.

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1

Blush Expands EnLust Collection with Three New Dream Girls of A.I.

Blush announced a tripartite expansion of the **EnLust by Blush Collection**. Three new AI manifestations enter the market. Sabrina, Emma, and Georgia join a proven lineage of retail dominance. They stand alongside top-performing predecessors Alyssa, Destini, and Molly. The EnLust collection delivers a dual-layered consumer experience. The hardware provides exact physical stimulation. This deliberate release cements the brand's dominance in the space where intelligent technology and physical sensation merge. Sabrina, Emma, and Georgia are constructed from ultra-soft X5® Plus superior TPE and feature a deeply ribbed internal canal. They are self-lubricating. A single touch of water or saliva instantly activates a seamless, natural glide. A dedicated vibrating bullet hums beneath the surface to heighten every physical command. For wholesale orders and more information, email info@blushlove.com

2

SVAKOM Launches a Playful New Licking & Suction Toy

SVAKOM introduced **Klitty**, a triple-action licking, suction, and vibration stimulator designed for slow, immersive teasing. Featuring rhythmic tongue motion, gradual suction, and a soft cushioned mouth, Klitty delivers precise, layered stimulation wrapped in a playful, design-forward aesthetic. Created for those who enjoy sensations that build at their own pace, Klitty pairs precision licking with three slow-building suction intensities and responsive vibration. The experience is intentional and controlled—moving effortlessly from gentle curiosity to focused, rhythmic play. With 10 distinct licking modes, Klitty invites exploration across a wide range of rhythms, whether enjoyed on their own or layered with suction and vibration for more dimensional sensation. The plush silicone mouth creates comfortable, close contact, ensuring every session feels intuitive, soft, and easy to enjoy. For more information, visit www.svakom.com

3

Jayden Marcos Launches Official Lifecast

Mr. Hankey's Toys proudly announced the official release of the **Jayden Marcos Lifecast Dildo**, a true 1:1 anatomical replica molded directly from GayVN Award-winning performer Jayden Marcos. Known for his performances across Disruptive Films, Next Door Studios, Pure Taboo, Adult Time, and his crossover appearance in HBO's Euphoria, Jayden Marcos has built a loyal following that spans both adult and mainstream audiences. Now, fans can experience the only officially licensed Jayden Marcos lifecast available on the market. Designed for collectors, enthusiasts, and fans seeking realism without compromise, the Jayden Marcos lifecast combines performer authenticity with Hankey's Toys' signature artisan silicone craftsmanship. Each unit is individually hand-poured to order and available in multiple sizes and firmness levels to suit a wide range of user preferences. Explore the full product page here: www.mrhankeystoys.com/all

4

ORION Wholesale Releases Mystical Panthera Double from "Beasty Cocks"

The double dildo, Panthera Double (item number 50061710000) has now been added to the extensive **"Beasty Cocks"** assortment. Its striking plug and long curved tail provide intense stimulation in intimate depths. The fancy scales on the surface create a thrilling sensation with every movement and an incomparable feeling of fullness and depth – whether it's being used during solo adventures or (s) expeditions for two. The Panthera Double also sticks securely to any smooth surface, thanks to its strong suction cup. It is therefore great for hands-free fun in any position imaginable. The double dildo is made out of non-porous Liquid Silicone. It is pleasantly sturdy but also wonderfully flexible as well, meaning that it can adapt to any movement. For orders and further information please contact ORION Wholesale at www.orion-wholesale.com or email wholesale@orion.de

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5

Womanizer Releases Next Liberty

Womanizer Next Liberty is a compact clitoral stimulator with a magnetic cap, featuring Dynamic Dimension Drive for intense, lifelike sensations. Next Liberty uses Dynamic Dimension Drive to deliver deeper, more natural sensations compared traditional suction toys. It's discreet, hygienic, whisper quiet, with USB-C charging combining beautiful design with powerful performance. Features include:

- » 3D Pleasure Air with Dynamic Dimension Drive
- » Eight Intensity Levels
- » Climax Control
- » Whisper-Quiet
- » Waterproof IPX7
- » Body Safe Silicone
- » USB-C Charging

Womanizer's Dynamic Dimension Drive technology mimics natural sensations, creating a deeper, more intense orgasm. Visit www.womanizer.com/ca-en for more information.

