

Intimate

PROVOCATIVE APPAREL
AND PRODUCTS

Supplement to
January 2018 AVN Magazine

PLEASURE HUNT

Mapping Out the
AVN Novelty Expo



Exploring
Down Under:
Sex Toy Sales
in Australia

Bob Wolf on a
Lifetime of
Achievement



New AVN Hall
of Famers:
We-Vibe's Murison,
Good Vibes' Kaminsky
& Komar's Boltansky

Sex Marks
the Spot

Happy Orange
Designs Salutes
Iconic Toys





K **KINK** BY
DOC JOHNSON

EXPERIMENT WITH THE SCENE
NOT YOUR GEAR

#KINKxDJ

JAN. 27
2018

HOSTED BY:
ANGELA WHITE
& HARLI LOTT

A promotional poster for the AVN Awards. Two women, Angela White and Harli Lott, are posing in light-colored, sequined lingerie. They are standing next to a large, golden Oscar statuette. The woman on the left is sitting on the base of the statuette, while the woman on the right is standing behind it, touching its top. Both women are wearing high-heeled shoes and jewelry. The background is a dark, reflective surface.

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Giuseppe Giffredi

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Vibrator Notions Happy Orange Designs salutes iconic toys



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She, Robot The latest in sex dolls

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System JO makes wholesale changes, Happy Orange Designs celebrates iconic vibrators, what's new with sex robots, the upside of upselling, and an analysis of sex toy sales in the land down under.

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New brand Rock Candy Toys makes its bow at AVN Novelty Expo; Satisfyer showcases new products for men; Nasstoyz debuts Intense Bullets; Tenga serves up Iroha Zen; Topco's Climax Lube now 510K compliant; We-Vibe strikes up Match; plus more.



Satisfyer



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Welcome to the Pleasure Zone A study of sex toy sales in Australia

AVN Novelty Expo Guide p32

are '18
avn
novelty
expo

The AVN Novelty Expo, presented by Satisfyer, takes place January 24-26. Inside, find exhibitor lists, maps, information about events during the show, a listing of "O" Award nominees and this year's Lifetime Achievement honoree and new AVN Hall of Famers.

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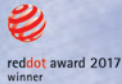
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Rock Candy Toys Makes Its Bow at ANE

Rock Candy Toys is making its debut this month, with plans to offer a range of decadent styles to satisfy even the most demanding sexual sweet tooth cravings.

While details of the new collection are currently still under wraps, distributor and retail buyers are advised to “save room for candy!” in their January orders because something is coming that they will not want to miss. The Rock Candy Toys collection is set to make its grand debut at the AVN Novelty Expo.

The brand was designed as a collaboration among longtime industry vets with a keen eye for what consumers want. Established by a powerhouse team with vast experience in both product design/manufacturing and marketing, Rock Candy Toys is slated to draw mass appeal with never-before-seen delectable creations.



The Rock Candy line offers a new spin on pleasure products that both retailers and consumers will love. From tantalizing, ergonomic shapes to vibrant, playful colors and flirty, fun names like Gummy Balls, Gummy Vibes, Candy Bullets, Swirls, Suga Sticks, Lala

Pops and more. The Rock Candy lineup of vibes invites consumers to “Treat Yourself” to sweet, indulgent pleasure.

For retailers, Rock Candy Toys will offer in-store merchandising and marketing options unlike anything that has been seen before. The company has developed one-of-a-kind POP displays options that will speak to everyone.

Look for the candy shop-themed booth at ANE. Contact the team at info@rockcandytoys.com or follow the brand on Twitter: @RockCandyToys.

Impulse Novelties Delivers the Kate Duo G

Impulse Novelties is now selling its new Kate Rechargeable Duo G Vibe. The stylish Kate features 10 speeds and functions, a handy finger loop in the base, and a soft and flexible silicone body. The external stimulator houses a separate motor for the right amount of vibration at just the right spot.

“We have been working on the design of Kate for quite some time and I am happy to be releasing it to the public, just in time for Valentine’s Day buying,” shared Ernestine Touon, founder of Closet Collection toys. “Her sexy shape and



easy-to-use controls will become every woman’s favorite toy!”

The silicone, rechargeable Kate is available in two colors: Hot Pink with Turquoise accents and Turquoise with Hot Pink accents. Touon added, “The toughest choice will be which color to choose!”

Since 2013, Impulse Novelties has been creating fashion-forward pleasure products focusing on the female and body-conscious male markets. For information about the line, email sales@theclosetcollectiontoys.com.

FDA Clears Topco Sales’ Climax Lube as 510K Compliant

The FDA has issued 510K clearance to Topco Sales’ water-based Climax-brand personal lubricant. The classification authorizes the formula for use as a medical device. Made domestically in Topco Sales’ state-of-the-art lab, this water-based lube has been a mainstay for the Climax brand and now offers customers a personal lubricant they can trust.

“When we broke ground on our lab last year, our goal was to continue manufacturing safe and effective cosmetics that our customers could trust, and our signature water-based formula remains a top seller,” Topco Sales COO Autumn O’Byrne said. “Having this Climax formula verified as 510K by the FDA proves our commitment and shows our customers how serious we take intimate cosmetics. This is just one of many achievements that have helped put Topco Sales back on the map, and



it’s been a pleasure working with our team to make it all happen!”

Bottled under the monikers “Climax H2O” and “Climax Personal Lubricant,” this slick formula is intended to moisturize and lubricate, enhancing the ease and comfort of penetrative sex by supplementing the body’s natural lubrication. Manufactured on-site, the water-based formula is available to consumers

nationwide and is included as part of Topco Sales’ growing Private Label program, making it easy for customers to expand their brands with a trusted lubricant.

Topco Sales’ signature water-based lubricant is super-soft, water soluble, greaseless, colorless and odorless. It can be used with all sex toy materials and is compatible with all forms of condoms. For more, visit TopcoSales.com.

Rouge, Synergy Erotic Start Joint Sales, Marketing Venture

Two leading manufacturers in the pleasure products sector have inked a joint sales and marketing agreement that will help propel both companies far beyond what could have been achieved individually.

Luxury bondage manufacturer Rouge Garments and toy manufacturer Synergy Erotic entered into a multi-tiered agreement that will involve various initiatives, including shared business development personnel to represent both companies simultaneously, combined sales and marketing strategies, the pursuit of untapped markets, and doing joint trade-show participation.

“I am unaware of any adult industry companies entering into an agreement quite like this; Rouge Garments brings an entirely different sales and marketing perspective, as well as customer base, to this partnership than does Synergy Erotic, giving both Rouge and Synergy Erotic wonderful opportunities to explore sales techniques, customer bases, and marketing strategies previously unknown to each company individually,” Synergy Erotic CEO Bob Wolf said. “It is my belief our two very diverse companies will complement one another in virtually every way.”

Rouge Garments CEO Farah Shaikh echoed Wolf’s sentiment.

“We entered the U.S. market only a short time ago and realized early on we could benefit from some type of partnership with a U.S.-based company that had Rouge’s best interest in mind, and in Synergy Erotic we have found just such a partner,” Shaikh said.

Rouge Garments manufactures handmade (in the U.K.) fetish products in a variety of styles, colors and materials. Synergy Erotic manufactures adult toys of superior quality at aggressive price points in attractive packaging.

For wholesale and product information for Rouge, contact Shaikh at +44 (0)1707 339232 or farah@rougegarments.co.uk. For Synergy Erotic, contact Wolf at (800) 366-3283 or bob@synergyerotic.com.

Nasstoys Debuts Intense Bullets Series



Nasstoys has released a new series of Intense bullets, including the Intense Power Bullet and the Intense Vibrating Bullet.

“These new Intense bullets are appropriately named as they are by far the most powerful bullets we have produced thus far with deep vigorous concentrated vibrations,” said Kathryn Hartman, Nasstoys sales and marketing director. The bullets can be seen at the AVN Novelty Expo.

The Intense Power Bullet has seven functions, easy single-button control, and lasts up to 2 hours and 20 minutes before needing to recharge via the USB cable that is included. The Intense Power Bullet is discreetly quiet and waterproof for fun in the tub, shower, or spa. It’s available in silver, purple, and pink. Nasstoys’ Intense Power Bullet is small, easy to clean and charge, perfect for a quickie or to take on a weekend getaway; making it a must-have bullet for everyone.

The Intense Vibrating Bullet is a traditional, battery operated bullet, but intensified. There is a push-button on/off function for easy use when things are getting hot and heavy, while also being discreetly quiet and waterproof. The Intense Vibrating Bullet is available in black, purple, and pink, and comes beautifully packaged and ready to prominently display. In this case, good things do come in small packages.

To schedule a meeting with Nasstoys during the 2018 AVN Novelty Expo, held January 24- 27 in Las Vegas, email elliott@nasstoys.com or taylor@nasstoys.com. Nasstoys will be in booth 500 at the AVN Novelty Expo.

For Spanish speaking customers, email christina@nasstoys.com to schedule a meeting.

Tenga Offering Iroha Zen

Tenga—a Japanese-based company known for male masturbation devices and pleasure products for women—has a new addition to its Iroha collection of massagers. The Iroha Zen is available in three colors named after teas: Hanacha (floral tea), Matcha (powdered green tea) and Yuzucha (citrus tea).

For the first time, Iroha’s Soft-Touch silicone is available in a battery-powered item. Rows of pleats adorn the outer silicone, covering the marshmallow-soft inner layer. The long shape is easy to hold, and the item is fully waterproof up to 50cm (20 inches)

for use in the bath and easy washing. It also features Iroha’s dust-proof coating to help keep it clean. The Zen requires two AAA batteries (tester batteries included).



The shape is inspired by the *chasen*, a bamboo whisk used in making traditional Japanese matcha tea.

The Iroha Zen has a suggested retail price of \$35 and will be available in early 2018.

For more, visit Tenga-Global.com.

Satisfyer Planning Major Advertising Push

Satisfyer

EIS GmbH, manufacturer of the Satisfyer family of products, has a real way with advertising, as seen in its campaign featuring adult megastar Rocco Siffredi promoting its new Satisfyer Men vibrator. And most recently the German brand began a three-year, worldwide TV and online advertising campaign—along with real-life tests with major women’s magazines.

Satisfyer celebrated the end of 2017 by taking the lead in education and communication direct to more than \$60 million of consumers each month and counting. And for 2018, it is the sponsor of the 2018 AVN Novelty Expo, which will also expand brand awareness.

“In *Elle* magazine Satisfyer has printed eight pages of education, Elle Inner Members survey and advertising including online (Elle.com), breaking a rule that has forbidden for adult toys to advertise in women’s mainstream magazine worldwide with sex toys. Satisfyer will reach, just for this month of December, more than 25 million of American *Elle* readers (print issue and online). As we strongly believe in consistency, we’ve decided to extend our massive investment and partnership with Elle USA for the year of 2018 and will be present every single month alternatively with ads and education on print issue and online, starting January 2018, ensuring brand building ad recognition, as increasing sell out for all our retailers. With the same strong building and investing in future spirit, we are really proud to announce that we’ve just signed the same agreement with Cosmopolitan USA, adding more than 35 million of consumers monthly, taking an active role in educating sexual wellness and promoting our brand,” Jerome Bensimon said. “Also, we are working on a new Satisfyer Women TV spot and worldwide campaign in cooperation with Europe’s most prestigious and awarded advertising agency, Jung von Matt (Mercedes Benz, Audi, Vodafone, Angela Merkel, Sixt rental car etc.). Shooting started in early November in the U.K. The world premiere will be released end of January 2018.”

Following its strategy, Satisfyer wants to be one of the most advertised brand worldwide in 2018.

Toward that end the company has been offering three free samples to business partners. The giveaway totaled more than \$8 million in products, all in an effort to help retailers increase sales.

Satisfyer is providing each business partner with free samples of all new Satisfyer women products. To each team member, Satisfyer will offer a Satisfyer Pro 4 Couples, Satisfyer Pro G-Spot Rabbit and Satisfyer Pro Plus Vibration.

“Satisfyer is currently manufacturing 35,000 of each three products, representing 105,000 units for a value of \$8 million,” Bensimon said. “We would like to take this opportunity to thank all our business partners for their strong support, efforts, engagement and partnership to build up together this amazing and successful adventure.”

For more, visit Satisfyer.com.

CalExotics' Tiny Teasers: Small Package, Big Pleasure

Pleasure product manufacturer CalExotics has released a four-piece collection of small but powerful—and rechargeable—stimulators. Packed together in a space-saving counter display, Tiny Teasers win over consumers with their power, price and convenience.

According to Susan Colvin, founder and CEO of CalExotics, “Our customers have been eager to find a rechargeable bullet that offers a long battery life, is simple to use and offers a great value for their customers. My team has worked diligently to meet their needs, paying special attention to each feature and benefit. With the release of Tiny Teasers, I can say we’ve really delivered on this one!”

Tiny Teasers are available in four styles. The Bullet and Mini Bullet are discreet and powerful stimulators that can be fired up anytime, anywhere. The Bunny and Nubby petite mini-massagers come with removable silicone pleasure tips that provide a variety of ways to play, with tickling rabbit ears or pleasure nubs.

Brick-and-mortar retailers can also purchase the Tiny Teasers Counter Display, which comes complete with 12 Tiny Teasers: six of the Tiny Teasers Bunny and six of the Tiny Teasers Nubby. “A counter display is



perfect for impulse buys and cross-merchandising. I recommend creating a dedicated Tiny Teasers section and keeping a counter display right next to the register. This will help boost sales of this fun and price-friendly collection,” said Jackie White, executive vice president of CalExotics.

All Tiny Teasers offer three vibration speeds in a compact and discreet package operated by a single button. These cute sex toys are also waterproof and USB rechargeable. Another feature of the Tiny Teasers collection is its long runtime; the bullets can run for 70

minutes on high speed and two hours on low speed while the mini-massagers can run for 75 minutes on high speed and 160 minutes on low speed.

“Our main goal was to ensure these products would surpass others in the marketplace, and the runtime was one of the areas we paid close attention to. With such a small size, it was imperative we did not skimp on this factor,” Colvin added.

These pint-sized pleasure toys also offer a petite price, with MSRP between \$22 and \$24.

For more information, visit CalExotics.com.

XR Brands' Inmi Collection Adds Trio of Rabbit Vibes

XR Brands has expanded its Inmi line to include three innovative rabbit-style vibes with powerful motors and out-of-the-box clitoral stimulation.

“Putting a high-tech twist on classic shapes has always been the mission of the Inmi

line and we love how luxe these three new vibes look and feel,” XR Brands General Manager Rebecca Weinberg said. “These three rabbits are designed to stand out in a saturated market and made for consumers who want something well-built and thoughtfully styled. Inmi’s target shopper has always been the woman who’s moved beyond the basic and is looking for something that better reflects her sensual style.”

The new additions to Inmi include the G-Spin Silicone Vibrator with Spinning Clitoral Stimulation, an innovative five-speed rabbit vibrator featuring a unique three-speed spinning clitoral stimulator equipped with small, soft tongue-like extensions. Made to emulate sensations similar to receiving oral sex, the G-Spin matches penetration and powerful vibration with sweeping strokes for a unique experience.

Also joining the Inmi family is the



Pleasure Petal Silicone Rabbit Vibrator with Rotating Petals, a silicone rabbit-style vibrator with G-spot massage capabilities and a compact clitoral massager that rotates horizontally with spinning strokes. The curved shaft boasts three powerful speeds and four pulsation

functions while the distinctive clitoral stimulator features soft, silicone tongues and 4 functions of its own.

The third addition is Inmi’s Whirl Silicone Rabbit Vibrator with Rotating Ticklers, a rabbit-style vibrator with a compact and intense rotating clitoral stimulator with ticklers that spin against the skin. This three-speed, four-function dual-stim vibe features a shaft gently curved for G-spot massage and is equipped with two powerful motors.

The G-Spin, Pleasure Petal and Whirl are all made with high-quality silicone and USB rechargeable. Each product comes packaged in Inmi’s signature gold box and can hang on a slatwall or display on a shelf.

To place an order or learn more about Inmi, please contact your preferred representative or email info@xrbrands.com.

To view the full XR Brands lineup, visit XRBrands.com.

Pornhub Products Now Shipping From Eldorado

Eldorado Trading Company, a go-to distributor for adult toys, party supplies and lingerie, has partnered with adult toy retailer and manufacturer Ann Summers to bring customers the Pornhub line of products.

