

# Intimate

PROVOCATIVE APPAREL AND PRODUCTS  
Supplement to April 2014 AVN Magazine



## CELEBRITY BUZZ

America's obsession with stars & their toys

+  
Fetish  
By Baci  
Unbound  
at ILS

Lights, Bubbles, Action:  
New Sex Toy Innovations

Sexinista  
Soirees

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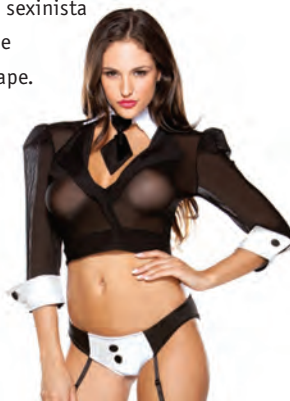
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# Paradise Marketing Serves Up Condom Cocktails

Paradise Marketing is now carrying Condom Cocktails, a new condom collection that features sophisticated adult flavors inspired by consumers' favorite cocktails. Forgoing traditional candy-like varieties, Paradise Marketing has infused its lubricated condoms with the tastes of Appletini, Piña Colada and Strawberry Daiquiri to give grown-up shoppers a modern flavored rubber.

"We wanted to create a line of condoms that feature hints of our favorite happy hour beverages, rather than sweet fruity flavors that dominate the product category," Paradise Marketing CEO Dennis Paradise said. "It simply made sense to offer an alternative that would appeal to a wider range of adult shoppers, especially those who might not typically try a candy-



flavored condom. So we sent out surveys and did our due diligence to choose the right flavor profiles and then replicate them—alcohol-free, of course—in the form of a water-based lubricated condom. And the customer response so far has been fantastic!"

Paradise Condom Cocktails are available in 40-count bowls as a point-of-purchase display, with each condom individually packed for easy portability in a pocket or purse.

As with all Paradise-brand condom varieties, Condom Cocktails are made of natural rubber latex that fits like a glove, amply lubricated for a superior experience, and tested to exceed current U.S. FDA requirements.

Paradise Condom Cocktails are now shipping. To order, email [tmcgowan@paradisemarketing.com](mailto:tmcgowan@paradisemarketing.com) or visit [ParadiseMarketing.com](http://ParadiseMarketing.com).



## Joy Hollywood Opens Female-Centric Online Store

After making a name for itself nine years ago as a wholesale distributor of adult toys, novelties, clothing and fetish products to massive online retail outlets such as Amazon.com, Joy Hollywood has now made the move to retail. The distributor now has its own online storefront that targets the trend-conscious feminine consumer.

The layout of the JoyHollywood.com site and its selection of products have been designed to appeal to the needs and demand of the sexually aware woman, with easy-to-navigate categories and product lines. In addition to products for female use, there are selections of male-centric toys and sexy underwear for the woman who needs something for that special guy in her life.

Soon to be added to the site will be toy reviews from female sex therapists and bloggers, as well as informational links to women's websites and online groups. Strong relationships with female-owned sex toy companies have been forged, and their product lines are going live on the site every day. These products are being offered at competitive prices, and there are always seasonal sales and specials.

For more information, visit [JoyHollywood.com](http://JoyHollywood.com).

## Sex Toy Distributing Debuts New Passion Lubricants



SexToyDistributing.com has introduced three new varieties from Passion Lubricants, each featuring botanicals, vitamins or stimulants. These competitively priced lubricants help promote slicker, more satisfying sex and give couples a fun assortment of enhanced formulas designed to jump start and stimulate the senses.

"We see a lot of interesting new products every day, but these new SKUs from Passion Lubricants stood out for their unique use of naturally occurring botanicals and enhancements," SexToyDistributing.com Wholesale Manager Beth Brown said. "These three lubes have garnered accolades from our customers, not only because of their intimate effects but also because of their competitive ounces-to-dollars ratio. Passion Lubricants offers retailers high quality with true value."

Hemp Boost natural lubricant features aloe vera extract, chamomile extract and cannabis sativa seed extract, which combined are known to provide skin soothing and moisturizing benefits. Also featuring vitamins A, C and E, Hemp Boost has a pleasant aroma meant to act as a subtle aphrodisiac.

Power B12 Boost + Vitamins is infused with vitamins A, C and E to help promote fresh, healthy-looking skin in the most sensitive areas of the body. The addition of B12 is meant to help encourage skin renewal and repair to maintain optimal intimate health of delicate skin.

Caffeinated Energy Lubricant gives couples' passion a healthy jump start with 100 mg of caffeine in each "serving." This ample dose provides natural energy and even helps boost circulation in the areas it is applied, which can help some men last longer in the bedroom while enhancing sensitivity for both partners.

Email [info@sextoydistributed.com](mailto:info@sextoydistributed.com) for more information.

## Club CalExotics Gives Members VIP Access to Video Series



Club CalExotics, the online community from California Exotic Novelties, offers a free video series, *Expanding Your Orgasm Potential*, to its members.

Hosted by Jaiya—an award-winning sexologist, author of *Blow Each Other Away*, and a California Exotic Novelties Expert Sexpert—the three-part series gives Club CalExotics' members the tools they need to unlock their latent potential.

"We know how incredibly important sexual information is," said Susan Colvin, president of California Exotic Novelties. "There is so much we can all learn about our bodies and the potential within each and every one of us. That's why we produced

this three-part series with Jaiya."

The series promises to help people discover the different types of orgasm. It also provides techniques to extend and intensify them.

Club CalExotics is a place where people can discuss sex, intimacy, and pleasure products in a relaxed, private environment. It features interaction with the Expert Sexperts, a professional team that includes Jaiya, The Love Birds and Sunny Megatron. Access to the free, three-part video series is available by simply clicking the "VIP Access" dropdown under the Members tab on [ClubCalExotics.com](http://ClubCalExotics.com).

## Sliquid Adds Shave Creams to Balance Collection

Sliquid has expanded its spa-quality Balance Collection with Sliquid Smooth intimate shave creams, featuring two new scents and revamped packaging. Sliquid Smooth's gentle and rash-free formula offers consumers a luxurious and skin-soothing alternative to traditional foams and is merchandised for retailers looking for a sophisticated spa/beauty category cross-over.

"We enhanced our popular Balance series to include Smooth shave creams to provide retailers with a complete matching line of bath and body products merchandised for both adult and mainstream retail," Sliquid CEO Dean Elliott said. "We're quite proud of our unique formulations, which are free of harsh and drying ingredients commonly found in most shaving foams—and especially traditional soap. Our customers are excited to have two new scents to add to their shelves, and we are confident that the consumer response will be quite positive."

Sliquid Smooth is formulated without glycerin or parabens and is lanolin-free, providing a body-safe shave cream. Each variety is infused with a blend of certified



organic plant botanicals, including mango butter, shea butter, aloe vera, alfalfa, green tea extract and vitamin E for a smooth glide.

New to the line is Mango Passion, a calming botanical known in the aromatherapy world to help reduce stress and relax the senses. And back by popular demand is Honeydew Cucumber, which soothes with a subtly sweet scent.

Also in the line are Grapefruit Thyme and Naturally Unscented for a well-rounded variety that appeals to both men and women of discerning tastes.

As with all products within the Balance Collection moniker, Sliquid Smooth is packaged in opaque spa-quality bottles that match the sophisticated blends inside. Sliquid Smooth also has been upgraded to feature pump dispensers for clean and convenient use.

Sliquid Smooth is hypoallergenic and designed for use on all types of body hair and all skin types, including dry and sensitive skin in intimate areas.

For information, email [sales@sliquid.com](mailto:sales@sliquid.com) or visit [Sliquid.com](http://Sliquid.com).

## Entrenue Releases "No Buzzkill" USB Recharger Plug



Entrenue has released the No Buzzkill USB plug, a clever and compact charging tool compatible with most USB-based motorized sex toys. Designed for consumer convenience, the No Buzzkill plug is a simple and effective upsell or free gift with purchase, and makes it easy for consumers to keep their new favorite sex toys charged and ready to go.

"It's always nice to have an extra USB plug around the house, especially when you have more than one massager that needs to get charged, so we created our own universal unit," Entrenue President Joe Casella said. "We've sold a ton in just a few months and our customers love the option of giving the No Buzzkill plug away as a gift with purchase. Plus, it's a cute and clever way to help facilitate the sale of a USB-charged massager."

With so many modern intimate massagers utilizing USB charging technology but not including a plug with purchase, shoppers are often left in the dark without a handy way to power up their products. The No Buzzkill plug is a high-quality and well-priced USB plug featuring a subtle insignia—the word "Buzzkill" with a line slashed through it—to add flirty flair without offense.