6

Sweet Smile Releases Rabbit Vibrator with G-Spot/Anal Tickler

The "**Rabbit Vibrator with G-Spot/Anal Tickler**" from Sweet Smile not only stimulates the vagina and clitoris at the same time because of its triple vibration power, but its long, narrow vibrating arm (tickler) can also be used to stimulate other hotspots as well. The G-spot will get an extra massage if the tickler is inserted into the shaft. The tickler can also be removed from the shaft so that it can comfortably reach the anal region. The is how the intense triple stimulation can be used for versatile moments of pleasure and new climaxes! This easy-to-use triple toy is made out of soft silicone, has gentle textures and is wonderfully flexible too, meaning that it can adapt perfectly to the body and its movements during play. The three quiet motors provide reliable power for the 3 x 9 vibration modes. The diverse vibrations in the plump head, clitoral bunny and tickler head can be controlled separately. This makes it easy to put together an individual pleasure programme.

7

Ultimate Pleasure Pro Plus by Pipedream Products

Say hello to deeper, more intense orgasms with the latest innovation in the AWARD-WINNING HUP series! The **Ultimate Pleasure Pro Plus** combines G-spot come-hither motion, vibration, suction, and clitoral licking stimulation in one anatomically designed device, unlocking your full orgasmic potential like never before. With its smooth, curved G-spot stimulator, the Ultimate Pleasure Pro Plus effortlessly reaches intimate areas to amplify your climax. The first-ever vulva-encompassing suction massager increases blood flow for deeper, more satisfying orgasms, while the built-in licking tongue flutters and vibrates over your clitoris, delivering sheet-gripping ecstasy. Product ships with Travel Lock on for discretion. It will automatically unlock upon charging product. Press top two buttons for 5fivesconds to lock/unlock. Visit <https://wholesale.pipedreamproducts.com> for more information.

8

M'Lady Stud Bunny Vibrator - Blue by BMS Factory

The **M'Lady Stud Bunny** is a dual-motor dynamo featuring a studded holographic base that's just as powerful as it is pretty. This isn't your average buzzy toy; it delivers powerful rumbling vibrations controlled by a precision incremental speed dial. The specially designed bunny ear clitoral stimulator offers maximum clitoral pleasure while the shaft features a bulbous head for targeting your G-spot. Ready to hop on a plane? This rabbit vibrator is the ultimate travel companion, featuring a built-in travel lock so you don't have to worry about any buzzing in your luggage or suitcase. It's USB rechargeable with a 110-minute charge time and up to 110 minutes of run time, plus a handy charging light indicator to show you're powered up. Since it's IPX6 water resistant, you can move the party from the bedroom to your bathtub or shower without missing a beat. Visit www.bmsfactory.com for more information.

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1

Deep AF Now Available in Tropical Flavors, Mango & Pineapple

Little Genie here, and we're buzzing with excitement to announce TWO juicy new flavours joining our **Deep AF Line** of oral numbing sprays: Mango and Pineapple! We know the political climate and travel advisories have put a serious damper on your globe-trotting plans. So why not bring the vacation vibes to you? Just grab a bottle of Deep AF Mango or Pineapple, close your eyes, and imagine giving oral pleasure in the majestic Maldives—minus the sunburn and questionable airport snacks. Deep AF Throat Numbing Spray is your secret weapon for taking control of comfort and performance. Formulated with Benzocaine, it delivers a fast-acting fine mist that gently numbs those sensitive nerves in the back of your mouth and upper throat. The result? Less gag reflex drama, smoother moves, and more enjoyable intimate moments—all without sacrificing sensation. Discover all that Little Genie has to offer by visiting littlegenie.com.