The Pornhub collection includes men’s, women’s and couple’s toys that feature advanced technology and virtual reality experiences designed with users in mind. Standout

products include the Virtual Blowbot Stroker, Turbo Stroker and Rabbit.

Ann Summers, makers of the Pornhub collection, is a well-known adult retail chain based out of the U.K. Ann Summers has been in the industry for more than 40 years and is best known for lingerie. The company also created the Rampant Rabbit, which it claims is sold every two minutes.

Ray Hayes, vice president of trade sales for Ann Summers,

remarked, “We are absolutely delighted to have Eldorado as a partner distributing the Pornhub range of products.”

Launched in 2007, Pornhub is the largest porn site worldwide.

The site averages 92 billion video views a year with more than 75 million daily visits and over 27 billion visits per year. It also has 10 million registered users.

“With millions of registered

Pornhub users, we felt it was a no-brainer to partner with Ann Summers and the Pornhub line,” says Crystal Garcia, Eldorado buyer. “They are a respected brand and we are very fortunate to be a part of their success in the U.S.”

The Pornhub collection is in stock and ready to ship to Eldorado customers now. For more information on the Pornhub line and to place an order, email sales@eldorado.net, visit Eldorado.net or call (800) 525-0848.



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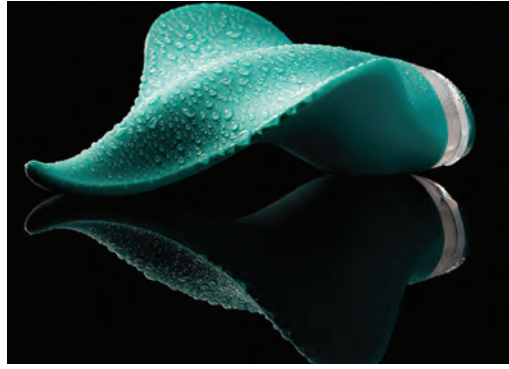
Clandestine Devices, Wild Secrets Ink Distro Deal

In its latest effort to expand into new markets, Clandestine Devices has entered into a deal with Wild Secrets, Australia and New Zealand's largest online retailer of adult pleasure products.

"Wild Secrets knows online retail and we couldn't be more thrilled to have them behind our web sales in Australia and New Zealand!" said Kimberly Faubel, Clandestine Devices' director of operations. "Their passion is online retail and it's apparent. We have already seen encouraging movement through their stunning online channel."

The deal sees Clandestine Device's award-winning luxury massager Mimic is available to consumers in even more countries for convenient and discreet online purchase and delivery.

Wild Secrets has already hailed the partnership a "huge success,"



with the unique vibrating clitoral stimulator securing a place among its best-sellers.

"We have had such a great response from our partners all across the world in this first year and the opportunity for growth in Australia and New Zealand with Wild Secrets is amazing," said Jules Jordan, Mimic's creator and adult industry heavyweight. "Clandestine Devices is a retail-inspired brand and knowing how important the online market is, combined with Wild Secrets' dedication to customer service, this is sure to be a perfect fit."

To check out Wild Secrets, Australia and New Zealand's largest online retailer of adult products, visit WildSecrets.com.au.

For more information about the Mimic, visit ClandestineDevices.com.

Xgen Products Acquires Rabbit Company, Ovo Lifestyle Toys, Others



Xgen Products has acquired some well-known brands within the industry, and will take over manufacturing and distributing of those lines as of January 1, 2018.

OVO Lifestyle Toys, winner of multiple industry awards, along with The Rabbit Company and Drilldo, will now be manufactured and distributed by Xgen Products. Other brands such as Whipsmart and Luvdollz will also be under the Xgen umbrella.

"We are thrilled to now have these great brands as part of the Xgen family," said Andy Green, President of Xgen Products. "Combined with the products that we already offer, Xgen is now poised to be a major force in the industry for years to come."

As of January 1, all orders will be consolidated under Xgen Products, meaning customers will only have the need for one purchase order, and the products will ship from the company's state-of-the-art warehouse in Horsham, Pennsylvania.

"The retailers will see amazing synergy now that these brands are under Xgen Products," added Green. "This will be great for everyone involved."

For more information on Xgen Products, visit XgenB2B.com, call 877-450-9436, or email sales@xgenproducts.com.

The company can also be followed on Twitter at [@xgenproducts](https://twitter.com/xgenproducts).

Paradise Marketing Promotes Condom Use

In light of a CDC report in the fall of 2017 about the staggering rise in STD cases, Paradise Marketing—America's leading source of prophylactics and lubricants—is reminding sexually active men and women that condoms are still the best defense against contracting infections.

The Centers for Disease Control & Prevention confirmed in 2017 that new U.S. cases of sexually transmitted diseases chlamydia, gonorrhea and syphilis reached a record high of 2 million. According to Paradise Marketing owner Dennis Paradise, "We cannot state strongly enough that using a condom significantly reduces the risk of acquiring an STI."

Paradise Marketing, which distributes

more than 20 quality condom product lines, including Lifestyles, Kimono, Trojan, Crown, Durex, Beyond Seven and more, adds that the newest offerings are worth trying out as stimulating accouterment to bedroom entertainment.



"Condom technology is always evolving, with an emphasis on improved lubricants and stronger, extra-thin materials with added tactile sensations," said Paradise. "The once-humble condom is emerging as a viable pleasure product alongside oils, lotions and toys, and we urge folks to get out there and explore ... not only for their enjoyment, but for the sake of their sexual health."

To see its entire inventory of condoms, visit ParadiseMarketing.com.

SuperSlyde Lubes Available in New England Stores

SuperSlyde, a brand of lubricants that recently launched in North America, is now available on the shelves of Progressive Pleasure Club retailers Nomia in Portland, Maine, and Oh My in Northampton, Mass.

Founded in 2012, SuperSlyde is a family of premium silicone lubricants.

Every bottle of SuperSlyde contains hundreds of hours of development, testing, and passion poured into it. Each drop of SuperSlyde is the result of an uncompromising search for the perfect lube.



Superslyde is formulated, licensed, marketed and distributed by Pivot International, and manufactured in Singapore by ICM Pharma.

The Progressive Pleasure Club is a network of independent brick and mortar sex shops dedicated to helping people make informed decisions about sexuality products. The company is committed to the promotion of accurate and honest pleasure-based

sexuality education, and to offering products that meet the highest standards of safety.

For more, visit SuperSlydeUSA.com.

CalExotics Debuts Signature Style Jack Rabbit



CalExotics, maker of the original Jack Rabbit dual-stimulator vibe, has taken the iconic stimulator a step higher with the introduction of the Jack Rabbit Signature collection.

The range stays true to the classic Jack Rabbit style with advanced features and technology that really make these rabbits stand out from the crowd.

The new Jack Rabbit Signature collection offers three styles. The Silicone Thrusting Rabbit features an up-and-down motion. It mimics that of a traditional sexual encounter, with three different thrusting speeds to choose from. The Silicone Rocking "G" Rabbit features a uniquely curved tip that rocks back and forth, stimulating the elusive g-spot. The Silicone Beaded Rabbit features strategically placed pleasure balls that running along the front, back and sides of the shaft. The pleasure balls are designed to stimulate the entrances to the vagina and all the internal hot spots. The placement and movement of the pleasure balls are what makes this Jack Rabbit unique.

"The Jack Rabbit is our best-selling product, and has seen so much success in its 30-year history," said Susan Colvin, founder and CEO of CalExotics. "This season we looked to put a more luxury spin on the Jack Rabbit. With dozens of different styles to choose from in our Jack Rabbit line, we wanted the Jack Rabbit Signature series to stand out and provide an elevated experience."

To ensure users would get the most out of their rabbit, CalExotics made sure to offer a variety of speeds and functions. Each Jack Rabbit Signature piece provides flickering rabbit ears with seven functions of vibration, as well as three different action speeds in the shaft. The controls are easy to use, allowing the shaft and rabbit ears to be controlled independently which adds to the variety. These rabbits are also waterproof, feature a security travel lock and use convenient USB technology for recharging.

The Jack Rabbit Signature collection also provides a luxury look and feel. The entire experience with the Jack Rabbit is understated yet elegant with its deluxe material and sophisticated designs. Each piece is crafted using only the best materials. The silicone is incredibly soft and silky, which feels amazing against the skin. The product is packaged in a discreet keepsake box.

For more, visit CalExotics.com.

Nasstoys Debuts Mack Tuff BlowJob Vibe

Nasstoys has added the BlowJob Vibe to the Mack Tuff Collection.

"The development of this top-selling item specifically marketed toward the male consumer or the fetish community was the result of what happens when you listen to and apply your customers great ideas.

Our buyers and retail personnel give us the best feedback. They are the front lines and we value their input," said Kathryn Hartman, Nasstoys' sales and marketing director.

Nasstoys' Mack Tuff BlowJob Vibe is the new male version of their best-selling, Surenda Enhanced Oral Vibe. It is made of body-safe silicone, is equipped



with five powerful functions and is fully USB rechargeable. This tight non-slip vibe contours the mouth, lined with tiny pleasure nubs cascading down both sides. Shaped for comfort, the BlowJob Vibe easily hooks into the corner of the cheek, taking oral lovemaking to another dimension.

The Mack Tuff BlowJob Vibe is fully waterproof, has a

great battery life and is available in a sleek matte black with silver finishes. The Mack Tuff BlowJob Vibe conveniently comes with a USB cable so it can be easily charged anywhere.

To learn more about Nasstoys products and collections, visit Nasstoys.com or email sales@nasstoys.com.

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We-Vibe Adds Match Couples Vibrator

Standard Innovation, the manufacturer known for the We-Vibe family of products, has added a new item to its collection of couples vibrators, the Match.



The couples vibrator is worn during sex to provide dual stimulation to the G-spot and clitoris.

“With the launch of Match, We-Vibe now offers customers a premium couples vibrator experience at the mid-price level,” said We-Vibe Marketing Manager Stephanie Keating. “Match is perfect for couples looking for a high-quality product that’s reliable and easy to use over and over again.”

The hands-free design fits comfortably between partners and the wireless remote allows for easy intensity and vibration

mode control. Retailers worldwide can order Match now from their We-Vibe authorized distributor.

Match has 10 rumbly vibration modes each with 10 levels of intensity. It’s waterproof and rechargeable (90 minutes of charging allows for up to 2 hours of play), and the low-power alert lets you know when it’s time to recharge. Match comes with a two-year manufacturer’s warranty.

Match offers couples some of the most sought-after features such as rumbly, dual-motor stimulation and a remote with intensity control.

Retailers can watch and share the Match product video at we-vi.be/watchmatch.

Elevate U’s Latest Lesson Offers Counseling for Couples

Eldorado Trading Company is now offering the 13th lesson, Counseling for Couples, in its e-learning series Elevate U.

“Knowing how to talk to couples is an essential part of doing retail level education,” says Kira Manser, clinical director at the Center for Sexual Pleasure and Health (CSPH) and one of the personalities of Elevate U. “This lesson will illuminate the most common concerns couples have and upgrade your ability to serve your customers in long-term relationships.”

Counseling for Couples helps retailers to support their customers by helping them increase sexual connections in their relationships with long-term partners. Lesson 13 will give retailers the tools to assess what dynamics are present in a relationship and provide resources for customers to do meaningful work at home.

Since Elevate U’s launch at the beginning of 2017, the program has received great engagement with more than 600 learners enrolled in the program thus far. Elevate U won the 2017 StorErotica Award for Marketing Campaign of the

Year. Recently, the program has been nominated for a 2018 AVN “O” Award for Outstanding Marketing Campaign.

Eldorado’s Elevate U 16-lesson e-learning series covers a variety of sexual health topics that go beyond product focus. The lessons are intended to empower Eldorado’s retailers with accurate sexual health information. “In our boutique, we pride ourselves on having great customer retention. It isn’t enough to have

good products; we have to give great service. When we communicate with our clients we strive to give correct and knowledgeable answers,” said Andrew Ryerson-Gonzalez, owner of Adam & Eve in Oklahoma. “Elevate U has been one of the best tools in our chest. Our team is more engaged and interested in learning, thanks to Eldorado’s interactive educational program. As an owner, I’m excited that my team is speaking the right language and gaining our clients’ trust.”

The e-learning series is available to active Eldorado customers. For information, email elevateU@eldorado.net.



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System JO's Wholesale Changes

Parent company selects four distribution partners in U.S.

Last year represented a time of growth and change for United Consortium. Continuing down its reorganization path, the company has consolidated its U.S. distribution network.

As of January 1, 2018, wholesale distribution of the manufacturer's brands System JO and DONA by JO will be reduced to four partners: East Coast News, Nalpac, National Video Supply and Williams Trading.

"Although this was an extremely difficult decision, we know it's the correct move for our customers," explains Michael Woolard, CEO. "Since my start with United Consortium, the overriding goal has been to continually improve support for our retailers. This shift to narrow our distribution will allow us to focus more energy on stores than ever before."

Considering a wide range of criteria, the company believes its narrowed selection of distributors represents the optimum balance for the U.S. market. As part of the consolidation, the remaining "Preferred Partners" will work with United Consortium to keep retailers stocked and supported with educational and marketing materials. The company plans to release further details of its Preferred Partner program in the coming weeks.

"We've all worked very hard to position our System JO and DONA brands as leaders in the adult industry," Woolard continues. "Our commitment to this market is stronger than ever, and our Preferred Partners are 100 percent aligned with our mission."

As one of the preferred partners, East Coast News—a leading distributor of adult toys, novelties and accessories—has warehouses located in New Jersey, Florida and California.

"We are very honored to be part of System JO's growth moving forward," stated Lynda Mort, vice president of marketing and sales for East Coast News. "We are committed to providing the best service to our customers, and will continue to work with the teams at System JO and DONA to ensure that happens."

Another longtime partner is Nalpac, which will continue to be a full-line distributor of System JO.

"Nalpac is thrilled to be named a Preferred Partner and to be continuing our long-standing relationship with System JO! We'd like to thank the wonderful people at System JO and our awesome customer base for their continued support. System JO is a 'must have' in every adult outlet and we're ready, willing and able to service the industry System JO demand," said Glenn Leboeuf, Nalpac's director of operations.

Nalpac is the only preferred partner in the Midwest and has an experienced customer service and sales team. Nalpac has a 92 percent fill rate and 99 percent same day / next day



The overriding goal has been to continually improve support for our retailers. This shift to narrow our distribution will allow us to focus more energy on stores than ever before.

—Michael Woolard, United Consortium CEO

shipping to vigorously support all retailers System JO and DONA by JO needs with easy, quick and accurate ordering and delivery.

Nalpac stocks the full-line of System JO products including everything retailers need to display and merchandise System JO in their stores along with all educational and marketing materials.

Selected as one of the four domestic distributors, National Video Supply looks forward to continuing to deliver System JO and DONA brands to existing customers, as well as the opportunity to serve new clients.

"I am very proud of the relationship we've built with United Consortium over the years," explains National's Lee Negri. "Our entire team has worked very hard to represent JO and DONA, and we're all excited to have that effort recognized."

Priding itself on personalized customer service, National Video Supply is prepared to work closely with United Consortium's team to support JO and DONA resellers. As part of the Preferred Partner Program, National will facilitate focused marketing and merchandising support aimed to increase brand awareness.

"We know that being a good partner goes beyond delivering product on time," Negri continues. "It takes support and education to help retailers succeed with any brand. United

Consortium understands this as well, and we can't wait to work with them to help our customers grow."

For more than 15 years, Williams Trading has had a legacy of supporting System JO. "Our mutual partner goals are to deliver the highest level of customer support for the United Consortium brands with in stock fulfillment, free e-learning support, and same day shipment. We are honored to be selected as one of the four preferred partners in the United States," said Robert Pyne Jr., president and CEO.

Williams Trading offers the complete line of products including all stimulants, lubricants, body, hygiene and massage products.

"These fast selling System JO and DONA collections are supported by our knowledgeable sales staff for all brick-and-mortar adult channels including a comprehensive drop shipment program," said Richard Pyne, vice president of e-commerce sales.