The No Buzzkill plug is available in assorted colors: black with white print or white with red print.

Get charged up today! To place a product order, call (800) 368-7268, email [info@entrenue.com](mailto:info@entrenue.com) or visit [Entrenue.com](http://Entrenue.com).



## Magic Silk Reveals New Exposed Collection

Magic Silk has published its largest catalog ever: 84 pages of lavish illustrations and vivid descriptions showcasing Exposed, its elegant intimate apparel line.

The design of the publication matches the look of the new Exposed packaging. Every style is worn by beautiful models and captured in stylish photographs. The brochure is so high-end that company officials boast it is practically a collector's item.

Many lines introduced in this catalog are expected to be hot sellers in 2014. For more information, visit [MagicSilk.com](http://MagicSilk.com).

## Eldorado Tapped as Exclusive Svakom Distributor

Eldorado, an award-winning pleasure products distributor, has inked an exclusive partnership with Svakom, an international high-end sexual stimulator manufacturer.

"Eldorado is excited to be working with this up-and-coming brand," said Eldorado CEO Larry Garland. "We're looking forward to bringing these innovative products to our customers."

Svakom products are designed in the U.S. using green, rechargeable technology. All products in the line have the fastest recharging time in the industry. Their distinct designs include the first stimulator with camera-equipped technology allowing users to get up close and personal.

Svakom was established in 2006 and has grown to 2,000 employees with factories in China and Thailand. Svakom is the fastest growing and widely recognized brand of adult products in China.

Svakom is now available for purchase and shipping through Eldorado. All products come with a one-year warranty. For more information, visit [Eldorado.net](http://Eldorado.net). Above, the Svakom display at the 2014 AVN Novelty Expo; photo by Chris King.



## Nexus Returning to USA Fun Factory Asks Retailers to 'Trust the Thrust'

After more than two years away, adult pleasure product brand Nexus is back in the United States. Nexus had a long and well documented patent issue back in 2011, which ended when an agreement was reached outside of court, prohibiting the brand from selling a portion of its range in the U.S. until 2016.

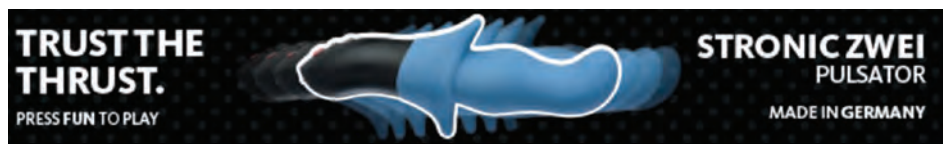
This gave the company time to concentrate on setting up a strong distribution network around the rest of the world and invest effort in adding more products to the range.

"I feel now is the perfect time to re enter the U.S. market," said Monique Carty, Nexus director. "With added products including our first from Nexus Femme and with 2016 looming, there's no better time to re introduce ourselves and remind America we are still here and going strong."

Carty added that response within the industry has demonstrated "that we have not been forgotten and have in fact been missed by the market, which has both inspired and motivated us."

Nexus has set up a U.S. warehouse in California in order to service the continent more quickly and efficiently and is looking forward to working with customers new and old.

For more information on the Nexus range, visit [NexusRange.com](http://NexusRange.com) or email [wholesale@nexusrange.com](mailto:wholesale@nexusrange.com).



Since December, more than 500 North American stores have launched the Trust the Thrust Retail Campaign—plus many hundreds more from Canada to France. The goal of this campaign is to show consumers the Stronic Pulsators' unique ability to mimic the thrusting motions of lovemaking.

Fun Factory is giving out cash prizes to retailers who make the best use of the campaign's merchandising material and web art. Retailers wishing to participate can contact their sales representative or email [contact@funfactory.com](mailto:contact@funfactory.com).

Novelty stores in the United States have been sending store pictures and videos to Fun Factory to win cash prizes for Best Display and Best Online Campaign. According to Emilie Rosan, director of marketing at Fun Factory USA, "Our retail partners are doing a great job at featuring the Trust the Thrust campaign. The goal here is to put a pulsator in as many hands as possible worldwide, and to educate the consumer about this new technology."

Rosan added, "The consensus among retailers is that the Swing Display helps boost their sales by showcasing the toy's unique thrust motion. The product booklets are also popular, as they feature *Hands Free Positions* that couples can use with Stronic. Finally there's the Guest Book, where consumers can write a line about their first reaction when holding a Stronic."

To support retailers online, Fun Factory also created animated banners showing the Stronic in action, thrusting back and forth. Rosan said, "The banners were created using HTML5, so they are like a mini movie. They can be customized to fit any retailer's site. Retailers can request the files by emailing [marketing@funfactory.com](mailto:marketing@funfactory.com)."

The Stronic Pulsator also got a boost from media coverage recently. Stronic Zwei was featured in the February issue of *Cosmopolitan* magazine as well as other V-day guides. Rosan added, "*Cosmo* editors came to the Stronic launch party at MOSEX in June of 2013 and they were impressed. They asked many questions about this new alternative to vibrators and had one of their reviewers test the Stronic Zwei. *Cosmopolitan* quoted their reviewer: "Normally, I am a clit-focused kind of gal, but when I pressed the Stronic upward toward my G-spot and circled around, I ended up switching to almost all 10 settings. It delivers serious action when you are in the mood for a good G-spot orgasm. ... Giddy up!"

Fun Factory is encouraging all retailers to launch the campaign in their stores and on their websites, as well as enter the merchandising and web contest to win cash prizes. Questions can be emailed to [contact@funfactory.com](mailto:contact@funfactory.com) or directly to the retailer's sales representative.

## Sportsheets Marks 5-Year Anniversary of Sex in the Shower Collection

Sportsheets is celebrating the fifth anniversary of Sex in the Shower, its line of leverage products, waterproof sex toys, and accessories designed for safer, more satisfying shower sex.

"Sex in the Shower serves a true purpose and solves problems couples often face when having sex in the shower—pulling the shower head out of the wall, knocking over the soap, slipping in the suds ... anything can happen!" Sportsheets founder and CEO Tom Stewart said. "We saw a unique opportunity in the marketplace to create quality and innovative products that make shower sex safe for everyone with handles, foot rests, restraints and toys that can be used in even the steamiest of situations."

In honor of the event, Sportsheets has debuted five new items and launched a worldwide promotional campaign to make it fun and easy to create Sex in the Shower displays that appeal to men, women and couples.

The line of handles, waterproof toys and other suction-cup shower accessories provides a simple solution for foolproof—and bruise-proof—bath-time sex and has entranced the industry since its 2009 debut. And new to the line is stay-put Shower Gel Lube, a suction-cup neoprene collar, suction-cup thigh cuffs, a powerful waterproof G-spot vibrator with a flexible head, and a textured shower masturbator sleeve for men.



For sales and display support, Sportsheets has launched a diverse promotional campaign complete with ads, shelf talkers, buttons, store signs and consumer postcards and flyers that remind shoppers why they love Sex in the Shower. With advertisements targeted to a specific demographic, the campaign shows shoppers and retailers alike that everyone—and they mean everyone—likes titillating bath time.

Sex in the Shower suction cups can attach to any surface and provide much-needed support and well-deserved cushioning. Without these water-safe sex aides, positioning in even the most basic sex moves can prove painful—especially during prolonged action—and now retailers can help showcase the must-have line with a special marketing campaign.

"Sex in the Shower gives retailers a whole new destination in their stores and also a new way to help move bath products," Sportsheets Executive Administrator Joanne Queenin said. "And the shelf talkers, flyers and other print materials as part of our matching marketing campaign capitalize on the universal appeal of the brand in a cute and clever way. You'll have to see it for yourself!"

Marketing materials are available to all customers who place a Sex in the Shower order. For more information, call (714) 698-0877. For more information, visit [SexInTheShower.net](http://SexInTheShower.net) or [Sportsheets.com](http://Sportsheets.com).

Check out all that Eldorado has to offer in the 2014 Lingerie Brochure!

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## Tyes.by.tara Adds Handcuff Designs

Tyes.by.tara, an independent designer and manufacturer of jewelry, accessories, beauty and gifts has announced the release of a new handcuff design called tycuffs.

Following the demand for more bedroom-based accessories, tyes.by.tara developed a couture, flirty and feminine twist on the traditional handcuff model, "the new tycuff design is catered to the adventurous female in mind who is looking to explore bondage while highlighting her feminine prowess," said founder Tara Christine. "One notable feature is that they do not look like handcuffs making them perfect for women with roommates or children."