2

SEI MIO Pleasure & Control Card Game from Creative Conceptions

The **Sei Mio BDSM Card Game** is a premium intimacy product designed to support sensual exploration, roleplay, and BDSM-inspired interaction through guided prompts and scenario-led gameplay. Combining elegant presentation with flexible play styles, this BDSM scenario card game appeals to both newcomers exploring BDSM games and experienced consumers seeking fresh inspiration for bondage games and power exchange dynamics. As both a BDSM card game and bondage card game, the product supports multiple play formats including random card draws, Dominant-led scenarios, multi-card scene building, and poker-style combinations. The versatility and replay value position the deck strongly within the expanding sexual wellness and experience-led intimacy market. Combining creativity, fantasy, and connection, the deck offers retailers a highly versatile addition to the growing category of interactive BDSM games and bondage games for couples.

3

Little Genie Releases New Novelty Candy: Eat it Pussy and Cunt, Candy

Little Genie introduced the latest additions to our bestselling novelty candy line: "**Cunt Candy**" and "**Eat It Pussy!**". Building on the strong success of our penis-themed candies, including "Super Fun Penis Candy" and the wildly popular "Suck a Bag of Dicks," it was only natural for us to expand into celebrating what many would say is the world's most magical body part. These new products bring balance to the line and give your customers even more options for adult-themed gag gifts, parties, and impulse buys. Both "Cunt Candy" and "Eat It Pussy!" will be available in 3oz peg bags as well as convenient displays of 100 units, making them easy to merchandise at point-of-sale, in adult sections, and among other novelty and gag items. These bold new candies will be strong conversation starters and high-margin add-ons for your store, appealing to customers with a playful, irreverent sense of humour. Discover all that Little Genie has to offer by visiting littlegenie.com

4

Kheper. Inc. Launches New Candy: All Dicks Penis Suckers and All Chicks Pussy Suckers

Kheper, Inc. release four new candy SKUs: **All Dicks Penis Suckers Six-Pack** and **72 sucker Fishbowls**, and **All Chicks Pussy Suckers Six-pack** and **Fishbowls**. Both sucker sets are flesh tone colours and vary to represent different ethnicities. The flavours are coffee shop inspired to match the colours and include French vanilla, Frappuccino, milk chocolate, caramel, mocha, and dark chocolate espresso. The six-packs contain one of each flavour and the fishbowls contain 12 of each flavour and are meant to be sold as singles. On the sides of the fishbowls are printed a colour-to-flavour chart, so customers can match them up while selecting favorite flavours. For more details on the line of candy, games and novelties by Kheper Games, please contact info@khepergames.com or call 1-877-426-3755.

Coming Next Issue!



STORE OPENING IN TORONTO!



SEEKING SALES ASSOCIATE!

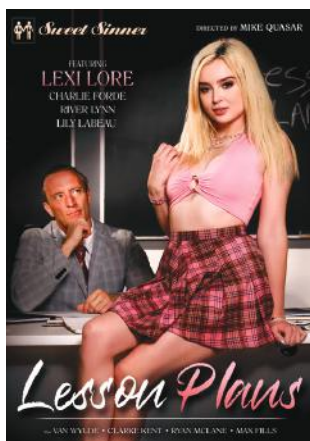
**Need to Get Rid of Inventory?
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Starting in the May/June issue, Pulse Magazine will
be offering classified marketplace ads for \$100 CAD
net a piece!

PULSE
Magazine

For more information email pulsemagcanada@gmail.com

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1

Lexi Lore Headlines Sweet Sinner's 'Lesson Plans'

Lexi Lore stars in 'Lesson Plans' from Sweet Sinner, Mile High Media's couples' erotica studio. The movie is available now in all formats. The adult superstar and cover model, Lexi Lore, takes on a slutty coed persona for awarded director Mike Quasar's newest film. The cast includes Lily Labeau, Charlie Forde and River Lynn, along with Ryan McLane, Clarke Kent, Van Wyldie and Max Fills. "Gorgeous Lexi Lore shows her award-winning form in this explosive new release that takes you into the world of sexy coeds with a passion for their hot professors," said Mile High Media Vice President Jon Blitt. "Mike deftly captures the action as his stunning cast play out some wildly erotic campus activities."