Retailers can contact the United Consortium directly at sales@systemjo.com or contact preferred partners directly using this contact information:

East Coast News: dany@ecn.com

Nalpac: sales@nalpac.com

National Video Supply: josales@natvideo.com

Williams: sales@williamstradingco.com

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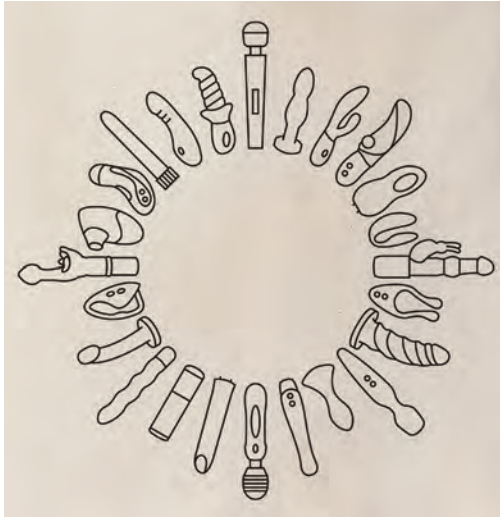
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Vibrator Notions

Happy Orange Designs pays tribute to iconic toys



For years, creators of pleasure products have been paying more attention to their designs. Pieces are more ergonomic, with cleaner lines, and they sometimes look more like objets d'art than sex toys.

Now, a new company called Happy Orange Designs has taken some of the iconic shapes of pleasure products from recent years and transformed them into tote bags and shirts that any sexpert or sex toy fan would love.

Helmed by Ryan Olbrysh, a former full-time editorial designer and art director, Happy Orange Designs features vibrator-themed T-shirts and other merchandise. Based in Las Vegas, Olbrysh debuted his initial items and designs at CatalystCon in Los Angeles.

"The vibrator-themed T-shirts and tote bags had everything to do with the publication of Lynn Comella's new book, *Vibrator Nation*," Olbrysh told AVN. "When the book went off to press, Lynn, who happens to be my wife, said, 'Wouldn't it be cool to have some vibrator-themed merchandise to go along with the book?' I decided that the designs would focus on the imagery of some of the most iconic and classic vibrators: the Oster, the Magic Wand and the Slimline. I wanted the designs to be clean and simple, but also visually appealing.

"I think the colors I used add some punch to the designs. And turning the Magic Wand upside down makes it look like a neck tie, or an exclamation point, which people really seem to like," he added.

Olbrysh said he knew sex toys were an entire world unto themselves, thanks to Lynn's work, but notes he was a bit surprised to find out just how many types of pleasure products exist. When he started creating his designs, he found it difficult at times to narrow down the products he featured.

While the designs feature sex toys, in some cases the inspiration for the art isn't always



apparent. One design, called Vibrator Hieroglyphics, is a collection of line drawings of 25 different dildos and vibrators.

"I really like that from a distance it's not entirely clear what the objects are, but once you get a bit closer you see that they're actually sex toys," Olbrysh said. "A restaurant server in Utah, and store clerks in college towns where we've traveled, have come up to Lynn to say, 'I really like your bag!' with a knowing wink. Hearing the positive feedback on the designs has been really gratifying."

We've sold a number of T-shirts and totes to people who don't work in the industry, but simply love the idea of wearing a T-shirt with their favorite vibrator on the front.

—Ryan Olbrysh

The initial product lineup for Happy Orange Designs was inspired by Olbrysh's being a fan of quality T-shirts with minimalistic yet eye-catching artwork. Currently offering T-shirts, tank tops and tote bags, Happy Orange Designs is looking to add its designs to other products.

And while the appeal to those who work in the pleasure products industry is clear,



there are already fans outside the industry as well. "Some of the folks who've been most excited about the T-shirts, in particular, are sex educator sales associates at various sex shops across the country," Olbrysh said. "For them, a vibrator T-shirt is a cool uniform they can wear to work. As one person recently told Lynn, 'We need more sex geek apparel!'"

"We definitely think there's potential for cross-over," Olbrysh said. "In fact, we've sold a number T-shirts and totes to people who don't work in the industry, but simply love the idea of wearing a T-shirt with their favorite vibrator on the front, or going to the grocery store with a tote bag covered in sex toys.

"The shirts and totes are fun and whimsical, not to mention great conversation starters," he continued. "People are surprisingly comfortable wearing these shirts and carrying the tote bags, which we think is a testament to the growing popularity and normalization of pleasure products more generally. We've shipped our products internationally to Canada, Australia and New Zealand, in addition to cities across the United States, so we're hoping for global domination!"

For more on *Vibrator Nation*, the book that inspired the shirts and totes, visit DukePress.com.

In the meantime, find the complete lineup of products online at HappyOrangeDesigns.com.

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So let's talk about what "upselling and "cross-selling" means and how you can apply it in your store.

Upselling

When a customer is interested in a particular product or service, this is your opportunity to upsell a higher-quality product to enhance their experience. This upsell will increase revenue just from simply convincing the customer that the higher-priced upgrade is worth it.

If a customer is shopping for a vibrator, educate them on why the high-end vibrator is better than the mid-level vibrator. Take it out of the box and let them hold it. Give them a demo vibration. And then tell them the higher quality means there's a lesser chance they'll need to replace the vibrator, which will help justify the higher cost. Boom—you just upsold a vibrator.

Carrying a spectrum of products across price ranges can really help your upsell. Tom Stewart, founder and CEO of Sportsheets International, carries tiers of products in each category: Sex & Mischief (entry level), Sportsheets (main category) and the Edge line (high-end leather products).

"As a manufacturer, upsell is where we shine," Stewart says. "We have good, better and best offerings so our retailers can offer a spread of products for their customers, which entices them to spend a little more."

Cross-Selling

Jeff Bezos, CEO of Amazon, claims that 35 percent of Amazon sales are a direct result of cross-selling. Notice every time you go to a page on Amazon, there's a "Frequently bought together" suggestion underneath your product? That suggestion is cross-selling.

Cross-selling gives you the opportunity to educate your consumer about all the other products and services available in your store and how they go together. With every sale, try and use a "you want fries with that?" approach.

Every gadget or product in your store pairs well with other novelties, so make sure you point out these complementary products when your customer is ready to make a purchase.

When customers buy vibrators, steer them toward the appropriate lube they'll need for that particular vibrator. If they buy bright pink lingerie, find matching bright pink fur handcuffs to go with the outfit. There are hundreds of ways these products can come together to make for an exciting intimate encounter.

Samantha Holton works the floor at xxxToySpot and insists that cross-selling is her favorite thing to do.

"If someone buys a vibrator, they're going to need batteries," Holton said. "So keep batteries close by. And also educate them on refresh powder. Refresh powder will keep that expensive toy looking brand new."

Stewart also enjoys the concept of cross-selling.

"I always encourage my retailers to put products together that make sense," he says. "Some people are intimidated by an entire wall of BDSM products. Instead, take a few products, like a feather tickler and a blindfold, and put them next to lingerie. Giving them a different context makes them less intimidating."

Impulse Buying

Another way to get additional revenue is through impulse buying. This is when your customers purchase products or items on a whim in addition to the product they originally came shopping for. While most retailers assume impulse buying occurs mostly at the register, Stewart has a different take.

"When people are purchasing a sex toy, they're ready to get out of there by the time they're checking out," he said. "So it's better to stock impulse items around the store."

Your Employees

Both Stewart and Holton agree that the success of upselling and cross-selling really comes down to the sales clerk.

"Successful selling is finding out what the customer's needs are and then you can sell them anything," says Stewart. "People need more direction and information these days than ever."

Holton adds, "I always start out asking what they're looking for. Is it a vibrator? Is it for clitoral or anal stimulation? Alone or with a partner? Always find out the purpose."

Holton recommends the VeDO line as the perfect vibrator for the newbie.

"I don't always go for the upsell if it's something completely new to them," she cautions. "Start lower grade first. If you start too high and it's too intense, you may scare them off."

In conclusion, it all boils down to your floor employees when it comes to bringing in additional revenue. In addition to teaching them the skills of upselling and cross-selling, make sure your employees are also experts in the field of sexual health. Eldorado offers a free online course, Elevate U, for retailers who want to become a valuable information resource for their customers. The more knowledge, advice and product-purchasing direction they can provide to customers, the more they'll keep coming back.



This article by Allison Travers, Eldorado Trading's director of marketing communications, originally appeared in the adult distributor's monthly newsletter. To sign up for the newsletter, email marketing@eldorado.net.

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She, Robot

The girlfriend experience—without the girl

If an alien landed on Planet Earth, he would get really excited by the latest sex tech trend: sex robots. Customers can order the perfect woman—made of either silicone or thermoplastic elastomer (TPE)—and choose her boob and nipple size, amount of pubic hair, and shape of her perfect, robotic vagina. The next generation of sex dolls is here, and they have evolved into “sex robots,” programmed to heat up, self lubricate, say what a man really wants to hear, and fake real orgasms. The sexbots are coming.

But the new technology has created new conversations in the psychology and sociology fields: Are sex robots good or bad for our society? Do they contribute to the objectification of women? Should humans be sleeping with non-humans? Does their use encourage rapey behavior? Social scientists warn that people could become addicted to the pleasure bots or become “socially isolated.” I have no problem with anyone who wants to bang a giant silicone sex doll. In fact, every married woman in America should get one of these things for her husband as a stunt double.

Realbotix, formerly Real Doll, has invented “Harmony,” who is “unlike any simple doll you may have seen before. She is a combination of the highest-quality doll with “advanced robotic components,” the company says. Her robotic head provides a “face to face conversation” and her eyes move to stimulate “real” eye contact. She is “your perfect companion,” Realbotix promises. “She is customizable to deliver the most enjoyable conversation and interaction you can have with a machine,” as if people are paying tens of thousands of dollars on one of these things “just to talk.” The company calls her its “first sex robot.”

Sex Doll Sex Harassment

In October, a sex doll named “Samantha” was “molested and destroyed” by attendees of the Arts Electronica Festival in Linz, Austria. Sergi Santos, who founded the company Synthea Amatus in Barcelona, reported that she was “heavily soiled” and her breasts were so beat up that she had to be returned to the factory for new ones. The incident was reported in European newspapers as a “wild frenzy” of “horny tech nerds.” Good times.

Men love these things, maybe a little too much. From a psychological standpoint, they like the idea that they can “do anything they want to them.” The last time I saw a robotic sex doll displayed, a stream of guys who looked like they were curious to see what she felt like waited in line to feel her up. In a

Candid Camera moment, one dude twanged her realistic coochie like a banjo, shook her gigantic funbags like they were water balloons, stretched her nipples out four inches, slapped her face as her big silicone lips flopped up and down, then stuck his entire fist down her throat. Next time a guy does this to me, I’ll know he’s been with a sex doll.

Sex Doll Brothels

Sex dolls are so big in Europe that “sex doll brothels” have opened in Barcelona, Tokyo, Dublin, and soon London. LumiDolls is the first sex doll manufacturer that “offers sexual services with beautiful silicone ladies,” they say. “We are the only Sex Doll shop that brings the possibility of rent and try before you buy your new sex partner.”

“LumiDolls was born with the aim of offering something totally new and revolutionary within the paid sector,” the company points out. “We are the world’s first brand to offer sexual encounters with SexDolls, totally realistic dolls both in movement of their joints and in touch, which will allow you to fulfill all your fantasies without any

limits. These sexdolls make the experience more pleasurable, exciting, and erotic than you can imagine,” they say, making it seem like it’s almost as good as getting laid. The good news is that business is booming. The gross-out news is that each doll has to be “disinfected” before the next guy tries her out. While customers are asked to wear a condom, I doubt any sex dolls are programmed to say, “If you won’t wear a condom, then get off me!”

Future Sex With Sex Dolls

Professor Noel Shakey from Sheffield University in Sheffield, England, recently published a paper with the “Foundation of Responsible Robotics” which stated, “Robotic and artificial intelligence is a long way off the technical sophistication of the theme park in *Westworld*, but we’re already seeing dolls being used in the adult entertainment industry and we can expect robots to join them soon.”

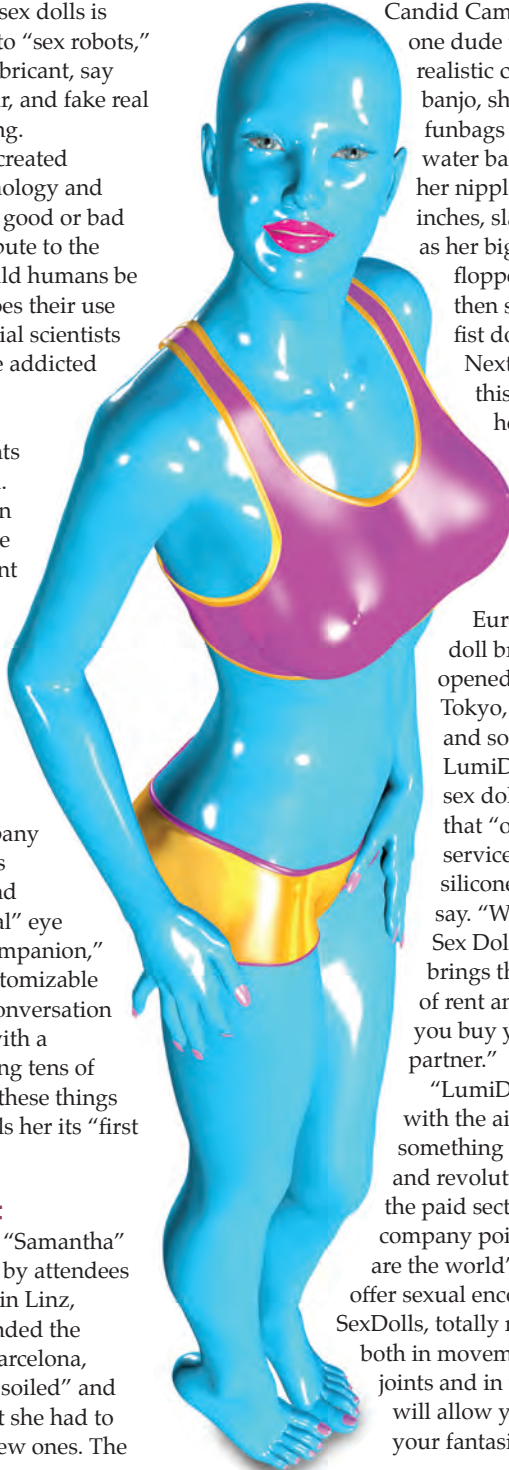
Speaking of the adult industry, sex dolls have been in the mix at the AVN Adult Entertainment Expo for the last few years. This January, for instance, 1amDollUSA will display its porn star sex dolls at the AVN Expo. Brent, the company’s president, says that they “provide a quality realistic and affordable love doll,” ranging in price from \$1,500 to \$2,300. “Each body has the option for 40 faces, and then customers can pick skin color, eye color, even fingernail and toenail colors.

“I think most consider our customer base to be a nerdy guy living in his parents’ basement,” Brent notes, but explains that couldn’t be further from the truth. “Our customers range from successful businessmen to couples experimenting with the swinging lifestyle.”

The company will have “five to six different dolls at the show, including two dolls based on adult film stars Katie Morgan and Misty Stone.” (For more information on the dolls, visit 1amdollusa.com.)

Other manufacturers also will bring their models to the show, including iDoll, which created xHamsterina, a joint venture with the adult site xHamster.com. (For information, visit iDoll.name.) And several manufacturers of sex dolls of varying types will be at the AVN Novely Expo, including Dongguan Orange, Kingsonic Trading and Shenzhen Shengyi Adult Products.

So expect to meet some high-tech “girlfriends” at the AVN Show, showcasing the latest in sex doll tech. But this time around, they’ll have bodyguards.



Anka Radakovich is a legendary sex columnist who wrote a groundbreaking column for *Details* magazine. Currently she writes for British *GQ* and *Sexpert.com*. She is the author of three books, including her newest, *The Wild Girls Club, Part 2*. She has appeared multiple times on TV talk shows, including eight appearances with Conan O’Brien. She is also a certified sexologist. We are thrilled to have her as a contributor. Follow Anka Radakovich on Twitter: @ankarad.

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Welcome to the Pleasure Zone

A study of sex toy sales in Australia

The ongoing growth and diversification of adult stores—brick-and-mortar and online—is a clear sign of a strong market demand for pleasure products. Sex toys and adult retailing are BIG business!