Available in a wide range of materials and fabrics, from playful marabou to delicate lace, the tycuff design has been integrated into all existing Entyce collections. This exciting new addition enables women to enjoy the adventure of restraint without intimidation. Two double elastic loops easily slip over the wrists for quick employment.

All tycuffs are handmade in the U.S. For more information, visit Entyce.com, email [info@tyesbytara.com](mailto:info@tyesbytara.com) or call (877) 595-8937.



## Website Gives High Marks to pjur Cool

My-Lovetoy, a German website about erotic products, recently conducted a three-week test of pjur Cool, a mentholated water-based lubricant, and gave it the my-Lovetoy seal.

Most of the testers loved the tingling cooling effect: "I enjoyed feeling a slight coolness, as if a gentle breeze was wafting through the

bedroom. For me personally it was an extremely pleasant feeling, and my wife was also enthusiastic. She particularly enjoyed the effect of passionate heat in contrast with the coolness of the lubricant," said Raimund, one of the testers.

A female tester had a similar opinion: "I also use pjur Cool when I'm alone, since I particularly enjoy the tingling feeling of coolness when I'm really hot!"

The consistency of the product won particular praise: "We found it very pleasant that the lubricant was not as sticky as some other ones," reported one test pair. Testers Marta and Niels were enthusiastic about the packaging as well: "The bottle is light blue, which really fits the 'refreshing menthol' claim and at the same time expresses a certain pleasant anticipation. We find the design well-conceived, and the promised effect is nicely underscored by the label's ice crystal illustration."

The test report is available (in German) at [My-Lovetoy.com](http://My-Lovetoy.com). For more information, visit [pjur.com](http://pjur.com).



## Nalpac Holding Weekly Product Training Seminars

The Nalpac team has been inviting local customers to the company's offices for Nalpac's Product Training Seminar. Customers have been enthusiastic about these sessions, which kicked off February 27 with representatives Jackie and Roxanna from California Exotic Novelties.

The duo presented Nalpac customers with the latest CalExotics items and gave them the knowledge they need to sell, such as pricing, styles/colors available and how to use the product.

Nalpac left the seminar ready to sell, with a thorough understanding of the products and knowledge of different techniques and methods of presenting the product to customers.

Each week Nalpac will offer their customers a product training seminar from a different vendor, presenting the newest items available, as well as showing them a good time.

For more information, visit [Nalpac.com](http://Nalpac.com).

## CalExotics Creates Newsletters for B2B, B2C

California Exotic Novelties announces the creation of two monthly newsletters: Toy Time Express and The Buzz.

"Toy Time Express is a great resource for our customers to use," said Susan Colvin, president and CEO of California Exotic Novelties. "People tell us they love sharing the articles with their sales staff. The Buzz is designed to be entertaining as well as informative and we hope everyone loves it!"

Toy Time Express is CalExotics' industry newsletter. It offers instructive articles to help increase sales at the retail level, product information, and company news as it pertains to the novelty industry on a B2B level.

The Buzz is CalExotics' consumer newsletter. Featuring articles written by the Expert Sexperts—The Love Birds, Jaiya, and Sunny Megatron—as well as product reviews, videos, and contests, the B2C newsletter reports on everything happening on [ClubCalExotics.com](http://ClubCalExotics.com), the company's online community.

The two newsletters were first released several months ago with a soft launch. After evaluating their success, the company has made them official.

Jackie White, vice president of sales for California Exotic Novelties, says, "I recommend subscribing to Toy Time Express if you work for a distributor, retailer, party planner, are a blogger or member of the trade media."

To sign up for either newsletter, or both, visit the Sign Up for Newsletter page on [CalExotics.com](http://CalExotics.com).





## Male Power Drops 2014 Catalog

The flashy and classy Male Power 2014 Catalog has been released, and the company is boasting that the men's intimate apparel industry will never be the same.

Inside the 64-page book, customers will find men's specialty underwear to suit every taste and physique. The entire Make Power line is presented, using high-end photography and red-hot models.

No fewer than 61 collections are illustrated, including bestsellers like Liquid Onyx, Neon Mesh and Bamboo. There are also 24 new collections, with names like Heather Rib, Enchanted Forest and Brazilian Artigo.

When it comes to sexy, comfortable, cutting-edge styles with an international flair, Male Power claims that they wrote the book. But you can be the judge of that.

For additional info, visit the company website at [MalePower.com](http://MalePower.com).



## Male Power Offers Class, Color

Male Power has introduced two new collections designed to put a little steam in anyone's love life.

Packaged in upscale black and gold packaging, Entranced is a line of undergarments that are soft, shiny, stretchy and sexy. They are made with a sophisticated fabric that features a tone-on-tone hypnotic swirl, tinted in either black or electric blue.

The mini enhancer short has a supportive enhancing pouch with self-binding fabric and low-rise waist. The jock has a supportive comfort pouch, tone-on-tone logo waistband and plush, elastic leg bands. The Micro G-String also features the elastic waistband, along with G-string back with a V-shaped fabric insert on the back waistband.

For something a bit bolder, Color Block Cire is just what the love doctor ordered. Three new styles have been added to this line, made from wet-look cire fabric. They are available in two deep colors, wine/black and blue/black. These fashionable briefs come as a low rise zipper short in sizes S, M, L, XL; zipper jock, accented with black, plush elastic bands, in S/M and L/XL; and zipper thong with a low cut one inch back, in S/M and L/XL. All are trimmed with black cire, and designed for easy access.

For more information, go to [MalePower.com](http://MalePower.com).



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## Standard Innovation Debuts Updated Vibes

Standard Innovation has announced the debut of the all-new Touch, Tango and We Vibe II Plus vibes.

All three products have new packaging to complement the look of the recently introduced We-Vibe 4, ensuring that the entire We-Vibe line now has a stronger visual brand presence in store and online.

The new products are designed to hit shelves in early spring. Order now from an authorized We-Vibe distributor.

The new Touch (pictured above) is an ultra-powerful, silky-soft intimate massager. Soft, shapely and powerful, Touch by We-Vibe delivers a deep, satisfying rumble. Its gentle contours caress all the right places in all the right ways.

The new Tango by We-Vibe is a powerful mini-vibe. Small yet mighty, Tango delivers deep, rumbling vibrations right where you want them. The tapered tip delivers intense vibrations with pinpoint focus. The flat edge is perfect for all-over massage.

The We-Vibe II Plus is comfortable and versatile. It maintains the iconic flexible shape and feel of



We-Vibe II—the best-selling couples vibrator—while offering several upgrades based on customer feedback. Now waterproof, We-Vibe II Plus has 30 percent more power than We-Vibe II and charges inductively via USB connection.

Joe Casella, president of Entrenue—a We-Vibe distributor—expressed his

satisfaction with the new models. “We-Vibe is an amazingly prominent brand that has performed incredibly well for us since the very first We-Vibe design debuted,” Casella said. “Standard Innovation continually strives to create the best products using consumer feedback to improve on an already very popular product line, and we’re always impressed. Our customers are willing and excited to order the newest items sight unseen because they are so confident in the quality, workmanship and performance of each item. We expect these three new releases to be home runs.”

Online and in-store merchandising materials are available for all three new products. Download now or request from an authorized We-Vibe distributor. For more information, visit [We-Vibe.com](http://We-Vibe.com).

## Southern Butter Line Offered by Williams Trading



Southern Butter, Sierra Sage’s line of intimate body care products, is now available exclusively through Williams Trading Co.

A family business—created by the efforts of mom Kathy and daughters Jodi and Jen, it boasts nothing but natural ingredients and healing properties for everyday consumers.

Initial demand for Southern Butter came from satisfied consumers of Sierra Sage’s skin care products, who inquired if the products they came to love could be parlayed into sexual intimacy and personal care. While the answer from the meticulous creators of the line was an unequivocal “yes,” the company decided to expand into intimates. It’s worth noting that in eight years, Sierra Sage has never discontinued a single item; it has only grown, due in large part to viral publicity only.

The separation of oil and water—is a known breeding ground for bacteria—is just one of the many selling points for the Southern Butter Intimate line. Customers need not be intimidated by the line’s transparent, natural ingredients—including quickly absorbed coconut oil and ultra-moisturizing calendula, just to list two. There are three distinct scents to choose from, or even a fragrance-free option, and its “green” feel and packaging make the products just mainstream enough for those making their first adult purchases.

For the more experienced, there are items that offer practical solutions to all-too-common concerns. Case in point; one of the line’s most buzzed-about products, Backdoor Balm—the only one of its kind to specifically address anal aftercare. The company’s Kiss On aphrodisiac lip balm is also being re-ordered in large volumes by retailers, and is currently displayed on counters all over the country as a successful, point-of-purchase impulse buy.