2

Andylynn Payne and Sasha Tatcha Star in Transsensual's 'TS Girls Do It Best 3'

Popular trans star Andylynn Payne and cis performer Sasha Tatcha star in 'TS Girls Do It Best 3' available now in all formats from TransSensual, Mile High Media's trans erotica studio. The fan favourite performers and cover models team up for a fiery new scene for awarded director Ricky Greenwood in this newest release. The cast includes fellow trans stars Eva Maxim and Leah Hayes along with veteran studs Derek Kage, King Noire and Wolf Hudson. "TS Girls Do It Best 3" features three erotic vignettes that take you into the world of passionate trans girls as they explore their innermost desires. For sales and distribution, contact Victoria@mile-high-media.com or call (800) 363-0133.

3

Chapter 4 of Reality Junkies' 'My Horny Step-sister' Arrives

Lustful stepsiblings are back in 'My Horny Step-Sister 4' the newest installment of the popular series from Reality Junkies, the reality-themed studio from Mile High Media. The movie is available now in all formats. Awarded director Mike Quasar directs Rissa May, River Lynn, Lana Smalls and Sage Hunter, along with veteran studs Victor Ray, Sage Roux, Nade Nasty and Isiah Maxwell in four scenes of taboo lust. Reality Junkies features real teen sex and college porn from today's top porn stars as they face real life situations that are turned upside down. For more information, visit RealityJunkies.com. For sales and distribution information, contact Victoria@mile-high-media.com or call (800) 363-0133.

4

Reagan Foxx Stars In Reality Junkies' 'Mom's Little Cuck'

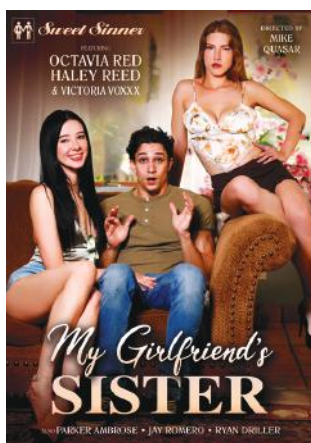
Adult superstar Reagan Foxx stars in 'Mom's Little Cuck' from Reality Junkies, the reality-themed studio from Mile High Media. The movie is available now in all formats. Acclaimed performer, Reagan Foxx, delves into the world of hot wives and cuckolds in the new release helmed by awarded director Mike Quasar. The cast includes Lexi Luna, Cherry Kiss and Desiree Dulce along with Codey Steele, Isiah Maxwell, Jay Smooth and Donny Sins. Reality Junkies features hot MILF sex and college porn fantasies from today's top porn stars as they face real life situations that are turned upside down. For more info, visit RealityJunkies.com. For sales and distribution information, contact Victoria@mile-high-media.com or call (800) 363-0133.

5

Clara Mia Issues a Seductive 'Sex Invitation' in New Must-See Dorcel Feature

Dorcel proudly has released of *Sex Invitation*, an alluring new feature directed by acclaimed filmmaker and Dorcel Brand Ambassador Clara Mia. Featuring Clara Mia alongside Léa Pam, Shalina Devine, Milan Cheek, Venus Rey, Mike Hilton, Francis X, Mathew Meier, and Martin Grey, *Sex Invitation* follows a group of strangers who accept mysterious invitations from a masked benefactor, leading to an unforgettable weekend filled with surprises, temptation, and the promise of fulfilling their deepest desires. To request Dorcel DVDs for review domestically, please contact Daniel Metcalf at Aeon 48, 818-266-7910 / DLM@aeonfortyeight.com.