Just how big? In an article published by Forbes, CalExotics CEO Susan Colvin said that the global adult retail market is worth about \$15 billion and by the end of this decade it will have more than tripled to \$50 billion—and that's U.S. dollars.

From Sexual Revolution to Sextech Revolution

It seems clear that we have become increasingly sexually curious, liberated and experimental. The counter-cultural sexual revolution of the late 1960s, which many see as the last great sexual revolution, has arguably been overtaken by the sextech revolution of the noughties—or should that be the naughties?

Casual dating or hook-ups apps such as Tinder, Blendr and Tingle, websites such as Ashley Madison and SeekingArrangement, and online BDSM, fetish and kinkster communities such as Fetlife allow people to explore their sexuality. And of course it is impossible to overlook the impact of E.L James' *Fifty Shades of Grey* trilogy. Whilst *Fifty Shades* has been criticized for its portrayal of BDSM practices, the books have sold more than 100 million copies worldwide. Invariably, the *Fifty Shades* franchise—both books and movies—has been cited as a key factor in surging sales of fetish-related products starting in 2011 and 2012, when the books were published.

And pornography is now much more easily accessible thanks to the internet. Pornhub, for example, lays claim to 23 billion visits to its sites in 2016. As with the growth of the craft beer industry, there are burgeoning indie-, alt- and feminist adult entertainment industries.

Celebritization of Sex Toys

In terms of the wider cultural and commercial mainstreaming of sex toys, women's magazines such as *Cosmopolitan*, *Women's Health* and *Marie Claire* play a regular role in "educating" their readers about sex toys. And, then there has been the celebritization of sex toys. This process arguably commenced with the now infamous 1998 episode—"The Turtle and the Hare"—in the U.S. show *Sex and the City* where the rabbit vibrator had its "going in-coming out-going in-coming out party," so to speak.

Since then a gaggle of female Hollywood celebrities have come out proclaiming their favorite sex toys. Pop star Rhianna has extolled the joys of BDSM in her song "S&M," proclaiming that "whips and chains" excite her. Rapper Missy Elliot penned a whole song, "Toyz," about pleasure products: "I gotta bag full of toys and I don't need none of your boys." Oprah Winfrey and Gwyneth Paltrow have reviewed or endorsed high-end sex toys on their websites.



Mass Appeal Despite the apparent mainstreaming of adult retailing and sex toys, there is little hard and fast data on trends in consumption of sex toys.

Most recently, rock & roll bands Motörhead and Mötley Crüe have gotten their own brand of pleasure tools. I wonder who might be next: Sex Pistols? Coldplay? Suggestions on a postcard, please!

Despite the apparent social, cultural and economic mainstreaming of adult retailing and sex toys, there is little hard and fast data on trends—temporal, geographical and preferences—in the consumption of sex toys.

As part of my ongoing research into the geographies of the sex industry I was granted access to an anonymized sales dataset from two co-owned online adult retailers—SexToys247 and Frisky—based in Melbourne, Australia.

The sales dataset covered a total 66,500 orders over a 38-month period from March 2012 through to May 2015 and provided basic information on volume, value and type of products ordered as well as the date of purchase and destination of orders.

It is important to note that no information whatsoever about the specific identity or addresses of individual consumers was provided.

This data allowed insight into where Australia's pleasure zones are located, what types of adult products Australians like, and which seasons are biggest for sex toy consumption.

August and May proved to be the two most popular months to buy sex toys. Why might this be? One possible reason is that these months coincide with winter and autumn in Australia.

Australia's Pleasure Zones

The data show that online retailers such as SexToys247 and Frisky have a large market reach. Customers were spread across all states and territories and based in inner-city, suburban and rural areas.

The two biggest markets in terms of volume and value of sales were New South Wales (largest state in Australia by population) and Queensland (third largest state in Australia by population). Victoria, despite being home to Melbourne, only ranked as the third largest market despite being the second most populous state. The volume and value of sales were significantly less than in NSW and Queensland.

Western Australia and the Northern Territory were the biggest spenders, racking up an average of \$83.80 and \$83.43 per order respectively. Consumers in Western Australia also purchased more items per order with an average of 2.9 items. This was followed by 2.7 items per order in Queensland and the Northern Territory and 2.6 items per order in NSW and the Australian Capital Territory.

Drilling deeper into the sales data reveals that Australians based in rural and remote areas are far from sexually uptight and repressed—a common stereotype among urban Australians.

Six of the top ten pleasure zones were located within rural Queensland: Mackay (first), Toowoomba (second), Gladstone (third), Cairns (fourth), Ipswich (ninth) and Townsville (tenth).

Other areas within the “top 10” included Sydney (fifth); Mandurah (sixth), Gosford (seventh) and Melbourne (eighth).

Simultaneously, the outer suburbs—that other space of supposed sexual conformity—were also found to be hot spots for sex toy consumption in metropolitan areas. In Adelaide, for example, the biggest consumers were located in outer suburban areas such as Salisbury, Smithfield and the rather aptly named Happy Valley.

Pulling a Rabbit Out of Your Sleeve

Nationally, the most popular sex toy was a male masturbator or sleeve—the Tenga Deep Throat Cup, to be exact. This was the number-one seller in NSW and Victoria. In fact, half of the ten best-selling products were male masturbators/sleeves, with masturbators by Fleshlight molded from adult performers also proving popular.

The We-Vibe 2 and We-Vibe 3, specifically designed for coupled pleasure, ranked second and fourth nationally. The We-Vibe 2 was the most popular toy in Western Australia, whereas the We-Vibe 3 was the No.1 toy in the Northern Territory.

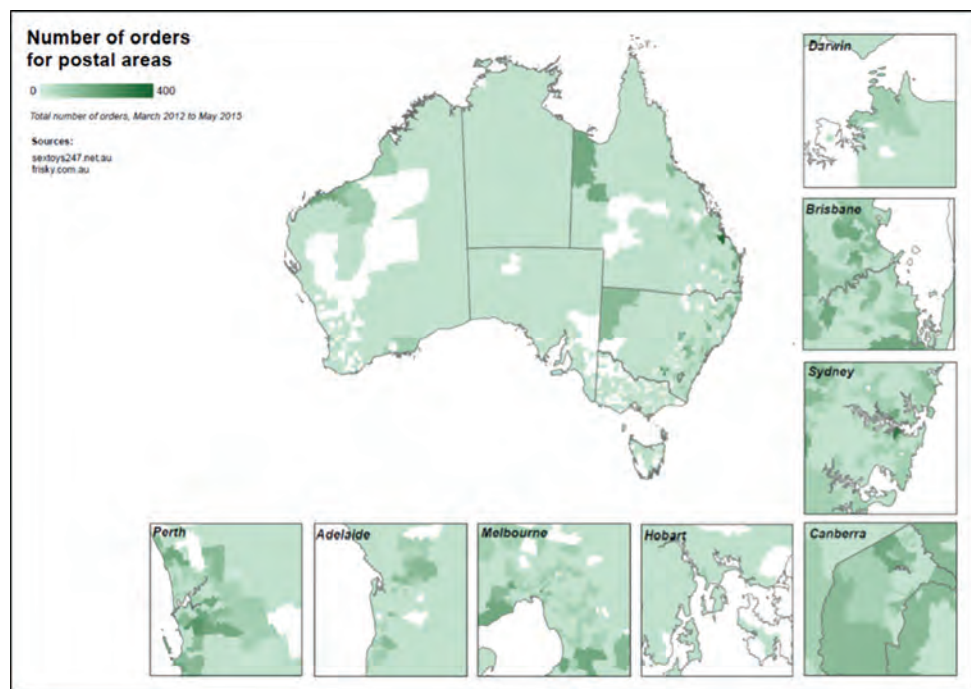
Despite having been around the block for quite some time, the rabbit-style vibrator is still going strong, ranking as the third most popular item. The rabbit vibrator was the No.1 toy of choice in South Australia.

'Tis the Season to be Pleasured

There was significant month-on-month growth in the number of orders for sex toys and adult products between March 2012 and January 2013. Notably, this coincided with the release of the *Fifty Shades of Grey* books.

One might also expect that sex toys purchases would spike before Christmas and Valentine's Day gifts. In overall terms, sales of adult products were high during December, especially in 2012 and through to January and February 2013. So there would seem to be some kind of correlation between sales and key gift giving seasons.

Ultimately, however, August and May proved to be the two most popular months to buy sex



Mapping Pleasure Drilling deeper into the sales data reveals that Australians based in rural and remote areas are far from sexually uptight and repressed—a common stereotype among urban Australians.

toys. Why might this be? One possible reason is that these months coincide with winter and autumn in Australia.

So, it might just be that Australians are snuggling under their blankets—alone, with a partner ... or two or more partners—and getting their freak on with their favorite sex toys.

From Sexual Consumerism to Sexual Citizenship

When it comes to adult retailing in countries such as Australia, the United Kingdom and the United States, planners and elected officials often adopt a negative or cautionary stance toward this type of retailing. Sex shops, particularly those that sell pornographic materials, tend to be branded as immoral, polluting and even criminogenic spaces.

As such, policymakers have sought to prohibit their establishment or render them hidden or invisible via regulations governing signage, window displays, opening hours and zoning.

This is why, until fairly recently, many established adult stores are to be found in marginal or transitional locations within the city and co-located with other so-called vice land uses such as liquor stores.

It is implicit in the political rhetoric and policy regulation toward adult retailing that those who purchase sex toys are deemed immoral and abnormal.

The geography of sex toys sales are not merely an indication of the level of our sexual consumerism. Rather, the consumption of adult products may also be seen as a bellwether of our exploration of sexuality and, ultimately, an assertion of sexual citizenship.

According to the second Australian Sexual Health Survey, conducted in 2012, 15 percent of men and 21 percent of women had used a sex toy in the previous year. I suspect these figures have grown since then and we might be looking at figures of around 20 percent and 25 percent for men and women respectively.

A U.S. study of 2,056 women found that over half (52.5 percent) had used a vibrator.

Sexonomics 101

It is important to recognize that in addition to bringing pleasure to millions of Australians every year, the adult retail sector (including distributors and wholesalers) makes a significant contribution to the Australian economy. The same is true for the U.S., U.K. and Europe.

The multitude of adult stores across metropolitan areas in Australia and elsewhere around the world employ thousands of people on a part-time and full-time basis. Hence, these stores add millions of dollars to local, state and federal government coffers through sales taxes, property taxes, corporation tax, payroll taxes and income tax paid by their employees.

It is arguably time to accept the simple fact that adult retailing and sex toys are a normal part of the retail landscape and our shopping baskets in the 21st century.

The pursuit of sexual pleasure should not be seen as a sinful activity. Rather, it should be seen as a positive contributor to the sexual health, happiness and well-being of society and the economy.



This article is by Paul J. Maginn, associate professor at the University of Western Australia School of Agriculture and Environment. He is editor-in-chief of *Urban Policy and Research* and on the editorial advisory board of *Policy & Politics*. Email him at paul.maginn@uwa.edu.au. Twitter: @planographer.

A Pleasure to Meet

New and familiar faces come together at the 2018 AVN Novelty Expo



Back for More Exhibitors from last year returning to the AVN Novelty Expo will include Channel 1 Releasing, with its Boneyard Toys collection (left) and Clandestine Devices, maker of the "0" Award-nominated Mimic.

And just like that, it's January again. As happens every year, some of the biggest names in pleasure products will venture to Sin City for the AVN Novelty Expo.

This year the B2B event takes place January 24-26 in the expanded convention hall of Hard Rock Hotel & Casino Las Vegas. The three-day confab is sponsored by the Satisfyer brand, makers of the Satisfyer and Partner families of products.

This year's show will see the return of some of the industry's top manufacturers, as well as many new faces, and plenty of seminars, workshops, networking events, parties and more.

ANE kicks off Tuesday, January 23, with the Welcome Industry Cocktail Party. Running 9 p.m. to 2 a.m. at the Center Bar in the main casino area, the party is open to all trade attendees of ANE, and features drink tickets, available from any AVN staff member. It's also a congratulatory soiree for the latest inductees into the AVN Hall of Fame. The 2018 class of inductees features Sam Boltansky of Komar Co., Bruce Murison of Standard Innovation/We-Vibe and Joel Kaminsky of Good Vibrations.

ANE officially opens Wednesday, January 24, with the first official event being the educational seminar program.

Each year, the ANE seminar program brings in leading experts from various fields who discuss issues affecting the industry. Designed for newbies and seasoned veterans alike, the seminar program extends over all three days of ANE. For more on the seminar program see page 50.

In addition to the seminar program, this year ANE and the AVN Adult Entertainment Expo

have added another element to the trade side: workshops. Open only to attendees with a trade or press badge, the workshop program will feature experts from various areas of adult entertainment, sexuality and health education, technology and more. Each workshop will focus on a specific topic and take place in a more intimate setting. Topics include Wikipedia Your Brand, Relationships Through the Ages, Romancing the Stoned: Cannabis and the Adult Retail Space and more. For a complete schedule, including topics and presenters, visit NoveltyExpo.com or AVNShow.com.

The ANE show floor also opens Wednesday, January 24, and show floor hours are noon to 5 p.m. each day. Some of the biggest names in the industry will set up in Artist Hall for the show, including Satisfyer, East Coast News, Lovehoney, XR Brands, Xgen Products, Topco Sales, Boneyard Toys, Paradise Marketing and Nasstoy.

One of the biggest attractions is sure to be Satisfyer's showcasing of its Satisfyer Men range. Adult legend Rocco Siffredi serves as the official spokesman for the newest product, a male masturbator designed like no other.

Satisfyer Men features a sporty lifestyle design that requires no batteries, so it is always ready. A unique pump feature sets the desired tightness and the internal pressure regulator helps to deliver sensations that feel like a mix of vaginal and oral sex. According to Siffredi, "The Satisfyer Men gives men the best orgasms!"

Satisfyer will be located in Booth 301 on the

AVN Novelty Expo show floor.

"First and foremost the AVN team is such a pleasure to work with and they single-handedly keep us wanting to work with them over and over again," XR Brands General Manager Rebecca Weinberg said of the manufacturer's decision to return to ANE. "Furthermore, AVN puts on one hell of a show which attracts key customers and qualified buyers every year from all over the world. AVN is an unbiased organization that allows us the freedom to exhibit without restrictions. Being able to secure the booth size we need is so important as it enables us to actually present our brands in an uninhibited, proper manner. Hosting the show in Las Vegas, Nevada, is a huge plus over other shows as the city itself is full of entertainment and dining. Such a great place to spend time with our customers."

XR Brands, which will be located in Booth 303 at ANE, had a big 2017, with new partnerships and various new products and collections released. The company plans to continue that momentum, launching six new lines—including two made in the USA—and releasing several additions to existing lines through the month of January.

Coming from XR Brands this month and on view in the company's booth at ANE are the following:

- Jesse Jane's new signature toy collection featuring six molded pieces of the porn queen herself. The lifelike masturbators feature hand-painted detailing. The collection is made in the USA.
- USA Cocks are big, bold realistic cocks in



Return Engagements Other exhibitors once again at ANE include (from left) Femme Funn, Oh Man Studios and Topco Sales. Photos above and on opposite page by Chris King/©ReelSeduction.

varying sizes, crafted from dual density TPR material. The pieces are made in the USA.

- Rimmers, a rotating bead anal plug collection comprised of multiple shapes. Made from silicone, the pieces come with a remote control, and are waterproof.
- Hosed, a smart collection of extra-long snakelike anal tools with suction bases.
- Master Series Thunder Stick Collection, which is launching a new and improved Thunder Stick 2.0 as well as a handful of jet-black attachments for use with the massager.
- Pacifico Entertainment, a range of sculpted realistic silicone cocks of hot adult performers including Dominic Pacifico and Casey Everett.

Nasstoys, one of the founding fathers of the pleasure products industry, also is returning to exhibit at ANE.

“Elliot [Schwartz, founder of Nasstoys] loves the show and a lot of buyers are attending,” said Kathryn Hartman, sales and marketing director for Nasstoys.

The manufacturer will be in Booth 500, showcasing “several killer new collections,” Hartman said. Among the new ranges are Intense, which features high-end bullet vibrators; Commander, a new range of men’s items; and Infinit, luxury specialty pleasure products crafted in silicone.