For more information, visit [WilliamsTradingCo.com](http://WilliamsTradingCo.com).

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## The Kloons Create Viral Videos for Boobiful, Bootiful

A body enhancement cream manufacturer is promoting its products with a tongue-in-cheek video series produced by The Kloons, a comedy team whose YouTube channel has more than 110,000 subscribers.

Bootiful Butt Enhancement Cream and Boobiful Breast Enhancement Cream, which are non-surgical alternatives to cosmetic procedures, are featured in a three-part video series on YouTube.

In “Is My Butt Getting Bigger?” a woman struggling to pull her tight jeans up over her plump derriere asks her man, “Honey, is my butt getting bigger?”

“Now, as a man, you know that is a dangerous question to answer,” said Byron Thierry, spokesperson for Priced-Right-Products, LLC. “But if you’re using our Bootiful Butt Enhancement Cream, then the right answer is usually ‘yes.’”

In the second video, “Dream Job,” a pair of researchers are caught gazing intently at another pair ... of butt cheeks. In the third, “Boobie Trap,” a pretty female canvasser converts a passerby to her cause with her enhanced cleavage, courtesy of Boobiful Breast Enhancement Cream.

“We’re not above making fun of ourselves, if it means calling attention to our brand,” Thierry said. “Come on. We make butt enhancement cream. We’re used to being the butt of jokes,” he said.

“We try not to take ourselves too seriously. We realize that our products won’t save the whales or create world peace, but they can help a woman feel better about her body and herself, and at a fraction



of the cost of a butt or breast enhancement procedure,” he continued.

According to the American Society of Plastic Surgery, breast enhancement is the top plastic surgery procedure in the U.S., with more than 307,000 procedures conducted in 2011 alone. Americans went under the knife for buttock implants or butt lifts less often, but even so, those procedures have exploded in popularity, increasing by about 40 percent from 2010 to 2011.

“America is obsessed with firm, shapely butts and boobs,” Thierry said. “We help our customers achieve that without surgery, without pain, and without missing work. So, while the products might make you snicker, they are important to our customers ... so they’re important to us.”

For more information, go to [YourBootiful.com](http://YourBootiful.com) or [YourBoobiful.com](http://YourBoobiful.com). Above: the Bootiful booth at the 2014 AVN Novelty Expo; photo by Rick Garcia.



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## XR Brands Revamps Distributor Website

XR Brands has launched its official Distributor Support Center, an all-access online management tool that puts product descriptions, price lists and catalog information in one easy-to-navigate website. Now customers can find every item in the award-winning XR Brands roster, easily access support materials, and even order directly through the website for a true one-stop shop.

"We wanted to build a site that made a big statement, showing our distributors that their needs are our No. 1 priority," XR Brands General Manager Randy Alvstad said. "The site is robust with currency conversion, language translation, and links to each of our 16 brands' e-catalogs. Now with more than 1,700 SKUs under our belt, it was important to organize our offerings and keep everything in one place so customers don't waste time searching for what they need."

With a new advanced search function, users can find items by UPC code,



SKU number, product name or even description and place items into customized product lists. The sites' software allows translation into 12 different languages and pricing conversation into eight different currencies, making it user-friendly for European, South American and other customers from hot markets overseas. And with downloadable demo videos, detailed descriptions, e-catalogs and UPC codes readily available, the Distributor Support Center helps give XR Brands customers a superior online experience.

XR Brands' Distributor Support Center also includes an extensive selection of visuals, including images of products in and out of packaging and dynamic demo videos usable to educate staff or motivate sales.

To register for full access to the Distributor Support Center and sign up for the XR Brands newsletter, visit [XRBrands.com](http://XRBrands.com) and create an account. For more information, contact Alvstad at [randy@xrllc.com](mailto:randy@xrllc.com).

## Tantus Harnesses Now Available for Direct Purchase

Tantus Inc., has made their fashion-forward line of Connoisseur Harnesses available for direct purchase.

Raved about by reviewers and connoisseur strap-on enthusiasts alike, the Tantus Connoisseur Harness Line has set new heights industry standards for high-quality, fashion-forward harness designs (pictured: Black Widow, top, and Nevada).

"These harnesses have been in the design process for so long that being able to show a finalized product is exciting," said Jenna Clark, customer service coordinator at Tantus, Inc. "When we previewed them at a recent conference, the reaction was overwhelmingly positive. Customers can tell when harnesses are designed

by people who actually use them—the fit, the materials, and the design are unparalleled. Metis wanted to create these harnesses because she knew there was nothing available like them through distribution channels. I suspect they'll be a big game-changer."

Made for optimal comfort and fit, the Tantus Connoisseur Harness Line consists of five opulently designed, high-quality leather harnesses, consisting of profound elements regarding functionality, comfort, and performance.

The Tantus Connoisseur Harnesses are also sold together with an attention grabbing branded hanger. Made from sustainable recycled, renewable bio-based material, Tantus' hangers align with their green initiative in manufacturing and packaging.

"Our newly branded hangers will help elevate our retail prowess to the end user, creating better brand recognition and perception. It also gives store-owners options in their ability to merchandise, and cross-merchandise Tantus products in the in-store environment," said Director of Sales & Marketing Walter Hinchman.

View the Tantus Connoisseur Harness Line at [TantusInc.com/resourcecenter](http://TantusInc.com/resourcecenter).



## Tickle Kitty Celebrates 2 Millionth Book Sold

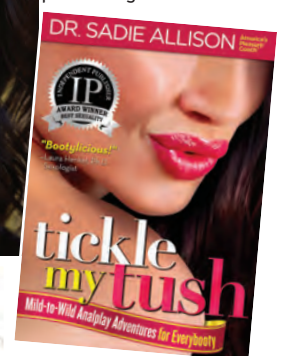
Just a few years ago, the *Wall Street Journal* profiled several self-published authors whose novels and collections of books sold between 400,000 and 1.7 million copies, garnering book deals with traditional publishers due to their hit status. Dr. Sadie Allison, founder and CEO of Tickle Kitty, found her own path to publishing success and recently sold her 2 millionth book, an achievement for an independent publisher.

"On one hand, it's amazing that Tickle Kitty Press has sold 2 million books, considering they are a small operation," said Edward Ash-Milby, buyer for Barnes & Noble. "And yet, when you meet Dr. Sadie Allison, you understand quickly what a savvy business person she is and marvel at the execution of her publishing program. She has a strong eye for packaging and design, knows her marketplace well and has a sense of fun in her writing. Tickle Kitty Press is a small press success story that I've enjoyed watching evolve over the past decade, and I have no doubt that they will continue to publish great books and produce excellent content for years to come."

Dr. Sadie's life-long passion to help others overcome their shame, fear and lack of knowledge around sex and pleasure led to her start in self-publishing in an unlikely way: by creating sex-help pamphlets to give away for free. This beginning ultimately led to an incredibly successful career as



a writer and publisher, despite her lack of formal training in journalism or publishing.



"I published my first sex-help book to inspire positive change in peoples' lives," said Dr. Sadie. "My mission is to empower others to embrace their full sexual potential, and clear out old inhibitions by providing the accurate information they need for more frequent, more intimate, more uninhibited sexual pleasure."

Allison's bestselling titles include *Tickle His Pickle*, *Ride 'Em Cowgirl!*, *Tickle Your Fancy*, *Tickle My Tush* and *Toygasms!*

"I'm grateful to be in a position to share insights and techniques that empower men and women to embrace a deeper enjoyment of their sexuality. By following my passion, embracing my gift to help others, and giving it away fearlessly to the world, I've been able to find success on a wildly improbable path," she said. "Everyone has a gift to share, and I believe that by sharing it, we fulfill our own dreams while enhance others' lives at the same time. And isn't that what life's all about?"

To find out more, visit [TickleKitty.com](http://TickleKitty.com).