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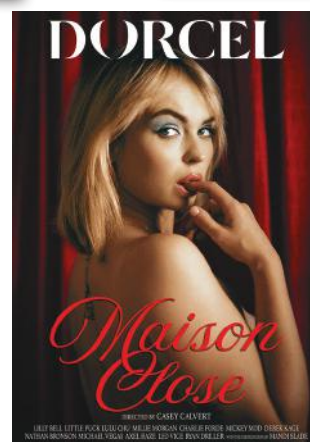
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6

Octavia Red Stars In Sweet Sinner's 'My Girlfriend's Sister'

Adult superstar Octavia Red stars in 'My Girlfriend's Sister' from Sweet Sinner, Mile High Media's couples' erotica studio. The movie is available now in all formats. The award-winning performer and cover model, Octavia Red, plays a sexy young woman in a new relationship when her wild sister suddenly shows up in awarded director Mike Quasar's newest directorial effort. The cast includes Haley Reed and Victoria Voxx, along Parker Ambrose, Jay Romero and Ryan Driller. Watching a Sweet Sinner movie with a lover is part of the appeal of the studio. With real lovemaking and real orgasms, Sweet Sinner provides a new kind of couple's oriented erotica. Each sex scene is filmed in its entirety, revealing the true chemistry and connection transpiring on screen.

7

Victoria Grant Stars in Transsensual's 'TS Lessons'

Popular trans star Victoria Grant headlines 'TS Lessons' available now from TransSensual, Mile High Media's trans erotica studio. The fan favourite performer and cover model is a sexy coed who taps her seductive charms on her professor, Dillon Diaz, for awarded director Ricky Greenwood in this new series. The cast includes fellow trans stars Avery Lust and Leah Hayes along with veteran studs Dillon Diaz, Draven Navarro and Andre Stone. "TS Lessons" features three erotic vignettes where sexy coeds put their seductive powers to the test on their new professors. The action opens with Grant as she makes a play for her new instructor, Dillon Diaz, followed by Lust and Stone in an intense tryst. Finally, blond bombshell Hayes takes on Draven Navarro.

8

Chapter 5 of Sweetheart Video's 'The Art Of Kissing'

Passionate lesbians are back in 'The Art of Kissing 5' from Mile High Media's all-girl studio Sweetheart Video. The new release is available in all formats. Acclaimed director Mike Quasar captures cover models Vanessa Sky and Katrina Colt, along with Lilly Bell, Millie Morgan, Charlie Forde, Rissa May, Addison Vodka and Archer Ali as they discover that sometimes a kiss is not just a kiss. The movie opens with Sky and Colt in a hot hookup, followed by Bell and Forde in an all-blond tryst, Next are Morgan and May, and finally, Vodka and Ali to close things out. Shot in ultra HD, "The Art of Kissing 5," features four sensual scenes of hardcore lesbian sex, along with a slide show of exclusive photos, animated chapter index, no regional coding and more.

9

Reese Rideout and Edward Terrant Star in 'Stock Bros'

Real 'Stock Bros' know how to handle everything from an oversized portfolio to an oversized cock! NakedSword Originals and director Raphaël Massicotte are showcasing 10 money-hungry hunks as they do whatever it takes to truly dominate the market. The full movie, also featuring Vincent O'Reilly, Raj, Matthew Anders, Erik Thrust, Joe Vanni, Matt Parker, Jack DesFeux, and Paul Codi, debuts on DVD. Executive assistant Edward Terrant will do anything to prove just how dedicated he is to his company! Alone in a conference room with muscular CEO Reese Rideout, Edward drops to his knees to stroke, swallow, and service the businessman's big dick. Contact Cameron Greer at cameron@falconstudios.com if you require any additional information.

10

Dorcel Unveils Casey Calvert's Maison Close

Dorcel has announced the release of **Maison Close**, a visually rich new feature from acclaimed director Casey Calvert starring Lily Bell alongside Lulu Chu, Little Puck, Charlie Forde, Millie Morgan, Ryan Driller, Nathan Bronson, Michael Vegas, Mickey Mod, Derek Kage, Leo Vice, Axel Haze, and Mandi Slade. The title is now available on DVD through Pulse Distribution. With Calvert's signature focus on narrative depth and atmosphere, **Maison Close** delivers a polished, cinematic experience that highlights character, connection, and the complexities of modern intimacy. The film pairs Dorcel's high-end production values with a sophisticated, story-first approach that elevates each performance.