The company has big plans for 2018, Hartman added, including releasing one-of-a-kind items that are designed to sell, and continuing to offer improved customer service, particularly in the international market.

Another giant in the pleasure game will be at

the show: East Coast News. Located at Booth 602, the adult distributor will be showing new lines that were picked up in the last six to twelve months, such as Fleshlight, Electrastim and Shots America. And there will also be some space dedicated to ECN’s exclusives with Evolved Novelties, ABS Holdings and Rascal Toys, among others. Lastly, according to a spokesperson, “We will be proudly showing products from our top-line manufacturer partners like Doc Johnson, Pipedream, CalExotics and System JO.”

Speaking of Rascal Toys, parent company Channel 1 Releasing is returning this year to ANE, and will showcase items from Rascal and its other brand, Boneyard Toys. Among the new items is the Daisy Skwert. Like its “O” Award-winning predecessor, the Daisy Skwert is an anytime-anywhere douche, since it screws on top of practically any water bottle. But the Daisy version is slightly smaller and slimmer, making it more appealing to women and first-time users. Boneyard Toys can be found in Booth 410.

Traveling to the Las Vegas show all the way from across the Atlantic is the Lovehoney sales team. The British pleasure product giant is gearing up for a very big 2018, starting off with the launch of two new ranges this month, as well as additions to current collections.

And if this year is bigger than last, that’s really something. In 2017 Lovehoney debuted a collection inspired by the TV show *Broad City*, as well as a third and final installment in the Official Fifty Shades Official Pleasure

Collection, Freed. Another thing sure to be worthy of note is bondage gear in the Coco de Mer Pleasure Collection—which is new to the range. Items include floggers, wrist cuffs, blindfolds and leather leads.

When it comes to sensual accessories—and sexy lingerie—one of the standouts on the ANE show floor will be Xgen Products. Located in Booth 407, Xgen will showcase the latest and greatest products from Bodywand, Frederick’s of Hollywood and ZOLO, along with items from the newly acquired Rabbit Company, OVO Lifestyle Toys and Drilldo. Apparel and lingerie from Latexwear, Lapdance, Baci and Envy also will be on display.

Other lingerie exhibitors that also will be found in Artist Hall include ANE first-timer Pianola Lingerie, a Las Vegas-based manufacturer that makes high-quality leather, faux leather and PVC lingerie and accessories, in Booth 203. Other apparel and accessory exhibitors include Rouge Garments (Booth 603), Neva Nude (Booth 310) and Merkins.eu (Booth 213).

One of the most anticipated displays at ANE will be from Rock Candy Toys, making its debut in Booth 107. The brand was designed as a collaboration between longtime industry vets with a keen eye for what consumers want. Established by a powerhouse team with vast experience in both product design/manufacturing and marketing, Rock Candy Toys is slated to draw mass appeal with its toothsome creations. Read more about Rock Candy Toys on page 14.

Pleasure product exhibitors are not confined to just Artist Hall, however. Several companies opted this year to exhibit on the AVN Adult Entertainment Expo area, which is open to fans. Among those who can be found in AEE spaces are It's the Bomb, which makes soaps and bath products with a naughty edge; Bad Dragon Enterprises, a manufacturer of quality silicone dongs, masturbators and strokers with innovative designs and shapes; and Motorbunny, makers of a ride-on vibrator that offers attachments for those with a vagina or penis.

AVN Novelty Expo exhibitors are listed by category on page 36; see the ANE show floor on page 48 to locate booths. Exhibitors from ANE and AEE are listed alphabetically on pages 46-47.

In addition to the show floor, ANE also features its Very Important Buying Executive program. VIBE started as a DVD sales program in 2009 and was expanded to include novelties in 2015. An exclusive, invitation-only program for the industry's largest buyers, VIBE offers participants one-on-one meetings away from the noisy crowds, networking lunches that are both relaxing and productive, and a balanced schedule designed to make the AVN Show both fun and profitable.

Another networking opportunity unique to the show is the AVN Novelty Expo Media Event.

The ANE Media Event is slated for 2-4 p.m. on January 25 at 35 Steaks + Martinis at Hard Rock Hotel & Casino Las Vegas. The invitation-only event brings together mainstream media and the biggest and best pleasure product

manufacturers in a more intimate setting. The event gives journalists the inside track on the most anticipated products of the year. Only manufacturers participating in ANE are considered for inclusion in the ANE Media Event.

But it's not all work and no play at ANE. Several parties and events are slated for every day of the show. In addition to the Welcome Industry Cocktail Party, there is the official ANE Bash, which takes place 10 p.m. to 2 a.m. on January 24 in the Paradise Penthouse Suite. Sponsored by CalExotics and Satisfyer, the party features an open bar and the chance for registered ANE exhibitors and buyers to enjoy cocktails and the company of their colleagues while soaking in views of Las Vegas from the top floor of Paradise Tower.

On January 25, everyone is invited to the ninth annual "O" Awards ceremony, taking place 9-11 p.m. in Festival Hall. The "O" Awards recognize the best products, lingerie collection and more. During the ceremony, winners in a total of 12 categories—including Outstanding Innovation, Outstanding Product for Men and Outstanding Product for Women—will be announced. Additionally, the Lifetime Achievement Award will be presented this year to Bob Wolf of Synergy Erotic. For the list of nominees for the 2018 "O" Awards, see page 38. For more on Wolf, see page 40.

For a complete schedule of all events related to the AVN Novelty Expo, visit NoveltyExpo.com.



Crowd Pleasers Bad Dragon and Motorbunny, which both made a splash at the 2017 show, will be among the exhibitors this year at AEE.

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Meet the Press

AVN Novelty Expo Sees Return of Invite-Only Media Event

In addition to educational seminars, a packed show floor and the “O” Awards ceremony, the AVN Novelty Expo will also see the return of the popular Media Event.

The AVN Novelty Expo Media Event is slated for 2-4 p.m. January 25 at 35 Steaks + Martinis at Hard Rock Hotel & Casino Las Vegas.

The exclusive invitation-only event brings together mainstream media and the biggest and best pleasure product manufacturers in a more intimate setting. The event gives journalists the inside track on the leading and most anticipated products of the year.

“Now in its third year, the Media Event continues to grow in both media outlets who attend and manufacturers who exhibit,” said Sherri L. Shaulis, senior editor of pleasure products for AVN. “Participants of past Media Events have told us this is one of the offerings they look forward to at the AVN Novelty Expo.”

The AVN Show is the only trade show attended by mainstream media organizations, and each year journalists come to Las Vegas to find out about the latest trends and products

in adult entertainment, especially in pleasure products. The ANE Media Event was created to give journalists quality face-to-face time with manufacturers.

Only manufacturers participating in ANE will be considered for inclusion in the ANE Media Event.

ANE brings together the latest and greatest items from a range of cutting-edge companies. Toys, lingerie, lotions and potions, supplements, gifts, games, sex furniture, cosmetics, condoms, aphrodisiacs, accessories and so much more will be on display—many that cannot be seen anywhere else. More companies debut their new products at ANE than any other trade event, so this is the place where business gets done.

Some of the biggest companies in the adult toy and novelty space will be present and showing off their latest products during the expo, which runs January 24-26.

ANE is located in the expanded convention hall of the Hard Rock Hotel & Casino, and is exclusive to trade badges only, which includes press.

For more information, visit NoveltyExpo.com.



Show and Tell XR Brands was among the participants at the 2017 AVN Novelty Expo Media Event.

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ANE Exhibitors By Category

Adult Novelties & Accessories

Cock Cam.....	Booth 707
Dicture.....	Booth 614
DildoCase	Booth 509

Distributors

East Coast News	Booth 602
Lovehoney	Booth 507
SexToyDistributing.com	Booth 511
Xgen Products.....	Booth 407

Dolls

Dongguan Orange	Booth 712
Kingsonic Trading.....	Booth 112
Shenzhen Shengyi Adult Products Co.....	Booth 209

Condoms

Golden Lite Wholesale and Import.....	Booth 210
Paradise Marketing	Booth 102

Lingerie & Adornments

Merkins.eu.....	Booth 213
Neva Nude.....	Booth 310
Pianola Lingerie	Booth 203
Rouge Garments.....	Booth 603
Yiwu Shuangpeng Knitting	Booth 113
Yiwu Sunspice Lingerie Co.....	Booth 708
Xgen Products.....	Booth 407

Lotions & Potions

Bedroom Products.....	Booth 206
Boneyard Toys (C1R).....	Booth 410
CB Distributors.....	Booth 413
DNS Distribution.....	Booth 202
East Coast News	Booth 602
Golden Lite Wholesale and Import.....	Booth 210
Lovehoney	Booth 507
Lust Naked.....	Booth 108
Oh Man	Booth 311
Pure for Her	Booth 411
PWD.....	Booth 715
Sensuous.....	Booth 512
S-Linkey Inc.....	Booth 110

Lubricants

Bedroom Products.....	Booth 206
East Coast News	Booth 602
Eden Lubricants	Booth 503
Lovehoney	Booth 507
Paradise Marketing	Booth 102
Shibari Wands	Booth 201
SuperSlyde USA.....	Booth 309
Topco Sales.....	Booth 403
XR Brands	Booth 303

Toy Manufacturers

Bellavo Trading	Booth 115
Boneyard/Rascal Toys (C1R).....	Booth 410
Cautox Int'l Co., Ltd.....	Booth 716
Clandestine Devices.....	Booth 506
EighteenPlus	Booth 605
Erosscia	Booth 606
Femme Funn.....	Booth 304
Happy Ending Glove.....	Booth 705
Impulse Novelties.....	Booth 205
Indulge Toys	Booth 503
Kosmo Lupo GmbH.....	Booth 514
Liaoyang Baile.....	Booth 613
Lovehoney	Booth 507
Love Toy USA.....	Booth 211
Mystim.....	Booth 510
Nasstoys.....	Booth 500
New Sign Co., Ltd	Booth 315
Nexus.....	Booth 600
Oivita Creative Co., Ltd.....	Booth 111
Omega Ring	Booth 609
Rock Candy Toys	Booth 107
Satisfyer.....	Booth 301
Shibari Wands	Booth 201
Synergy Erotic Novelties	Booth 300
TamaToys	Booth 312
The Thruster.....	Booth 612
Topco Sales.....	Booth 403
We-Vibe.....	Booth 406
Xmen Novelties.....	Booth 710
XR Brands	Booth 303
Xtoy King, Inc.	Booth 714

Services

Bathroom Sexy-Lady	Booth 104
Maercks Institute	Booth 611
Shipper's Advocate	Booth 703
US Arcades	Booth 107

Novelty Exhibitors at AEE

The AVN Adult Entertainment Expo runs concurrently with ANE. Here are a few of the exhibitors offering pleasure products. See a full alphabetical listing on page 54.

1 AM Doll USA	Booth 804
Bad Dragon Enterprises	1611, 1811, 1812
Camobooty LLC	Booth 1107
Cousins Group.....	Booth 913
DeeVa Toys	Booth 1810
IDoll	Booth 1813
It's the Bomb	Booth 1115
Iuana Exotic Fantasies.....	Booth 1902
Motorbunny.com	Booth 917
Satisfyer.....	Booth 903
Time to Squirt by Orgasmic Research	Booth 1319
Touch of Fur.....	Booth 800
Wet	Booth 1814

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The O-List

AVN Media Network announces host, nominees for 2018 'O' Awards



2018 "O" Awards Host Anka Radakovich

The nominees for the 2018 "O" Awards—the awards show that recognizes the best products, lingerie collections and more—have been selected. And so has the host: author, commentator and sex educator Anka Radakovich.

The ceremony is scheduled for 9 p.m. on January 25 in Artist Hall of the Hard Rock Hotel & Casino Las Vegas as part of the AVN Novelty Expo, which is sponsored this year by Satisfyer.

"I'm looking forward to entertaining the crowd with a whole new set of dick jokes," Radakovich said. "I can't wait to present the throbbing 'O' Awards. So excited. I just hope I don't have an 'O' while I'm handing them out."

Each year, nominees in a dozen categories are named as the best products from leading and cutting-edge manufacturers.

"This proved to be one of the most difficult years for the nominations committee, simply because of the sheer number of quality products that were produced," said Sherri L. Shaulis, senior editor of pleasure products for AVN. "There has been so much innovation, attention to detail and risk-taking in the industry lately, and it's all resulted in some of the best products we've seen since the 'O' Awards started. Everyone nominated this year should be proud of their work and know that they are the leaders who will continue to make this industry grow and thrive."

This year's host is a certified sexologist, sex educator and sex columnist who wrote a groundbreaking column for *Details* magazine. Currently, she writes

for AVN magazine, *British GQ* and *Brides* magazine. She writes regularly for *Cosmopolitan* and is the news editor at *Sexpert.com*. She is the author of three books (Random House), including her newest, *The Wild Girls Club, Part 2*.

Radakovich has appeared as a commentator on dozens of television shows, including MSNBC, Dateline NBC, MTV, VH1, E, and CNBC, and is considered an expert in her field. She has also appeared on late night talk shows, including eight appearances with Conan O'Brien.

She is currently working on her Ph.D. to become "Dr. Anka." Radakovich is a member of the American College of Sexologists International. Follow Anka on Twitter: @ankarad.

"We couldn't be more pleased to have Anka hosting the 'O' Awards this year," said Tony Rios, CEO of AVN Media Network. "Her knowledge of the industry and her humor and wit are sure to make her a hit and the night a memorable one for everyone there."

All trade attendees of the AVN Novelty Expo are welcome to attend the ninth annual "O" Awards ceremony. For more information on ANE or the "O" Awards, visit NoveltyExpo.com.

This year's nominees are as follows:

Outstanding Product for Women

Abby G. Battery+—Fun Factory
The Beaded DP Rabbit—The Rabbit Company
Bloom—We-Vibe
Climax Flight—Topco Sales
Club Vibe 3.OH—OhMiBod
Halo Love Pod—Jimmymjane
Instant-O—Evolved Novelties
Intent Gift Set—LELO
Queen Bee—Hot Octopuss
Red Hot Spark—CalExotics
Satisfyer Pro Penguin—Satisfyer
Shegasm Pro—XR Brands
Womanizer 2GO—epi24
Zumio Clitoral Stimulator—Zumio

Outstanding Product for Men

BlowYo—Lovehoney
Brawn Cage—Rascal Toys/Channel 1 Releasing
Clear Vibrating Penis Head Teaser—XR Brands
Fleshlight Turbo—Fleshlight
Jackits—The Screaming O
Jiggle Butt—Motorbunny
Nexus Ultra Si—Nexus
Overdrive Vibrating Ring—VēDo
Pulse III Solo—Hot Octopuss
Tenga Δ Delta—Tenga
Tenga Flex—Tenga
3fap—Autoblow
Vicky Vette Main Squeeze—Doc Johnson
Xchange—Rocks-Off
xHamster Fifi—WhizWorkz

Outstanding Supplement or Enhancement

Blue Fusion for Men—DNS Distribution
Boy Butter Extreme Desensitizing Formula—Boy Butter
Frenzy Extreme Pleasure Gel for Women—Sensuous
Go Deep Oral Sex Mints—Topco Sales
Handi Pop Edible Hand Job Lotion—Sensuva
Last Duration Spray for Men—Bedroom Products
Nootropic Focus & Energy—Rock On Products
Passion Shot for Her—Rock On Products
Sliquid Organics Stimulating O Gel—Sliquid
Swiss Navy Supplements—MD Science Labs

Outstanding Innovation

Air Touch—Cloud 9 Novelties
Blaze Self-Heating Vibe—XR Brands
Booster Rabbit With Vortex Motion—FemmeFunn
Drilldo—Adventure Industries
HIKY—Shots America
The Launch—Fleshlight/Kiroom
Mystic by Dorr—Dorr
Satisfyer Pro Deluxe—Satisfyer
Shi/Shi union—NS Novelties
Touch Extreme Vibrations—Nasstoyz
Triplet Anal Beads—b-Vibe
Unicorn Wand Vibrator—tokidoki x Lovehoney
The Velvet Thruster—The Thruster
Wish—We-Vibe
Womanizer Plus—epi24

Outstanding Lubricant

Astroglide O—Astroglide
CLASS Lube—Spunk Lube/Natalie Starr
Euphoric XXX Glide Moisturizers—California Fantasies
Loob Lube Silk—Loob Lube
Luxe—Migliori Lubricants
Pink Lemonade Aqua Lubricant—Wicked Sensual Care
POP Lube—Sliquid/Berman Innovations
PornHub Lube—XR Brands
Smooth Lube—Bedroom Products
Snake Oil Cum Lube—Boneyard Toys
Soak N' Stroke Rub It Out—Sir Richard's
Spunk Lube 2017 Pride—Spunk Lube
SuperSlyde—SuperSlyde
SuperSlyde Over The Top Silicone Lubricant—SuperSlyde
Vulcan Heat Lubricant—Topco Sales

Outstanding Body or Skin Care Line

Activated Black Charcoal Detox—It's The Bomb
Creamy Love Latte Aphrodisiac Warming Oil—Shunga Erotic Art
Glam Oil—Exsens
Guy Grease Solid Cologne—Sir Richard's
Intime Fresh—Exsens
Kissable Passion Bubbles—Sportsheets
Love in the Sun—Eye of Love
Love Soap—Kinky Clean
Lure Black Label Pheromone Infused Personal Scent—Topco Sales
Maverick Pheromone Soap—Tactical Soap
pjur SPA Massage Lotions—pjur

Provocative Hemp Oil & Pheromone Infused Body Butter –Sensuva
Pucker Tonic Anal Bleach–Boneyard Toys
Tiger Eye-Macadamia Nut Massage Oil–Exsens
Unforgettable Massage Oil–Olivia’s Boudoir

Outstanding Non-Powered Product

Big White Cock–Rascal Toys/Channel 1 Releasing
Bück Dich–Fun Factory
Clone-A-Willy Medium Skin Tone Kit–Empire Labs Inc.
Crystal Delights Detachable Ponytails–Crystal Delights
Echo Super Soft–Tantus Inc.
Leilani–Bad Dragon
Love Tails Collection–Cousins Group Inc.
Perfect Pleasure Cushion–The IT Collection
Signature Collection–Fleshlight
Silicone Slapper–Sportsheets
Snug Plugs–b-Vibe
Spiked Chain Whip–Nasstoys
StrapEase Bondage Straps–NS Novelties
Vacuum Controller–Tenga
Vamp–Tantus Inc.