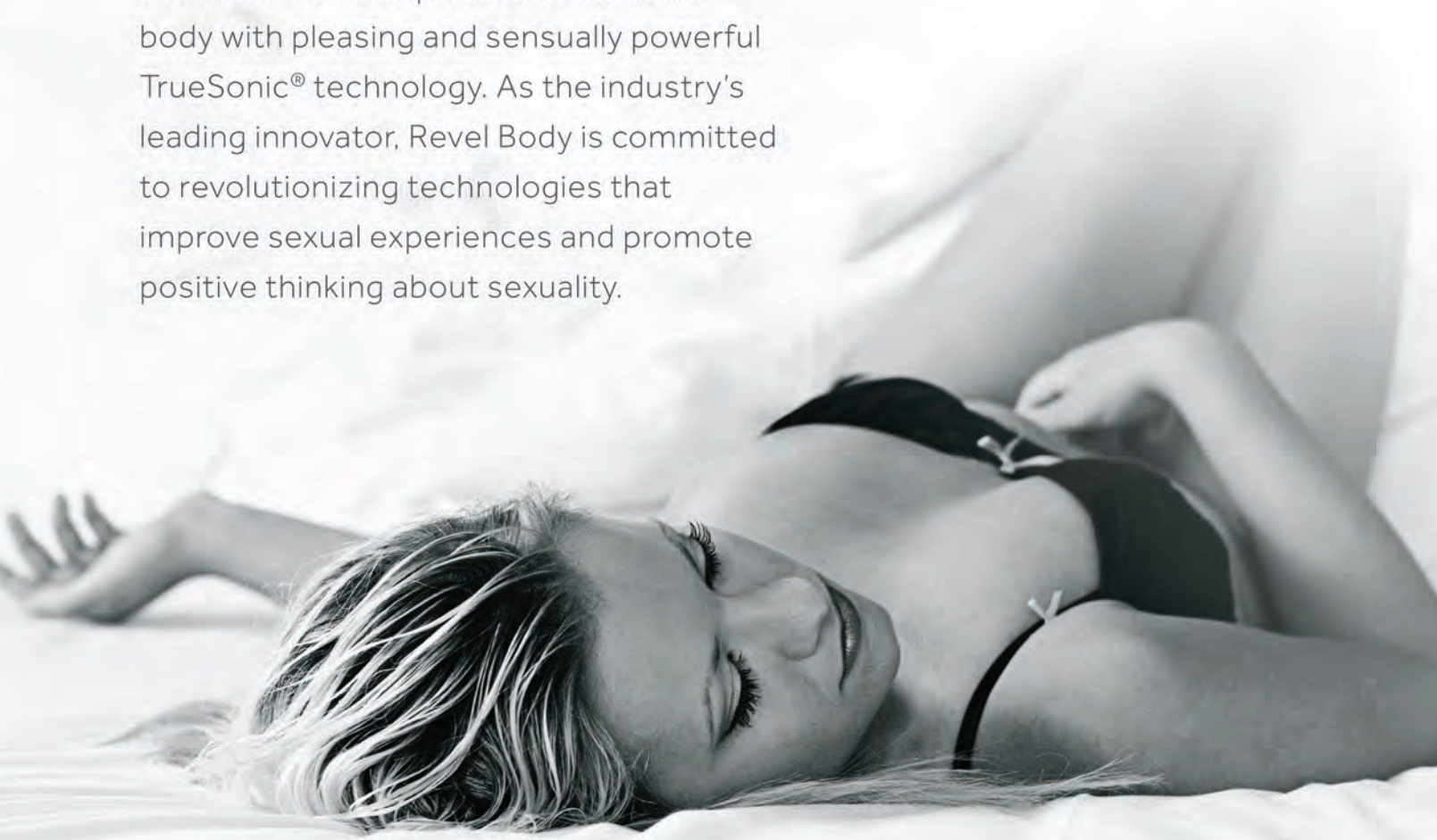
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# ILS Preview

**A**t the last International Lingerie Show, buyers got but a taste of the Fetish by Baci line, with just a few samples on hangers at the Baci booth. At the April ILS, which takes place March 31-April 2 at the Rio Hotel & Convention Center, Baci's booth will be decked out with a black & white theme—the white space for the existing collections, the black one for the Fetish styles.

Styles from the first collection, Playful Intentions, will be worn by models and are ready for order. These kink-inspired designs in supple black with silver hardware are made with doubled fabric and action poly spandex. The collection includes four soft restraint accessories, such as a soft posture-style collar. Additional collections from Fetish by Baci will become available later this year.

Buyers also got a sneak peek at Corsets by Baci at the last show, and there are now 14 new SKUs. The All Tied Up collection is inspired by heavier, richer materials, like leather and suede, as well as metal. The Bound by Love collection, inspired by romantic holidays, is available in red, white, and pink lace and satin. Xgen Products is now accepting orders for the Corsets by Baci collections.

New Baci packaged lines will be available throughout 2014, with a release of 20 new SKUs in After Dark, Baci's hosiery line. After Dark is available for pre-orders, along with new lingerie and hosiery styles in the Dreams collection. In addition, Baci is expanding the White Label collection with a new line called Seduction, with an anticipated release of nearly 100 styles over the course of the year. See all the latest from Baci at Booth 717.

## Fetish by Baci Debuts at ILS

# Coquette To Mark 35th Anniversary at Lingerie Show

**C**oquette International Inc. will celebrate its 35th anniversary with other members of the industry during the upcoming International Lingerie Show at the Rio Hotel and Casino in Las Vegas.

"This is an extremely proud moment for the entire Coquette family," said Vice President of Sales and Marketing Marcus Horea (pictured above with designer Elaine Carson). "Our whole team has worked toward this great accomplishment, and we are pleased to be celebrating with so many of our customers at the show."

This spring show is also an opportunity for the company to officially launch new collections and show off design techniques. This year the team will decorate the booth with images of the 2014 Holiday and Masquerade lines, both of which will be featured in the Monday night fashion show.

"This is the perfect opportunity for us to enjoy our 35th anniversary with all of our clients," explained National Sales Manager Dave George. "We have many giveaways and extra surprises that we will be announcing during the show. This is an exciting time for the company and we want to share it with our team and our friends."

ILS attendees can stop by Booth 724 for their first peek at the 2014 lines. For all others, visit [Coquette.com/collections](http://Coquette.com/collections).



# Seven 'til Midnight Adds Feline Mystique

**F**or its newest collection, which will be showcased at the spring ILS, Seven 'til Midnight channels every woman's inner sex kitten. Passionate, provocative and purrrfect, the Seven 'til Midnight collection promises to be the cat's meow for feline-loving fashionistas.

Playmate of the Year Raquel Pomplun is the cover girl for the collection and is seen throughout the provocative editorial spreads.

Key trends in this collection include Animal Magnetism, Tough Love, Leatherette, Net Results and Euphoric Ecstasy.

"With the use of mesh and leopard pattern knitted into the fabric, the Animal Magnetism styles will inspire walks on the wild side. Tough Love incorporates elements of grommets, laces and metal hardware to give a risqué edge to the pieces.

Also adding dangerous appeal is the Leatherette group of styles, which combine lamé and eyelash lace fabrications for tough-girl attitude with flirty feminine appeal.

Paired with zippers, handcuff accessories and large-gauge fishnet fabric, the Net Results grouping is edgy and provocative.

Finally, visitors to the Seven 'til Midnight booth can expect fashion-forward designs in a kaleidoscope of colors as part of the Euphoric Ecstasy lineup. These pieces provide visual pop with bright corals, hot pink, red, electric blues and mints.

The collection is available now. For more information, visit [SevenTilMidnight.com](http://SevenTilMidnight.com).



# Bonjour, Paris!

## Familiar exhibitors enjoy spotlight at Salon International de la Lingerie

The International Lingerie Show, which takes place twice a year at the Rio Hotel & Convention Center in Las Vegas, has become a significant showcase of both intimate apparel and pleasure products. Some exhibitors already well known at ILS are finding another spotlight at the Salon International de la Lingerie, which takes place at the Paris Expo in January.



Among the familiar names that could be found among the exhibitors at January's Salon International were Jopen, Je Joue, Baci, Seven 'til Midnight, Dreamgirl, Espiral, Fever and Bijoux Indiscrets.

Jopen was featured in the Concorde Booth at the trade show, alongside displays of lingerie, swimwear and club wear from designer labels and brands.

"We're very pleased to partner with Concorde and thank them for showcasing the Jopen brand," said Susan Colvin, president and CEO. "The booth was

stunning and they did a great job presenting the luxurious Jopen products to the show's attendees."

Salon International de la Lingerie draws more than 26,000 visitors and spotlights 550 brands. It is attended by 600 journalists and is the center stage for new and innovative products for the lingerie and fashion world.

Angela Mustone, international business development executive for Jopen, attended the show.

"What a magnificent turnout! Everyone loved the Jopen products," she said. "Our friends at Concorde are always amazing to work with and we look forward to a prosperous future together!"

Concorde's booth showcased items from the Key and Lust collections. Embrace, a line from Jopen's sister company, California Exotic Novelties, was also displayed.