Enchanted Wave Action Bunny by CalExotics

When a standard, straight shaft vibe just won't do, grab this amazing, hot pink, rippling vibe for more action than you could ever hope for. The long shaft comes in waves (like you will!) while the zingy clit stimulator is sure to put you over the top. The four functions of wavy undulation offer enough variation to keep things exciting, with the 12 vibrating functions providing plenty of thrills between the sheets.

Think of the seduction of a fast hula dancer or a sexy belly dancer that just doesn't stop. Now imagine what that must feel like between your legs. That's the sensation I felt when I tried this beauty out for size. I don't think I'll use a standard vibrator ever again!

www.calexotics.com

Butterscotch Lube by Wicked Sensual Care

Sweeten your snacks when you treat yourself to oral delights with this not-too-sweet butterscotch flavoured, water-based lube. Tasting like warm, dripping, buttery butterscotch, this will add to the sensations of sex, no matter with whom and what you're doing. Drizzle a bit on nips, drop some drops on anxious clits, or add some to the tip of your tongue and go down on his throbbing member for a blowjob he won't soon forget.

This vegan lube is so delicious and so pure that when you get a hankering to satisfy your sweet tooth, you can even drizzle it on ice cream for a butterscotch treat. Better yet, add it to ice cream then smear the ice cream all over each other's bodies and lick off. You can thank me later.

www.wickedsexualcare.com

Heart of Gold Dual Tapping Vibrator by Evolved

Rose gold: the embodiment of elegance, taste, and classy design, all of which are rolled into this gorgeous pleasure product. Set in a deep, olive tone, this silicone wonder is beautiful enough to leave out on the nightstand and ready to enjoy without shame. The strong, rumbly 10 speeds of vibration are combined with the same number and variety of tapping sensations, delivered on the golden panels in the centre of the shaft.

Press the button on the bottom for alternating panel pounding right on the G-spot and press the other button for strong vibrations that reverberate through the tip of the girthy head and through the wide, clit pleasing protrusion for the ultimate in vulva delights. You'll want to put a rose gold ring on this one – it's a keeper.

<https://evolvednovelties.com>



Shadow Handcuffs by Sportsheets

Spice things up and kink up your life with these nicely designed, beginner handcuffs. These are much better than using the standard metal handcuffs as they will not damage the fine bones in the wrist when the action heats up. With their soft edges and faux fur lining, these black, leather-like restraints show you care about your subbie.

The silver clips fasten onto the round rings and the rolling buckle firmly holds the straps into place, making sure you won't wiggle out of them. Long enough to fit most wrists, they're perfect for newbies who want quality restraints without breaking the budget. Give them a try—you don't know what will happen next as you may wind up being that dominant you always fantasized about.

www.sportsheets.com



Opulence Pearl Teddy by Fantasy Lingerie

Opulence is what you'll feel when you slip into this periwinkle blue beauty. The one-piece teddy is adorned with pearls at just the right places—covering your nipples to tempt and tease, with a simple, single strand threaded right in between those voluptuous thighs. The peek-a-boo bra top shows just enough while hugging every curve at the waist and hips.

Made of shimmery nylon with just a touch of spandex for fit, this gorgeous teddy will surely become your favourite to spice things up. Tease yourself all day by slipping this on in the morning to remind you of what pleasure awaits you when you get home.

www.fantasylingerie.net



Storm Crash Stroker by Tenga

Feeling lonely at home tonight? It's Tenga to the rescue! As part of its new and exciting series of strokers that will blow your minds (and other places), here comes the Storm Crasher with wild waves to sweep you up in an explosion of juices like no other pleasure poker can. Each soft wave inside creates its own fluttering effect, like thousands of tongues licking your precious penis.