Outstanding Powered Product

Bon Aparte–MyStim
Closet Collection Loretta–Impulse Novelties
Eggplant Emoji Vibrator–Emojibator
Fin–Dame Products
Kroma–CalExotics
Le Wand Rechargeable Vibrating Massager –Le Wand
Mimic–Clandestine Devices
Naty–Rhythm by Kama Sutra
Rabbit Bullet–Je Joue
Saddle Deluxe Sex Machine–XR Brands
Smooth Operators Snazzy–Tickler Vibes
Surenda Enhanced Oral Vibe–Nasstoys
Sybian Gold–Sybian

The Tremor–Tremor
Triplet Anal Beads–b-Vibe

Outstanding Lingerie Collection

Baby Got Curves Collection –Seven ‘til Midnight
Cami With Lace Trim–CamoBooty
Christmas Collection–J Valentine
High Demand 2017 Lingerie Collection –High Demand
Latexwear–Xgen Products
Little Pink Box 2017 Collection –Little Pink Box Fashion
Masquerade Collection–Coco de Mer
Metallic Leather Novelties Collection –Zorba International
Naughty Knix Collection–NevaNude
Pleasure Panty–NuSensuelle
Roma Costume Collection 2017–Roma
Scarlet Secret Collection–Magic Silk
Silver Crown Merkin–Merkins
Unplunge Self Adhesive Push-Up Bra –Hollywood Curves
Wet Look Fringe Set–Pianola Lingerie

Outstanding Accessory

Acts of Insanity–Kheper Games
Bathroom Sexy–Lady–Bathroom Sexy–Lady
Fresh Plus Premium Shower Kit –Cloud 9 Novelties
Fun Cup–Fun Factory
Fuzu Ball–Deeva Toys
Glow in the Dark Skulls–Pastease
Hearts A’fire–PHS International
Kink Erase Permanent Marker Remover –Kink by Doc Johnson
Kink-It BDSM Teddy Love–Teddy Love
Maze Accessories–Bijoux Indiscrets
Pleasure Accessories–Motorbunny
Pleasure Pole–Lovebotz/XR Brands
Rechargeable Warming Rod–Topco Sales
Skwert Lube Injector–Boneyard Toys
Sybian Fluid-Proof Sheets –Sybian/Sheets of San Francisco

Outstanding Marketing Campaign

Be The Gift Campaign–PHS International
“Choose” Campaign–Rocks-Off Ltd.
Domestic 501(k) Laboratory–Topco Sales
Elevate U E-Learning–Eldorado Trading Co.
Erotic Intent Blog–Perfect Fit Brand
Kim Airs Boost–Kim Airs
Motorbunny: Art of Sexperimentation –Motorbunny
National Commercials–Boy Butter
O-Cast –Loveuse/CamSoda
Sex Ed Site–Adam & Eve
Sexy Air Guitar Championship –Rock On Products
Supporting South Africa’s
Endangered Wildlife Trust–ImToy
Updated Resource Panel–Ovo Lifestyle Toys
Valentine’s Day Fantasy Contest –Sportsheets
Valentine’s Day Gift Box–Wet For Her

Outstanding Packaging

Amour–Jopen
Broad City Range–Lovehoney
Guilty Pleasures Gift Sets–LELO
Hello Sexy Collection–Shibari Wands
Kink by Doc Johnson–Kink by Doc Johnson
Lust Bondage–NS Novelties
Luxe–CalExotics
Migliori Lubricant–Migliori Lubricant
Mimic–Clandestine Devices
Novel Erotics–Novel Erotics
Snake Oil Cum Lube–Boneyard Toys
Surprise Bags–Nobu
Sync–We-Vibe
tokidoki x Lovehoney–Lovehoney
XOXO–Trojan Condoms

THE TOYS ARE BACK IN TOWN



AVN Media Network Congratulates The 2018 “O” Awards Nominees

Building Synergy

Bob Wolf earns 'O' Awards lifetime achievement

Bob Wolf of pleasure product manufacturer Synergy Erotic has been named the 2018 recipient of the Lifetime Achievement honor for the upcoming "O" Awards.

The "O" Awards will take place during the AVN Novelty Expo, held January 24-26 at Hard Rock Hotel & Casino Las Vegas.

In his four decades in the industry, Wolf has worked for distributors and manufacturers, and seen major changes in the industry. He entered adult at a time many consider the industry's heyday, but when it also relied on sometimes shady characters and even shadier tactics. Wolf admits he stumbled a bit through the years, but he and his companies have weathered good times and bad. These days, he is known for his warmth and compassion, knowledge of the industry, his love of baseball and the lasting friendships he's developed through the years.

Wolf got his start in the industry in 1977, in what was initially just a summer job. His father, Jack Wolf, worked for Centar Distributors, handling operations of the company for Paul Wisner. Wisner owned several printing and publishing firms in Southern California, as well as adult retail stores in Northern California and a few newspaper, magazine and movie distribution outlets.

"Back then, it was an entirely different world," Wolf said. You literally had to 'know someone' to get a job in the industry—a hand-shake agreement was your bond—and my father had been there since 1957-58, giving me carte blanche to get a foot in the door."

We would package Synergy Erotic in a way that would increase the intrinsic value and appearance, allowing distributors and retailers alike increase their ROI.

—Bob Wolf

Wolf worked for his father and Centar, only taking a break to attend San Jose State University, until 1995-96. At that time, he left the employ of his father and Wisner and became the first employee of Erottech. Owned by David Sturman (son of Reuben Sturman) and Joel Kaminsky, Erottech was a wholesale novelty distributor in the San Francisco Bay area.

"Opening Erottech for David was thrilling, to say the least," Wolf said.

However, he added the decision to leave Centar took a personal toll.

"Going to work for David was a professional blessing but came with some personal damage; my mother, who passed away a couple of years later, never forgave me for 'turning on my father' and we seldom spoke," he said. "My father, for his part, never looked at my decision in that way, and on his deathbed in 2012 made sure I knew he never held any animosity towards me, and in fact, told me he respected my decision."

Wolf continued to work for Sturman for close to a



A Life in Pleasure Products Bob Wolf

decade, holding down various positions in various companies, including Profit-Pak. It was a time, he said, when he conducted business and himself in a less than professional manner. In the mid-2000s, he was approached by longtime associate David Miller about purchasing his small toy company, Direct Advantage.

"Over the [previous years] I had been doing a great deal of soul-searching and knew the path I was following would lead to irreparable harm, both personally and professionally, so after consulting with my wife we made the decision to purchase the company in 2006," he said.

"Direct Advantage was a thriving little company, importing low-cost, generically packaged products (under the DAVE brand) and re-selling them to home party and mail-order companies throughout the U.S. and Canada," Wolf said. "This is before the days of Amazon grew into the goliath it is today, so you can imagine the customer base Direct Advantage was serving. My only issue was the fact none of the distributors would carry Direct Advantage products because a) they didn't have the packaging or appeal necessary to serve the brick-and-mortar customers, and b) Direct Advantage sold directly to the brick-and-mortar retailers, breaking one of the cardinal rules I was raised with, and bypassing the distributors, so I decided to start a new product line, Synergy Erotic. Synergy Erotic would be developed as a staple line of products, exactly how milk, bread, and eggs are seen in grocery stores, except we would package Synergy Erotic in a way that would increase the intrinsic value and appearance, allowing distributors and retailers alike increase their ROI. To that point, basic/staple items had been sold by companies like Golden Triangle and Love Toys, but their packaging never gave them the ability to move upmarket (a growing trend I'd noticed), so that was the niche Synergy Erotic was developed to fill."

In 2011, Wolf and his wife moved their operations to Las Vegas, eventually closing out the DAVE line and focusing on Synergy Erotic ever since.

In addition to his business, Wolf also keeps himself busy as an avid car enthusiast—"My current project, which will see me through until I die, is a 1964 Plymouth Fury, which I am literally building from scratch," he said—and baseball fan.

"I LOVE baseball! I was weaned on baseball from very early childhood and was lucky enough to see some of the greatest players in history: Juan Marichal, Bobby Bonds, Willie Mays, Willie McCovey, amongst hundreds of others. I also witnessed some milestones, like the 1 millionth run scored in baseball history, a no-hitter thrown by Ed Halicki, as well as some others I'm sure I've forgotten," he said. "One of my fondest memories was visiting the Baseball Hall of Fame with Ed Braunstein from Deluxe Distributors. You enter a hall full of relics and antiques, but you soon realize you're in the company of greatness, the likes of which you'll never see anywhere else; it was breathtaking. Eddie is also a die-hard fan and we cemented what has become an amazing friendship through that visit; it's something I will never forget. Did I mention I LOVE baseball?"



40TH ANNIVERSARY

On February 1st, 1978, I took a pad of paper and pen and started making calls under the banner of Paradise Marketing for the first time. As I pass through the 40 year mark of the company, I'm grateful for the people who I've worked with, and now call close friends. I'm humbled by the awards and accolades Paradise Marketing has received. I have endeavored to make Paradise Marketing the standard everyone looked to for the best in customer service, the best with product selection and of course the most competitive pricing in every instance.

I have always felt that if we could help our customers grow their businesses, then Paradise Marketing would grow with them. And we have.

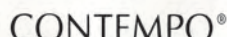
The success of Paradise Marketing rides on the legs of a great team, especially Wayne Decker, who has been with the company since 1994, and is currently COO, and part owner.

I've made many true and great friends. I think of all of them, and a few I've lost, especially Lenny Friedlander and Larry Garland.

So as we pass through the our 40 year mark, I'm enthusiastic, motivated, and thankful as we go forward making Paradise Marketing a better company, and our customers more successful, more profitable, and keep them moving toward the 40 year mark of their own.

Sincerely,

Dennis Paradise
President



The Class of 2018

A trio of pleasure product pioneers enter the AVN Hall of Fame

Three giants in the pleasure products industry make up the Class of 2018 inductees into the AVN Hall of Fame – Pleasure Products Branch. Sam Boltansky of Komar Co., Joel Kaminsky of Good Vibrations and Bruce Murison of Standard Innovation are the eighth class of inductees into the Pleasure Products Branch of the AVN Hall of Fame. They represent the distribution, retail and manufacturing segments of the pleasure products industry.

The induction officially takes place at the 2018 AVN Awards Show, slated for Saturday, Jan. 27 in The Joint at Hard Rock Hotel & Casino Las Vegas. The AVN Awards are presented by MyFreeCams.com.

Sam Boltansky was one of the first people who helped to get pornography and sex toys out to the masses, but he paid a price for doing so during some turbulent times in the country.

Boltansky ran the family-owned and operated Komar Co., which in 1960 was a U.S. distributor for the U.K.-based Penguin Books. Komar Co. was moving 2 million copies of *Lady Chatterley's Lover* annually from a brick building in Baltimore. While federal judges prevented the U.S. government's attempts to block distribution of the book in America, it didn't stop officials from trying to go after those who distributed pornography. Boltansky was among those accused of illegally distributing obscene material and having ties to organized crime.

Boltansky fought the law, however, and eventually won an acquittal in 1972 of a federal obscenity prosecution. He continued fighting for the First Amendment, and even mounted a legal campaign to ensure prison inmates had proper access to pornography.

In addition to his work in adult and fights for the First Amendment, Boltansky also was a local real estate developer and philanthropist.

Boltansky sold his interests in the Komar Company in the early 2000s. He died in 2002.

Joel Kaminsky is currently the CEO of Good Vibrations, a premier retailer trusted for more than 30 years to provide high-quality products, education and information that promotes sexual health, pleasure and empowerment. But his history in the industry stretches back to his teenage years.

"My first jobs were seasonal, during school breaks, working in the warehouse in the 1960s, and later on full time after graduating college in 1975," Kaminsky said. "I started as a store supervisor of 10 stores in the Cleveland/Akron area. I would go on to run or operate stores for the next 30-plus years in eight different states along with Australia until purchasing Good Vibrations 10 years ago and then along with Babeland in August of this past year."

In the early 2000s, Kaminsky did double duty, serving as CEO of both Good Vibrations and General Video of America—Trans World News, where he worked alongside his niece,



Good Vibrations CEO Joel Kaminsky

Rondee Kamins, who had purchased the business from her father, Mel Kamins. Prior to that, he had been with the Adult Superstore in San Francisco.

Kaminsky has long loved the industry, particularly the pleasure products side, and has been witness to changes not only in manufacturing processes, but also the real landscape.

"How many people get to receive an award for merely doing what they love? I'm most fortunate."
—Joel Kaminsky

"I love this industry and remain optimistic and hopeful that it will continually improve. That said, I have a lot of concerns about the ease of purchasing low-quality 'look-alike' items from the China marketplace. Many of these are sold on sites such as Amazon, eBay and the like," he said. "This can result in potentially new customers developing a low opinion toward the industry, or worse, in an unhealthy physical reaction. We have chosen to stay true to vendors that we know have strict quality control. ...

"From a positive standpoint, I'm excited about the plethora of quality products that are being introduced into the marketplace," he continued. "Healthy competition has driven the market upwards. Body-safe materials are now a must, as is consideration for the consumer. Rechargeable vibrators are gaining more wall space versus battery operated. Dildos are available in more colors, shapes and sizes. And gender expression products are now gaining more space as well. Manufacturers of products are providing more support in training and in offering warranties and considering consumer feedback in the manufacturing process."

Founded in 1977 by Joani Blank, Good Vibrations came to be known as an outlet for entrepreneurial people to make high-quality sex toys. At one point, Blank transformed the store into a worker-owned and operated cooperative. In 2006, some years after Blank had left Good Vibrations, the store returned to a more traditional business structure and then sold itself in 2007 to GVA-TWN. Kaminsky purchased Good Vibrations outright in 2008 and hired Jackie Strano to run operations.

"I'm honored to be recognized by AVN," Kaminsky said. "How many people get to receive an award for merely doing what they love? I'm most fortunate."

Bruce Murison helped to revolutionize the pleasure products industry a decade ago with his invention, the We-Vibe. The idea for the vibrators designed to be used by couples and worn by women during lovemaking was the result of a conversation between Murison and his wife, Melody, while brainstorming possible inventions.

The idea of creating a sex toy started as a joke between the duo, but soon led to years of research, development and hard work to create something that could reach an untapped market: couples.