Marion Junet of Je Joue also had positive experiences at the Parisian show. "It was our first time at the Paris lingerie show and the response was good. At traditional trade shows most attendees are known to us in some capacity. It was great to be part of a show where when most people are prospective new customers."

Junet added, "In general most visitors seemed happy to discover our brand and were not shocked by the nature of our business—a nice surprise considering the traditional nature of the Paris lingerie show."

Baci Lingerie also enjoyed success at Interfilière Paris weekend, which brings together the entire intimates and beachwear industry in the same pavilion as the Salon International de la Lingerie (pictured at left, a style from Baci's Black Label collection). A unique concept, the French expo offers the sector's professionals a meeting place to discuss excellence in fabrics, the most sought-after accessories, design know-how, and share inspiration, while providing outlets for each and every element in the creation of finished products. On each day of the expo, trend-forecasting agencies partnering with the show offered forward-looking overviews of the spring-summer 2015 season and a preview of autumn-winter 2015/2016.

Throughout Interfilière weekend, European distributors and retailers alike took particular note of the luxury lingerie company's newest collections, Corsets by Baci and Fetish by Baci.

"The response to our new Corsets and Fetish Collections has been overwhelmingly positive," said Baci Lingerie Director of Global Sales and Operations Christian Savoie. "Interfilière Paris provides the perfect venue to reconnect with our established European distributors and develop new relationships. We are pleased with the positive response and orders we have received for our new products."

Corsets by Baci Collection is composed of well crafted and fashion runway inspired ready-to-wear styles, as well as classic bedroom styles, in two groupings of 14 styles. Featuring steel boning, which are stronger and more durable than traditional "lingerie corsets" and bustiers, Corsets by Baci aims to better create the silhouette women are seeking through corsets.

Fetish by Baci is a collection of three fetish-inspired lines of lingerie offerings. The lines, Subtle Obsessions, Playful Intentions, and, Dark Desires provide consumers with different levels of fetish wear, so anyone from the novice to the discerning dominatrix may always look her sexiest when embracing her kinkier side.

The new lines made a great impression on international distributors, as did Baci Lingerie's commitment to support them. "We feel Baci is truly here to support us now, and our future together will be a very positive one," said Baci France Office Manager Laure Lopy.

Representatives from Baci Scandinavia seconded the sentiment, stating, "There is a renewed faith in the Baci brand and the Baci family. We are very excited about developing and growing the brand in Scandinavia."

Baci Germany reps added, "We feel very comfortable with the people from Baci, and we know they will be there to support us in any way we need in order to be successful."

"The energy at the Paris show really represented the drive behind Baci's 2014 plans," said Baci owner Frank Koretsky. "Meeting and working with our distributors, discussing and designing strategies, and showing the attendees our latest creations definitely helped to further secure Baci as a global brand. Our 2014 schedule is filled with exciting changes, and we're polishing up details for some big surprises in 2015."



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# Sexy Soirees

## Entice Me looks to change home party landscape

By Sherri L. Shaulis



**Head Sexinista** Entice Me's Tiffany Yelverton

**H**ome parties have existed in some form or another for decades, with hostesses inviting friends into their homes to shop for everything from plastic containers to jewelry and handbags to sex toys.

For many women, sex toy home parties are their first exposure to adult novelties, and in some cases, they are not always entirely happy.

Such was the case with Tiffany Alyse Yelverton. That unhappiness and her subsequent training in the worlds of retail and management led to her creation of Entice Me, a company dedicated to throwing "haute toy and accouterment soirees."

"I attended a party from another company and was really disappointed in the quality of the products for the prices being charged," Yelverton told AVN. "Shortly after that I noticed that the toys in my personal toy box were changing color on each other, and if they were doing that, what were they doing to my body? Once I began looking into it further and found out there were no regulations for sex toys, it was a no-brainer. I was

appalled of the chemicals used in not only sex toys but lubricants as well."

Entice Me was founded in February 2011, with the goal of selling only luxury, body-safe, non-toxic adult toys and accessories such as organic lubricants, massage oils, candles and other bedroom essentials.

"We only carry products that are phthalate-free and contain no parabens, glycols or glycerin," Yelverton said. "The majority of our sex toys are rechargeable and most of our accouterments are organic. We try to source from local companies, if possible, supporting other small businesses."

Offering high-quality products is just one of the ways Yelverton tries to set Entice Me apart from other home-party companies. Instead of parties, Entice Me hostesses hold "soirees," and employees are called "sexinistas."

"I wanted something that embodied my brand, the sexiness and the passion about high-quality sex," Yelverton said. "Distributor, consultant, etc. sounded so done. So I came up with 'sexinista.' It is like a fashionista, but for sex. Fashionistas like haute couture clothing; we like haute toys."

And from that initial decision to carry only certain high-quality products, Yelverton has never looked back. Not only does it set Entice Me apart from other home party companies, but also it allows her and her sexinistas to take pride in the items they offer: Each product carried by Entice Me has been researched for beauty, functionality and safety. And though last year was the first full year Entice Me was in business, Yelverton said she expects to see a 15 percent increase in sales, perhaps even more.

And it's not just the sexinistas who love the products and what the company stands for. Customers are also jumping on the higher-quality bandwagon.

"Our customers love it," she said. "Most were like me and had no idea what was in the products that we all probably had purchased in the past. We also have positioned ourselves to garner a different demographic than perhaps what other companies go after, because of everything we do—from education to the branding we have created."

That branding, she said, giving customers plenty of bang for their buck. In addition to selling them better pleasure products and lubricants, the sexinistas also offer plenty of education.

"We do educate a lot on products and chemicals, in general and during our soirees, but once people see what we have to offer, price has not ever been an issue," Yelverton continued. "People are more concerned than ever about eating organic, using safer products in all areas of their lives. The products we carry last a long time, have a warrantee, most don't even use batteries, so in the long run, they are probably saving money.

"You really can't put a price tag on your health and safety, not to mention a better sex life and more confidence—which I believe we show our customers too," she continued. "We really focus on making it a sexier world, by helping everyone feel sexier in and out of the bedroom, by teaching them about their bodies, our products and how to incorporate them into their lives both alone and with a partner."

For more information, visit [EnticeMe.co](http://EnticeMe.co).

**The majority of our sex toys are rechargeable and most of our accouterments are organic. We try to source from local companies, if possible, supporting other small businesses.**



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# Celebrity Buzz

## America's obsession with stars and their toys

By Sherri L. Shaulis

**B**eyoncé and Jay-Z spent \$6,000 on sex toys on a shopping trip at Babeland. A maid displayed actress Jennifer Lawrence's butt plugs on a hotel nightstand. Barbara Walters created a media frenzy when she joked on *The View* that she had a vibrator she nicknamed "Selfie." Celebrity gossip websites have posted story after story of some actor, singer or pop culture icon walking into or out of an adult boutique. And the public eats it up.

But why?

As long as there have been sex toy stores and boutiques, people have been shopping for pleasure products, and celebrities are no different. It's just that their forays into adult boutiques tend to be plastered all over gossip papers and the internet.

"In my view, this is the result of an interesting cultural synergy," said sociologist Chauntelle Tibbals, Ph.D. "In spite of recent developments in social justice and education, we as a culture are still very uncomfortable with sex. Discomfort, however, does not mean lack of interest. Now, couple this tentative sex-interest relationship with celebrity fascination—from products to politics, we all seem to be charmed, at least to some degree, by their proclivities."

"The media loves stories about celebrities and sex toys because it's salacious and fun," said Susan Colvin, president and CEO of CalExotics. "Jennifer Lawrence's anecdote about the butt plugs under her bed is an example of how people in the spotlight become more like everyday folks when they share stories like these. They can relate to her better. We all know people use sex toys, and when the public hears about celebrities who do, too, it gives them validation, and even permission, to do the same. It strips away the taboo aspect."




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**Our Cover Models** For the front cover of this issue we picked out a few favorites that had just the right shape to look oh so cool behind a pair of shades. This page, from top: the L1 from Jopen's Lust collection and the metallic red edition of New Sensations' Muse massager. Opposite page: the W1 and W2 from Ovo, and the Neon Luv Touch 5-Function Bullet from Pipedream Products.

## Reality Star Coco Visits Eldorado at ILS

Reality star, model, designer and author Coco (pictured) is one celebrity who is doing her best to bring pleasure products into the mainstream limelight. Coco worked closely with California Exotic Novelties' Susan Colvin and her team to design the sex toy line.

In her talks with CalExotics, said Colvin, president and CEO of CalExotics, "Coco stressed how important it was for the line to appeal to women. It was her idea to make the toys something girlfriends want to share, to talk about, and to confide in each other about. She wants the products to be things to help women discover their sensuality and open up about their inner passions. Like CalExotics, we share a similar goal to help educate women and couples about sexual health and wellness."