Add the included lube inside the tube, tuck in your junk, and experience textures and feels like never before. With a vacuum hole on one end, you can control the suction while plunging, adding to the sensation of being swept away without ever getting wet. Surfing the wild waves has never been this much fun and look out for all the foam you'll eject!

www.usstore.tenga.co



REVIEWS

By Kim Airs

Maelith Strap-On Harness Creature Cocks by XR Brands

Combine your fantasies of the divine Maelith with your pegging desires with this elegant and seductively designed strap-on harness. With black, devilish wings to greet you and two different, silver metal rings to firmly hold the protruding dildo of your choice, get ready to hold on because Maelith is out to get you. The adjustable, red waist straps add to tease all the way to the rear, where red wings perfectly frame a rounded ass.

The true delight is where the pointed, tail-ended back straps extend from the waistline down to the knees, adding to the allure of this fantasy come true harness. Let the fun begin!

www.xrbrands.com

FingO Slim 4B Finger Vibrator by ScreamingO

Let your fingers do the walking with this versatile, clever vibe. The five-speed, battery-operated bullet vibe slides into the silicone case that fits comfortably on your index finger, letting it go wherever you want. Blindfold your partner and discover sensations on nerve endings all around the body (they'll never know where you'll wind up), and head straight down south to tease and delight the familiar erogenous zones.

Mix things up by pressing the pulse control for a zingy sensation on a clit or anxious penis head. Use it to supplement oral fun to add some zing to your thing. Keep it in your pocket to spice up the dance floor when you're slow motioning to the music. With its discreet size, the possibilities are endless.

www.screamingo.com

Sensation Kit (chill and heat) by Wicked

Some like it hot. Some like it cold. Some like both to add to an extraordinary good time. Now you can do all three with this handy kit of travel friendly, 45ml bottles of water-based lube that you can use everywhere—and on everything. Add extra thrills and chills by putting the cooling bottle in the fridge before use. Warm up the heat bottle by bobbing it into a cup of hot water. Or use the chill one for a relaxing round during the day and heat up the night with the warming lube.

Apply a little to “just the tip” and a few drops on “just the clit” and enjoy the dual sensations simultaneously. You can also drop some on your favorite toy to make it come alive, like you will after you use it.

www.wickedsexualcare.com



Egg-Streme by GenderX

If you've ever wanted to use a bullet vibe up your butt but were afraid to do so because of the cord breaking or just losing it past your tightening sphincter, now you can allay your fears with this fantastic new toy. With a strong, silicone cover over the whole length, you'll love this rumbling, eight-speed vibe as much as I do. The strong and remarkably flexible cord is solidly built in the oblong bullet vibrator and in the grooved handle sporting two, easy-to-use buttons.

Since it's silicone, you can use it in any orifice you like (be sure to completely clean it going between two, anxious holes). It can be used for delicious, external fun, too! This fun and versatile vibe is sure to be enjoyed by everyone!

<https://evolvednovelties.com>



Woman Lust Intense by pjur

Give your clit the boost it desires by applying a drop or two of this tingling, natural addition, made with paracress—an active ingredient from the Amazon. The natural green colour proves its high content of the precious leaf, long used for its stimulating effect of tingly sensations. Also known as spilanthus, it provides a feeling unlike many clit stimulation formulas on the market.

Add a little bit and have fun smearing it around the vulva, then enjoy the thrills it provides. Also safe to add to clit-stimulating toys for extra sensations that provide more than just vibration—get that tingling fun in there, too.

www.pjur.ca



Lucky Charm by Playboy Pleasure

Awwww. If you ever wanted the ears of the ubiquitous Playboy Bunny to come to life, here they are! Attached by a thin, flexible stem to a multispeed bullet vibe, the sensations ricochet through the light up bunny head and rocket through the remarkably soft and flexible ears for non-stop, external pleasure.

The head is small enough to squiggle between partners doing the ins and outs, or flip between the thrills of the bullet and the tingle of the tips. The choice is yours when using this pure white toy of passion.