"Melody and I had been working in the semiconductor manufacturing industry for Nortel when the tech crash hit Ottawa in the early 2000s," Murison told AVN. "My job was about to vaporize and change would soon to be upon us. I had been inventing since my



We-Vibe founder Bruce Murison

the piece was new, as was its use of silicone, which was not the norm a decade ago. It took almost no time for the couples vibrator to develop a dedicated fan base.

Since then, the We-Vibe family of products has grown to include other version of the original piece, as well as new designs for women and couples. Recently, the parent company Standard Innovation began designing items for men as well.

"I've seen a great deal of change in my 10 years in the adult market," Murison said. "It started with more and more companies using body-safe materials and focusing on both functional and aesthetic design. As the industry matures, we are seeing a shift from product marketing to lifestyle branding. More brands using consumer research and insights to guide their direction. Now we are just beginning to see what the internet of things can bring to the industry. All of this means that brands are investing heavily in research and development and are taking steps to protect their intellectual property. This is a healthy development for the industry and will ensure that companies continue to invest in innovation."

And while Murison helped to revolutionize product design and technology in the market with his invention, he admits there is more to come not only from his company, but future generations of designers and inventors as well.

"Artificial intelligence and miniaturization will enable innovation that we can't yet imagine," he said. "Smart learning technology will allow for sophisticated toys that are easy to use. They will learn and adapt to each unique individual's specific likes and routines. There is a fair amount of habitual nature to our sexual pleasure, and it won't take much for toys to learn precisely how to offer a customized experience."

Murison knows part of his success is a right place, right time phenomenon, but notes We-Vibe avoided being a flash in the pan because of the dedication of people with whom he and Melody worked.

"Melody and I were very fortunate that we started We-Vibe during a cultural shift when the conversation about sex toys was changing, and retail stores were becoming more welcoming to couples," Murison said. "The hard work began many years before our first sale in 2008, and to make We-Vibe successful it has continued for the past decade. It's one thing to have an idea and manufacture a product, but building a business takes time and commitment. The secret to success is to stick to your knitting and find people that are good at everything you are not. Build a great team and empower them to do their best. Melody and I are very fortunate to have the most talented people behind us. I'm also personally so thankful to have Frank Ferrari to run the business. Not only does Standard Innovation have a great leader in Frank, but he also allows me to do what I love and do best: focus on innovation and design."

For details on the awards, visit AVNAwards.com.

early teens, and I had probably researched 20 inventions up to that point. I dreamed of building a company and taking a product to market. When Melody and I were thinking of what to do next, I came up with the idea of vibrator that couples can use together. When I did further research, I found that the adult market was poised and had long been waiting for innovation and advanced design."

When introduced, the We-Vibe was like nothing the industry had seen. The C-shape of

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shibari mini halo

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2018 AVN Award Nominees

For more than three decades, AVN Media Network has recognized the best companies and products in the adult industry at its annual AVN Awards Show. Among the more than 100 winners to be announced at the gala event are those nominated in the categories devoted to pleasure product manufacturers, adult boutiques and online retailers.

The 2018 AVN Awards Show takes place Saturday, January 27 at The Joint inside Hard Rock Hotel & Casino Las Vegas. Adult performer/director Angela White and leading cam star Harli Lotts will co-host the red-carpet ceremony, with comedian Arie Spears and musical guests Lil Wayne also on the bill. The event is presented by MyFreeCams.com.

For information on the show and a complete list of all of the nominees, go to AVN.com/Awards. A separate ticket is required to attend the show.

PLEASURE PRODUCTS

Best Condom Manufacturer

Aoni Condoms
Atlas
Caution Wear
Durex
Lelo Hex
Lifestyles
Okamoto
One Next Generation Condoms
Paradise Lubricated Condom
Sir Richard's Condom Company
Say It With a Condom
Snakeskin Condoms
Tenga
Trojan
Viking Condoms

Best Enhancement Manufacturer

Bedroom Products
Bijoux Indiscrets
BoneMaster
Celebrity Nights
Classic Erotica
Doc Johnson
Donkey Male
Fusion
HiPleasures
Kama Sutra
Kendra Lust's Entice
MD Science Labs
Rock'N Products
Sensuva
Shunga Erotic Art

Best Fetish Manufacturer

Bad Dragon
Boneyard Toys
Drilldo
Doc Johnson
Justin Sayne Leather
Perfect Fit Brand
Pipedream Products
PHS International
NS Novelties
Oxballs
Shots Media/Ouch
Spartacus Leathers
Sportsheets
Stockroom
XR Brands

Best Lingerie or Apparel Manufacturer

Baci Lingerie
Camobooty
Coquette
Dreamgirl International
Elegant Moments
Envy Menswear
Fantasy Lingerie
Lapdance Lingerie
LittlePinkBox Lingerie
Lovehoney Lingerie
Magic Silk
Pink Moon Loungewear
Rene Rofe
Rouge Garments
Seven 'Til Midnight

Best Lubricant Manufacturer

Astroglide
Bad Dragon
Bedroom Products
Fleshlight
Gun Oil
ID Lubricants
Intimate Organics
MD Science Labs
Pjur
Sliquid
Spunk Lube
System JO
Uberlube
Wet International
Wicked Sensual Care

Best Pleasure Product Manufacturer - Large

Adam & Eve
CalExotics
Doc Johnson
Evolved Novelties
Fleshlight
Fun Factory
Liberator
Lovehoney
Nasstoys
NS Novelties
Pipedream Products
Shots Media/Ouch
Sportsheets
Topco Sales
XR Brands

Best Pleasure Product Manufacturer - Medium

Aneros
Bad Dragon
Bodywand
Curve Novelties
Femme Funn
Impulse Novelties
It's the Bomb
Jimmyjane
Jopen
Nexus
OVO Lifestyle Toys
The Screaming O
Tantus
Vibratex
We-Vibe

Best Pleasure Product Manufacturer - Small

Advanced Response
Berman Innovations (The Semenette/
POPDildo)
b-Vibe
Clandestine Devices
Drilldo
EIS GmbH
epi24
Frederick's of Hollywood/Xgen Products
The It Collection LLC
Lovense
Motorbunny
njoy
Sybian
The Tremor
Warm

RETAIL

Best Boutique

As You Like It (Eugene, OR)
Chi Chi La Rue's (Los Angeles, CA)
Cupid's Closet (Westchester, CA)
Dick & Jane's Naughty Spot (Black Hills, SD)
Erotique Style (Bozeman, MT)
Feelmore 510 (Oakland, CA)
The Garden (Columbus, OH)
Joker's (Savannah, GA)
Pepper's Parties Too (Hattiesburg, MS)
Sensually Yours (Honolulu, HI)
Shag (Brooklyn, NY)
The Stockroom/Syren Retail Boutique (Los Angeles, CA)
Sugar The Shop (Baltimore, MD)
Tia's Toy Store (Colorado Springs, CO)
Toys of Eros (Provincetown, MA)

Best Retail Chain - Large (11 or more stores)

Adam & Eve Stores
Adultmart
Amazing Superstores
Castle Megastore
Cindie's
Cirilla's
Fantasy Gifts
Fascinations

Hustler Hollywood
Lion's Den
Lover's Lane
Lovers Playground
Romantix
Sara's Secret/Condoms to Go
Starship Enterprises

Best Retail Chain - Medium (6-10 stores)

Ambiance a Store for Lovers
Dreamers (Texas)
Fairvilla Megastore
Fantasy for Adults Only
Good Vibrations
Intimate Treasures
Kalli's Love Stuff
Katz Boutique
Love Shack Video
Luv Boutique
The Pleasure Chest
Pure Pleasure
Risue Moments
Suzies
Taf Distributing

Best Retail Chain - Small (2-5 stores)

69 Toys
Babeland
Boudoir Noir/Exotica Superstore

Eros 1207
Inz & Outz
LoveWorks
Pleasures (Alabama)
She Bop
Shh Adult Stores
Show World Video
Taboo Video
Tulip Toy Gallery
VIP (Very Intimate Pleasures)
XTC Adult Supercenter
Xcitement Video

Best Web Retail Store

AdamAndEve.com
AdultEmpire.com
ATKstore.com
CheapLubes.com
DallasNovelty.com
DorcelStore.com
DVDErotik.com
EllaParadis.com
Gamelink.com
PenthouseStore.com
PopPorn.com
SexToy.com
SheVibe.com
Vibrators.com
XRentDVD.com

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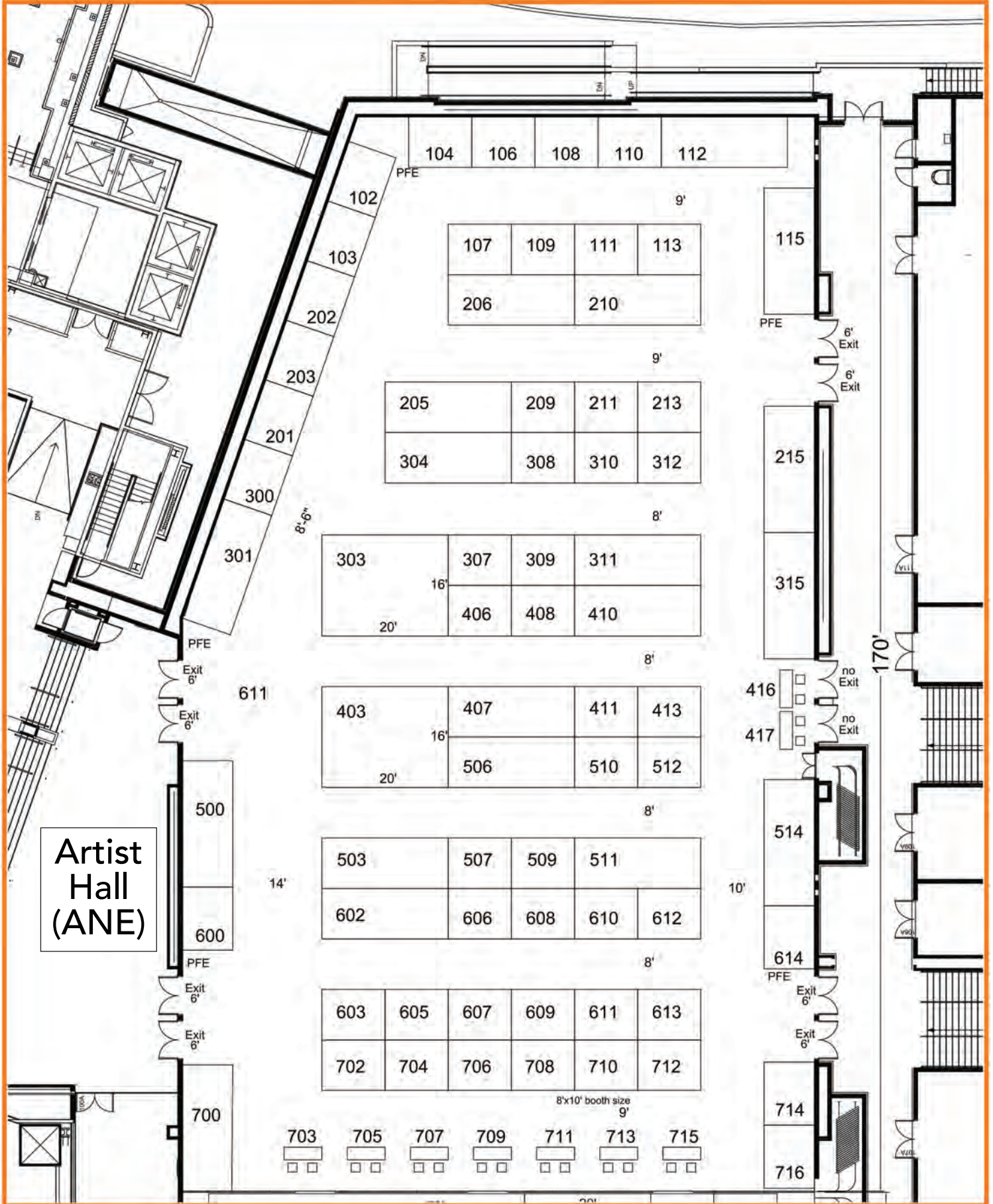
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AVN Show Exhibitors A-Z