The Coco Licious line consists of 12 products, including a compact vibe, massagers disguised as lipstick and a compact, and newly designed rabbits.

On a mission to promote Coco Licious, Coco has been hitting the PR trail—including a stop March 5 on *Late Night With Seth Meyers*.

Appearing on the show with her husband, Ice-T, Coco explained to Meyers that she created the Coco Licious line to make women happier with themselves. "I'm going to make you look good inside and out," she said. When Meyers held up a box containing the line's Lipstick Vibe, Coco smiled, "This is going to help you—inside."

She added, "My whole collection is cutesy, girly. It's very discreet; you can put it in your purse and no one will know."

Meyers joked that it wouldn't be quite so discreet if *he* were carrying the vibe around, and Ice-T expressed his own perplexity about his wife's new venture.

"I haven't figured out what to do with any of these things," said the gruff-voiced rapper-turned-actor. "You can't walk around with one of these things. Where would you stick it?"

"Well, you know ..." Coco said, trailing off suggestively.

Without missing a beat came Ice-T's response: a firm "No."

Among Coco's other promotional appearances is a stop at the International Lingerie Show, held March 31-April 2 at the Rio Hotel & Convention Center in Las Vegas. The sex toy celeb will be at the Eldorado Trading Company booth, where she will be promoting the Coco Licious line.

"Eldorado is excited to pick up this line from a great manufacturer and endorsed by a strong female celebrity who empowers women," said Eldorado CEO Larry Garland.

Coco will be in the Eldorado ILS booth on April 1 from 1-3 p.m. Contact Eldorado's sales department at (800) 525-0848, or email [sales@eldorado.net](mailto:sales@eldorado.net) for more information.



**We all know people use sex toys, and when the public hears about celebrities who do, too, it gives them validation, and even permission, to do the same.**

—Susan Colvin

For some manufacturers, that interest in the sex toys celebrities are buying can translate into sales and more recognition for their brands.

"Everyone always wants to know what celebrities are wearing, who they are dating etc.," said Lucy Vonne D'Olimpio Kendrick, sales executive for Evolved Novelties. "Finding out what sex toys they are using is almost like what did they wear to that last event. People aspire to be like certain celebrities and if you found out what your most favorite actress was using in the bedroom you might just go out and get the same thing. Similar if you saw her wearing the latest greatest bag, you just have to have it.

"For an industry that has still been so taboo, by having a celebri-

ty back your product it makes it much more mainstream and acceptable," she continued. "It also can bring a whole new customer base you haven't reached in the past. A fan base of people who might not have even thought about sex toys but seeing their idol back a brand or toy makes it OK now to go get one."

But it's not just celebrities buying sex toys that's brought more of a sense of legitimacy to the pleasure products industry; celebrities designing their own lines has helped do away with some of the taboo. Evolved Novelties worked with Kendra Wilkinson, reality TV star and former girlfriend to Playboy's Hugh Hefner, to create her own line of products: Love Candy By Kendra. Though Wilkinson was not the first mainstream celebrity to create her own collection of



Shock jock Howard Stern's radio show has long provided a mainstream spotlight for adult products and personalities. So when it came time to celebrate Stern's 60th birthday, sex toy manufacturers were ready to shower the radio celeb and his friends with sensual and erotic items.

On Jan. 31, a mélange of musicians, artists and other guests gathered at the Hammerstein Ballroom to wish Stern a sexy 60th. Jimmy Kimmel hosted, and the guest list included Jon Bon Jovi, Larry King, David Letterman, Robert Downey Jr., the Black Keys, Lena Dunham, Heidi Klum, Whoopi Goldberg, Adam Levine and Steven Tyler, to name a few of the A-list glitterati and loyal listeners lucky enough to score seats.

Celeb guests received gift bags filled with trend-setting items in the pleasure product industry. The crew at FilthyDirty.com online boutique fashioned the gift bags, which were loaded with toys and body care products.

Gift bags for Stern's team included handpicked items from some of Filthy Dirty's favorite brands, including Kama Sutra, OhMiBod, Sensuva and Tenga (pictured). In addition to the gift bags for Stern and his co-stars, Sportsheets provided a gift box for host Jimmy Kimmel.

Among the gifts was lubricant made by Intimate Organics, an innovator in the field since 2008 with products that are vegan, paraben- and DEA-free, and which also contain USDA board certified organic extracts that are never tested on animals.

"We at Filthy Dirty love the Intimate Organics brand, which is why we carry the entire line," said Rebecca McClain, marketing director.

Sportsheets was an enthusiastic participant in outfitting the goodie bags. "Sportsheets packed up a special gift for Howard and Beth with our Under The Bed Restraint Kit, Door Jam Sex Sling, Sportsheet, G-Spot Link and two of our leather paddles," said Tom Stewart, founder and CEO of Sportsheets.

"We were very excited that the wonderful people over at Filthy Dirty invited us to be a part of this monumental birthday bash and that we could offer quality products to Howard and his team members," Stewart said, adding that FilthyDirty.com founder and CEO Victoria Gutwein told him, "I believe that this group of people are in tune with trends and quality items—they will appreciate what's been selected for them."



pleasure products, she was one of the most visible celebrities to do so.

California Exotic Novelties has also worked with several mainstream celebrities in recent years—Nick Hawk, star of Showtime's *Gigolos*; Phil Varone, former drummer from Skid Row; and most recently Coco, wife of rapper-turned-actor Ice T and star of reality TV show *Ice Loves Coco*—to create collections to match their celebrity images.

"TMZ leaked the story of Coco's new collection because they know the public loves these kinds of stories," Colvin said. "It's beneficial to the industry from a public relations perspective, because celebrities can use their influence to inspire people to take control of their sexuality. That is the whole message behind Coco's new Coco Licious Collection of toys. The Coco Licious Collection is all about Coco helping her girlfriends explore the amazing world of pleasure toys. She is a positive role model for women and couples, and it's going to be exciting to see what her celebrity influence will have, not only on her collection, but on the perception of toys to the mainstream public."

Tibbals echoed those sentiments, noting that celebrities are almost like lightning rods dictating what's acceptable in society.

"Thus, it's almost as if celebrity interest in and/or openness about sex toys gives us tacit permission to like them," she said. "In other words: if Beyoncé can shop for vibrators, then so can the rest of us."



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Flirty Little Secret Collection, Booty Parlor

**Outstanding Non-Powered Product**  
Zolo Cup, Adult Brand Concepts

**Outstanding Powered Product**  
Stronic Eins, Fun Factory USA

**Outstanding Lingerie Collection**  
Coquette 2013 Main Collection, Coquette

**Outstanding Packaged Lingerie Line**  
Curve Collection, Fantasy Lingerie

**Outstanding Costume Lingerie Collection**  
Dreams 2, Baci Lingerie

**Outstanding Accessory Product or Line**  
Connoisseur Harness Collection, Tantus Inc.

**Outstanding Marketing Campaign**  
Adam H. Campaign, Adventure Industries

**Outstanding Packaging**  
Key by Jopen

**Outstanding Debut Product**  
Ida, LELO

**Lifetime Achievement**  
Robert Pyne Sr., Williams Trading Co.

# Let There Be Light

## Afterglow is ready to change the vibrator game

By Sherri L. Shaulis

**D**r. Ralph Zipper is the first to admit that vibrators have made major advancements in many ways in the past several years—including the materials used, the colors offered and even motor strength. But he believes he has created a device that will truly change the world of vibrators.

Zipper, a urogynecologist, is no stranger to creating devices for the medical field, specifically devices using lasers to treat a variety of conditions and ailments. It was during clinical trials for the FDA for his most recent laser that he stumbled upon the world of vibrators and sexual health.

Zipper and his team were utilizing low-level laser energy—lasers that deliver less energy than a lightbulb—to treat pelvic pain. Zipper said many women started reporting side effects from the treatments.

“Some of these women were telling us they thought they were having orgasms, but they weren’t sure because they had never had them before,” Zipper told AVN. “And other women were telling us not only were they having orgasms, but they were having more intense ones.”

With results like that, Zipper decided the low-level lasers could be used outside the medical world.

“So three years ago, we decided to put a \$30,000 laser into a sex toy,” Zipper said. “Simple, right?”

Zipper said when he began researching vibrators and the sex toy industry, he found a “me too market,” with some manufacturers providing more bells and whistles but all producing vibrators that essentially performed the same function.

“We saw there was so much room for innovation,” Zipper said.