<https://evolvednovelties.com/playboy-pleasure>



Events

Conferences, Expos, Trade Shows & Adult Novelty-Related Events

anme

ADULTNOVELTYMANUFACTURERSEXPO.COM

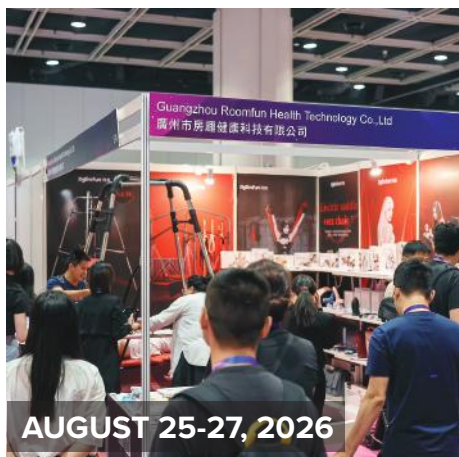


JULY 13-15, 2026

Los Angeles, California

The **ANME Show** is the trade show event for U.S.- and Canada-based manufacturers to showcase and sell their products to distributor and retailer buyers. Held at the Los Angeles Marriott Burbank Airport, the ANME Show will feature the top names in the adult toy and novelty industry. Visit www.anmefounders.com for more information.

ASIA ADULT EXPO



AUGUST 25-27, 2026

Wan Chai, Hong Kong

The **Asia Adult Expo (AAE)** is a pure B2B and exported-oriented professional trade platform for global buyers in the Asia-Pacific serving the adult products and lingerie industry. This year it will return to Hong Kong to open the next milestone of the industry and attract more participants, creating business opportunities. Visit www.asiaadultexpo.com for more information.

eroFame

Global Trade Convention

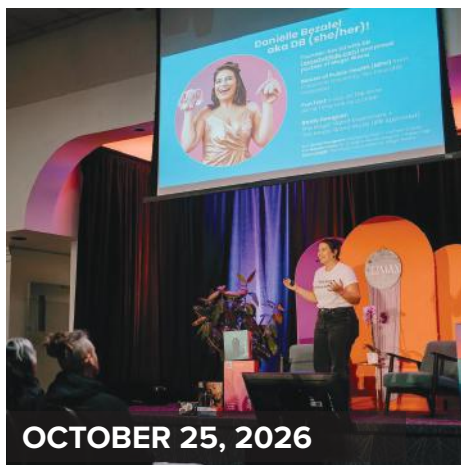


SEPT. 30 - OCT. 2, 2026

Amsterdam, Netherlands

Located in Amsterdam, Netherlands **eroFame** attracts international wholesale companies and buyers and is B2B only. This show covers the entire adult industry with sex toys, fashion, pharmaceuticals, consumables, movies, magazines and more. Visit www.ero fame.eu/en for more information.

CLIMAX



OCTOBER 25, 2026

Ottawa, Canada

CLIMAX is a fresh, innovative and inclusive conference designed to empower individuals. Attendees can expect a rich educational program featuring talks, panels, and skills-building workshops on a wide range of topics related to sexual well-being and intimate connection. Visit www.climaxconference.com for more information.

ALTITUDE

— INTIMATES —



March 17-19, 2027

Las Vegas, Nevada

The **Altitudes Intimates Expo** has been the premiere event for the lingerie/apparel industry as well as adult novelty toys in North America, including educational seminars, workshops, and live demonstration. Visit <https://www.altitudeshow.com>

EroSpain

Mediterranean B2B Expo



MAY TBD

Barcelona, Spain

Located in Montjuic, **EroSpain** is a B2B Expo exclusively for professionals from all over the world where all the best brands, distributors and retailers will come together and display the latest innovations & technologies in toys, lingerie, pharmaceuticals and everything else related to the erotic market. Visit <https://erospain.eu/en> for more information.

Follow us on @PulseMagCanada



The Canadian adult toy industry is ever-changing. *Pulse Magazine* is proud to offer multiple platforms to keep you up to date including Instagram, X (formerly Twitter) and our Daily News Alerts via email!

Stay informed and grow with us!

PULSE

www.pulsemagazine.ca

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