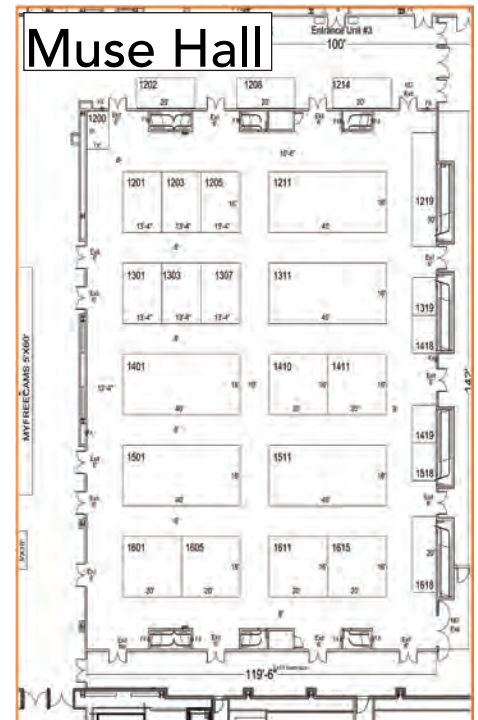
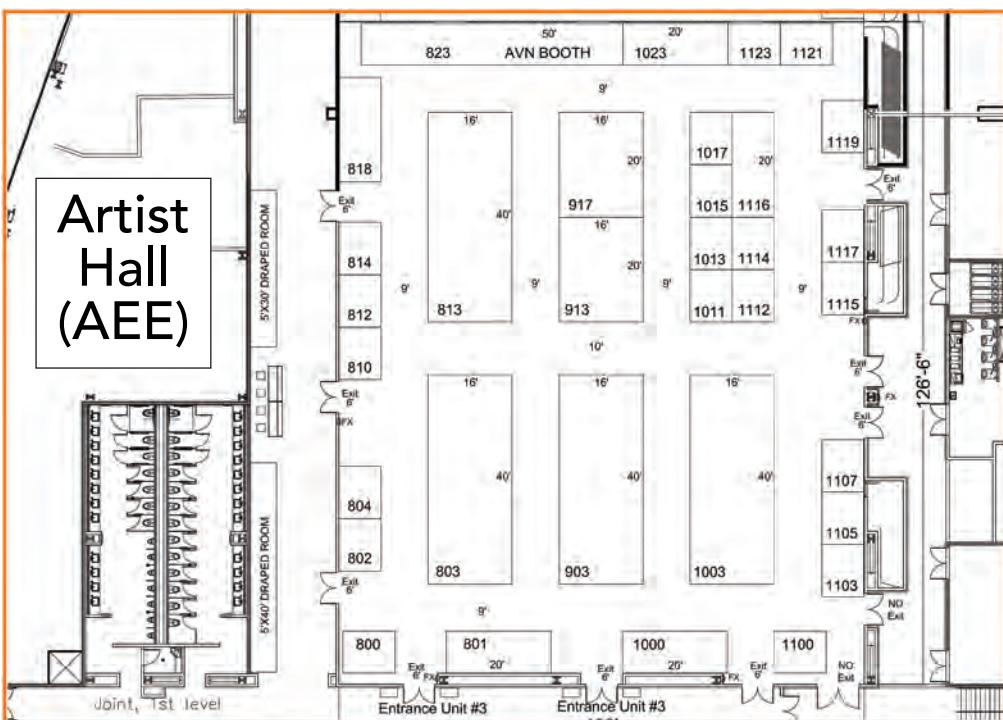
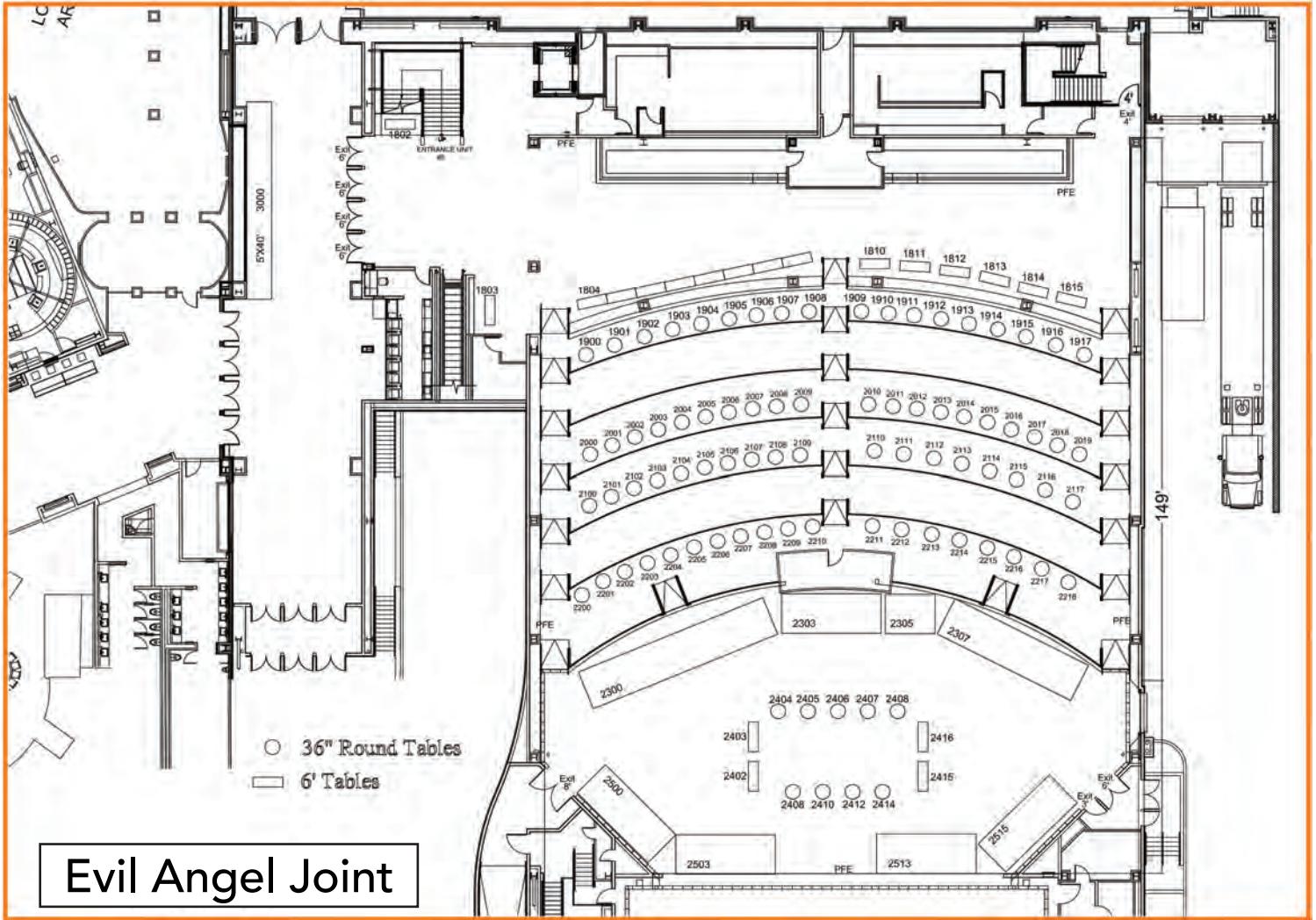
Adam & Eve Pictures.....	Artist Hall.....	1023	Dragontailz.....	Joint.....	The Lair
Adam & Eve Pictures.....	Paradise Tower.....	3F	East Coast News.....	Artist Hall.....	602
AdultCentro.....	Paradise Tower.....	3A	East Coast Talent.....	Joint.....	2114-2117
AEBN.....	Joint.....	1804-1809	Eden Lubricant/Indulge Toys.....	Artist Hall.....	503
AFFLV/BBW Film Fest/EHM.....	Joint.....	1901	EighteenPlus.....	Artist Hall.....	605
Anna Bell Peaks.....	Artist Hall.....	1100	Elegant Angel.....	Paradise Tower.....	3-0106
ASM/X-Art/Colette.....	Paradise Tower.....	3C	Eliza Allure.....	Artist Hall.....	1114
ATMLA.....	Joint.....	2100-2109	Erosscia.....	Artist Hall.....	606
Bad Dragon.....	Muse Hall.....	1611	Evil Angel.....	Joint.....	2500
Bad Dragon.....	Joint.....	1811, 1812	Evolution Distribution.....	Paradise Tower.....	3-0104
Bathroom Sexy-Lady.....	Artist Hall.....	104	Falcon Studios Group/Naked Sword.....	Paradise Tower.....	30218
Beam Cam.....	Artist Hall.....	1116	Feldmar Aesthetics.....	Joint.....	1815
Bedroom Products.....	Artist Hall.....	206	Femme Funn.....	Artist Hall.....	304
Bellavo Trading.....	Artist Hall.....	115	Fist Pump Films.....	Artist Hall.....	1119
Bizarre Video.....	Paradise Tower.....	4E	Foxxx Models.....	Joint.....	2110-2113
Blacked/Tushy/Vixen.....	Muse Hall.....	1311	Free Speech Coalition.....	Artist Hall.....	1121
Black Room.....	Joint.....	The Lair	FreeWebcams.com.....	Joint.....	2307
BossDVD.com.....	Joint.....	The Lair	Fucking Awesome.....	Muse Hall.....	1410
Bowchair/Kaz Dezines.....	Artist Hall.....	818	Girlfriends Films.....	Paradise Tower.....	3-0202
Buss Shot Productions.....	Joint.....	1900	Girlsway.....	Joint.....	2515
Cam4.....	Artist Hall.....	1003	Glamor Girl Magazine.....	Joint.....	1907
Camasutra VR.....	Artist Hall.....	1117	Golden Lite Wholesale and Import.....	Artist Hall.....	210
Camobooty.....	Artist Hall.....	1107	Happy Ending Glove.....	Artist Hall.....	705
Cams.com.....	Muse Hall.....	1605	HotMovies.com.....	Muse Hall.....	1200
Canes4Pain.com.....	Joint.....	The Lair	Ideal Image Models.....	Joint.....	1916-1917-1918-1919
Cautox Int'l Co., Ltd.....	Artist Hall.....	716	iDoll.....	Joint.....	1813
CB Distributors.....	Artist Hall.....	413	Impulse Novelties.....	Artist Hall.....	205
Channel 69-Grip.....	Paradise Tower.....	30212	Inked Angels.....	Artist Hall.....	1000
Chaturbate.....	Muse Hall.....	1211	It's the Bomb.....	Artist Hall.....	1115
Cherry Boxxx/Baby Doll.....	Paradise Tower.....	4E	Iuana Exotic Fantasies.....	Joint.....	1902
Clandestine Devices.....	Artist Hall.....	506	iWant Empire.com.....	Artist Hall.....	813
Clips4Sale.....	Muse Hall.....	1401	IWantEmpire.com.....	Artist Hall.....	803
Cock Cam.....	Artist Hall.....	707	Jules Jordan Video.....	Muse Hall.....	1601
Cocky Boys Direct.....	Paradise Tower.....	3-0200	Karen Fisher/Desiree Deluca.....	Joint.....	2403
Cousins Group.....	Artist Hall.....	913	Kingsonic Trading.....	Artist Hall.....	112
Crafty Fantasy.....	Artist Hall.....	1017	Kinkz.....	Joint.....	The Lair
Davina Davis.....	Joint.....	2513	Kosmo Lupo Gmbh.....	Artist Hall.....	514
DeeVa Toys.....	Joint.....	1810	Kyla's Keepsakes.....	Joint.....	The Lair
Detx.....	Artist Hall.....	810	LA Direct Models.....	Joint.....	2010 - 2019
Dicture.....	Artist Hall.....	614	Laced Up Corsests.....	Joint.....	The Lair
Dildo of the Day.....	Artist Hall.....	802	Las Vegas Hustler Club/Deja Vu.....	Joint.....	2305
DildoCase.com.....	Artist Hall.....	509	Latin American Telecom.....	Artist Hall.....	1112
DollsPlayground.....	Artist Hall.....	1103	Latporn.com/TupornMex.com.....	Artist Hall.....	1011
DNS.....	Artist Hall.....	202	Leather By Danny.....	Joint.....	The Lair
Dongguan Orange Appliance Co.....	Artist Hall.....	712	Liaoyang Baile.....	Artist Hall.....	613

Lovehoney.....	Artist Hall.....	507	Rascal/Boneyard Toys.....	Artist Hall.....	410
LoveToy USA.....	Artist Hall.....	211	Rouge Lingerie.....	Artist Hall.....	603
Lust Naked.....	Artist Hall.....	108	S-Linkey.....	Artist Hall.....	110
Macy Cartel.....	Joint.....	1903	Satisfyer.....	Artist Hall.....	301
Maercks Institute.....	Artist Hall.....	611	Satisfyer.....	Artist Hall.....	903
ManuelFerrara.tv.....	Muse Hall.....	1618	Sensuous.....	Artist Hall.....	512
ManyVids.....	Muse Hall.....	1411	SexToyDistributing.com.....	Artist Hall.....	511
Matrix Models.....	Joint.....	2202-2203-2204-2205	Shenzhen Shengyi Adult Products.....	Artist Hall.....	209
Merkins.eu.....	Artist Hall.....	213	Shibari Wands.....	Artist Hall.....	201
Metro Distributors.....	Paradise Tower.....	30214	Shippers Advocate.....	Artist Hall.....	703
Mile High Studios.....	Paradise Tower.....	3-0210	Smash Pictures.....	Paradise Tower.....	3-0216
Mindgeek.....	Muse Hall.....	1201-1205 1202, 1208	Spiegler Girls.....	Joint.....	1908
Mindgeek.....	Muse Hall.....	1301-1307	Sticky Video.....	Paradise Tower.....	4D
Mindgeek.....	Paradise Tower.....	3B	Stimuli VR.....	Joint.....	2402
ModelCentro/FanCentro.....	Not Applicable.....	3000	Streamate/Bang/Cherry Pimps.....	Joint.....	2300-2303
Motley Models.....	Joint.....	1909-1914	Super Slyde USA.....	Artist Hall.....	309
Motorbunny.com.....	Artist Hall.....	917	Synergy Erotic Novelties.....	Artist Hall.....	300
MyFreeCams.....	Muse Hall.....	3002	TamaToys.....	Artist Hall.....	312
MyFreeCams.....	Muse Hall.....	1501, 1511	Beam Cam.....	Artist Hall.....	1116
Mystim.....	Artist Hall.....	510	TeaseUm.com.....	Muse Hall.....	1418
Nasstoys.....	Artist Hall.....	500	TenStim.....	Artist Hall.....	1015
Neva Nude.....	Artist Hall.....	310	360 Models.....	Joint.....	2411-2414
New Sign Co.....	Artist Hall.....	315	The Thruster.....	Artist Hall.....	612
Nexus.....	Artist Hall.....	600	Thigh Brush.....	Joint.....	2415
Nexxt Level Talent.....	Joint.....	2200-2201	Time to Squirt by Orgasmic Research... Muse Hall.....	1319	
OC Modeling.....	Joint.....	2000-2009	Topco Sales.....	Artist Hall.....	403
Oh Man Products.....	Artist Hall.....	311	Touch of Fur.....	Artist Hall.....	800
Oh Man Studios.....	Paradise Tower.....	4G	TransErotica/OCCash.....	Muse Hall.....	1518
Oivita Creative.....	Artist Hall.....	111	US Arcades.....	Artist Hall.....	107
Omega Ring.....	Artist Hall.....	609	The VIP Connect.....	Joint.....	2211 -2218
1AM Doll USA.....	Artist Hall.....	804	VIP Digital Media.....	Paradise Tower.....	3C
101 Modeling.....	Joint.....	2404 -2408	Vitapro 21.....	Artist Hall.....	1013
Opro2X.....	Artist Hall.....	1123	VR Novels.....	Artist Hall.....	812
Orchid and Serpent.....	Joint.....	The Lair	VrXcity.....	Artist Hall.....	1105
Padcaster.....	Artist Hall.....	814	We-Vibe.....	Artist Hall.....	406
Paradise Marketing.....	Artist Hall.....	102	Wet.....	Joint.....	1814
Pascal's SubSluts.....	Joint.....	2416	Whipping Stripes.....	Joint.....	The Lair
Penthouse.....	Muse Hall.....	1214	Wicked Pictures.....	Paradise Tower.....	4C
Pianola Lingerie.....	Artist Hall.....	203	Xblazit/Sex Panther.....	Muse Hall.....	1615
Poly's Pleasures Jewelry.....	Joint.....	The Lair	XGEN Products.....	Artist Hall.....	407
Pornstar Platinum.....	Muse Hall.....	1419	Xmen Novelties.....	Artist Hall.....	710
Provocative Productions.....	Paradise Tower.....	3D	XR Brands.....	Artist Hall.....	303
Pulse /Pure Play/ Devil's Film.....	Paradise Tower.....	4A	Xtoy King.....	Artist Hall.....	714
Pure for Her.....	Artist Hall.....	411	XXXChurch.com.....	Artist Hall.....	801
Pussycash/Imlive/Sex.xxx.....	Muse Hall.....	1219	Yiwu Shuangpeng Knitting.....	Artist Hall.....	113
PWD.....	Artist Hall.....	715	Yiwu Sunspice Lingerie Co.....	Artist Hall.....	708
Rock Candy Toys.....	Artist Hall.....	206	Zero Tolerance Entertainment.....	Paradise Tower.....	4B

AVN Novelty Expo Map



AVN Adult Entertainment Expo Maps



2018 AVN Novelty Expo Seminars

WEDNESDAY, JANUARY 24

10 a.m.: Opportunities (Let's Make Lots of Money)—Financial experts in the adult industry will tackle a number of subjects here, giving tricks and techniques for selling online and on the go in 2018. Learn why your competitors are beating you in online sales. Find out how to save money when selling your wares face-to-face or online; hear about other mobile payments besides just PayPal and Square. Panelists will discuss how to maximize profits, how to provide chargeback-saving customer service, and how to increase customer retention.

11 a.m.: Lay the Law Down—This panel features legal experts who will discuss everything manufacturers and retailers need to know about copyrights, trademarks and the rights and legal recourses afforded to the holders of such documents.

Noon: Sexual Religion—Many times those who work in the pleasure products industry might find themselves at odds with various religious communities. But that doesn't have to be the case. In this seminar, speakers will talk about how they have reached out to churches, faith-based marriage retreats and more to attract customers and combat the negative connotations associated with sex toys and adult boutiques.

THURSDAY, JANUARY 25

10 a.m.: Riding the Storm Out—Natural disasters can be devastating to any community, but when retailers and manufacturers of non-traditional products are hit, it can be even harder to recover. Some insurance companies and financial institutions may see adult as high risk. Panelists will talk about what the pleasure products community can do to work together and help one another out in times of need.

11 a.m.: A Change Is Gonna Come—While the pleasure product industry has made a conscious effort to include women, there is still not much representation of minorities. This panel will talk about the different ways various groups think about sex, sex toys and more, as well as discuss how to be more inclusive when it comes to employees and customers.

Noon: Take a Chance on Me—Actually making the pleasure product you designed isn't the end of the road for small manufacturers. There's still the matter of getting it in front of customers. It can be tough to decide whether to deal directly with retailers, or which distribution companies to use. In the seminar, manufacturers, retailers and distributors will talk about the pros and cons of both routes, and share their success stories as well as their challenges.

FRIDAY, JANUARY 26

10 a.m.: Because I Got High—As recreational marijuana is becoming legal in more and more states, fans of cannabis are learning how to incorporate it into all areas of their lives, including their sex lives. Panelists will discuss how retailers and manufacturers can work with everyone from dispensaries to consumers to pair people with the best pleasure products.

11 a.m.: Don't Bring Me Down—It can be rough working in the world of sex toys. Strangers will judge you; customers disregard your boundaries. Even helping someone find a pleasure product that works for them can be draining on your mind and body. And it seems that for many, things have only gotten worse since last year's election. Here, speakers will talk about the importance of self-care, particularly during these times of political strife.

Noon: Doctor, Doctor, Give Me the News—In the never-ending move to get recognized in mainstream outlets, manufacturers are looking to work with medical professionals to have their products recommended to patients. Panelists will talk about the benefits of collaborating with physicians, how to know if it's right for your product, and how to get started.



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