It took time and lots of trials from friends, neighbors, family members and more, but the result is the Afterglow, which can be used as a traditional vibrator or combined with the patented PulseWave light energy. PulseWave features light-emitting diodes that have been demonstrated to enhance physical arousal from the inside.



**“Three years ago, we decided to put a \$30,000 laser into a sex toy. Simple, right?”**

**—Dr. Ralph Zipper**





The Afterglow is a rabbit-style vibrator that combines powerful motors in the shaft and a clitoral stimulator with LEDs.

"The ways that the light affects the tissue is not a side effect that we thought of when we were using them for pelvic pain treatment," Zipper said. "But it made complete sense to us."

The lasers, he said, are designed to help increase blood flow to the tissues. The science behind it, he explained, is that the light causes the body to increase production of the cyclic guanosine monophosphate (cGMP) enzyme, which naturally causes blood vessels to open and smooth muscles to relax. The results for women using the Afterglow are similar to the effects on men who use Viagra, since Viagra keeps the body from breaking down that same enzyme, Zipper explained.

While Viagra passes through the entire blood stream and is not able to target the vagina and clitoris, the LEDs in the Afterglow do target those specific areas, he said. And increased blood flow leads to more sensitive nerve endings, which in turns leads to increased arousal.

Zipper noted that Afterglow can be used as a traditional vibrator, where users can rely on the vibrations alone. But when combined with the PulseWave technology it can be more of an experience.

There is a learning curve to using the Afterglow, Zipper said. Most women report that they use and experiment with the Afterglow three or four times before they find their "sweet spot" with the device. The key, he noted, is patience.

There are six diodes in the Afterglow, which offers up to 85 pleasure combinations with and without PulseWave. When using PulseWave, Zipper said, the longer the user can experiment with it, the better.

"We've found that most women experience increased arousal and many times orgasm between five and eight minutes," he said.

In fact, after several test subjects reported the times and patterns that gave them the most satisfactory results, the designers created a pattern called PulseWave 0. A special button on the Afterglow initiates the program, which lasts about seven minutes, Zipper explained.

"Afterglow is the first of our series of unique devices that use medical science matched with anatomy and physiology to help make sex and masturbation feel even better for women, and it's the first important step in a huge direction," Dr. Zipper said.

Afterglow is made of silicone with an ABS plastic handle that houses large "no-look" buttons with raised icons that can be operated by touch alone. Afterglow is rechargeable via a USB port and is packaged in a white leather box. Each unit comes with a one-year warranty and a limited lifetime warranty following product registration online.

For more information about Afterglow and Dr. Ralph Zipper, visit [AfterglowScience.com](http://AfterglowScience.com).

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# Wet and Wild

## Bubble Love dives into pleasure product market

By Iris Blocks

In the ever-expanding sex toy world, innovations have been coming fast and furiously over the past few years, but most new developments are limited to something that you can stick in your body or stick your body into.

Until now. A new company has emerged with something so different yet so simple that it will have people in the industry scratching their head and thinking, “Why didn’t I come up with that?”

Many women, if they’re being honest, will admit that their first sexual experience occurred at a very tender age in a very private place: lying in the bathtub under the faucet, letting a stream of gushing water splash over their nether regions. Or perhaps they got a little too close to the hot tub’s burbling jets, creating another instance of accidental pleasure. They might not have even been aware of what they were doing. They just knew it felt *really, really* good.

So along comes Bubble Love, which re-creates the excitement caused by a bathtub faucet without the harsh sensation that a direct stream of water produces. Instead, Bubble Love infuses its water jet with countless tiny bubbles, allowing for powerful, non-contact stimulation of the clitoris. The inventor of Bubble Love has designed a way to add sexual pleasure to the emotional, mental and physical well-being that women experience while relaxing in the tub.

Bubble Love recently tapped 20-year-plus industry veteran Kim Airs as director of sales and business development, and she had plenty to say about this distinctly different pleasure product.

“First of all, the discreet shape of Bubble Love immediately tells you that this is no ordinary stimulator or bath product. The best thing about the design of Bubble Love is that you can leave it on your bathtub edge without anyone knowing exactly what it does,” Airs said.

“When you hold it, the ergonomic shape fits easily in your hand, which makes it easy to use. And believe me, using it is the best part!” she exclaimed.

One distinction is that Bubble Love is made to operate *only* when submerged in the bath or hot tub—it’s the first truly underwater sex toy. Bubble Love contains an internal sensor that detects whether or not the unit is submerged, and it will automatically shut off when it isn’t.

The air intake is the secret to creating the pleasurable stream of bubbles that shoots out of Bubble Love’s nozzle. In a shallow tub, the air intake sits outside of the water; in greater depths, one simply inserts a smooth silicone tube into the air intake and the bubble floater will pull in air from above the water’s surface.

That’s when the fun begins, Airs said. “Just hold Bubble Love in your hand, snuggle up close to the



**“This is truly the first product of its kind and the best experience you’d ever want for an underwater bath-time adventure.”**

**—Kim Airs**

nozzle, and allow it to shoot the millions of bubbles against your clitoris and you’ll have the strongest, intense, yet most gentle sensation you’ve ever experienced,” she said. “This is truly the first product of its kind and the best experience you’d ever want for an underwater bath-time adventure.”

On the top of the Bubble Love handle is the air control knob, which allows the user to have fewer bubbles for a milder jet, or a stronger mix of bubbles to give the sensation of more power. Kim added, “Women who have pleased themselves with Bubble Love love the fact that they can change the setting while they are using it with no interruption in action. All it takes is a simple twist of the knob to get to the right amount of bubbles to shoot them into orbit.”

The inventor of Bubble Love has further enhanced the Bubble Love experience by allowing for hands-free use and internal stimulation. With a raised suction cup base extension, the user can position Bubble Love for optimal clitoral contact without having to hold the device.

Because many women also enjoy internal stimulation, Bubble Love sports an attachment socket just below the water jet into which an optional, custom-made silicone dildo slips in via a rustproof, stainless steel pin. “We felt it was important to add another dimension of pleasure for those women who like both external and internal stimulation at the same time. When the silicone dildo is in the socket and the unit’s suction cup is attached to the tub floor, Bubble Love works like a joystick,” the inventor explained. “The Bubble Love team

affectionately named the silicone dildo 'the Dilly' and I'm happy to say that we'll soon have several designs and sizes available because, as we know in this business, one size does *not* fit all!"

Bubble Love is completely rechargeable, using a lithium-ion waterproof battery that is encased in the sealed motor compartment. Each sealed motor is tested prior to assembly and carries a one-year warranty. The design and technology of Bubble Love also boasts many patents in the United States and other countries.

The Bubble Love team is currently designing a display that will showcase a video of how Bubble Love is used in the bath. Since stores don't usually have a bathtub in their store, showing the Bubble Love



in action will help customers understand how and what it does. "The display will really showcase the product, and I'm sure the majority of women will take one look at it and get it right away," Airs said. "It will not only have the video player but also house inventory of both Bubble Love and the various Dilly designs."

Bubble Love is in production and due to arrive on U.S. shores in early May. Vibratex, the distributor known for the Magic Wand and the original Rabbit Pearl, is Bubble Love's first distributor; it will carry both Bubble Love and the Dilly. Bubble Love will be officially launched at the spring ILS

in Las Vegas, and Airs is already taking pre-orders.

For further information, visit [BubbleLove.com](http://BubbleLove.com) or contact Kim Airs directly at (844) I-LOVE-BUBBLES. "I absolutely LOVE that phone number!" Airs exclaimed. We do, too.

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## The Bad Cop Ensemble

Pipedream Products

[PipedreamProducts.com](http://PipedreamProducts.com)

The Bad Cop ensemble from Pipedream Products' Fetish Fantasy Lingerie collection has everything needed to put on a show or live out a fantasy. It's the little details that make this outfit special, including the lace-up closures on the waist cincher and the front of the boy shorts and the cop hat that clips into hair.

**Retailing:** The vinyl used in the cincher and boy shorts gives a "wet look" to the outfit.

**Colors:** Black

**Sizes:** One Size

**MSRP:** \$\$



## Best Lesbian Erotica 2014

Cleis Press

[CleisPress.com](http://CleisPress.com)

What sets *Best Lesbian Erotica 2014* apart is the characters in each of the short stories. Each woman is described in so much detail, you can almost feel their passion. The book has already been hailed as "mesmerizing" by the Insight Out Bookclub, the largest LGBT reading group in the world.

**Retailing:** Editor Kathleen Warnock is a Goldie-nominated editor.

**Editor:** Kathleen Warnock

**Page count:** 246 pages

**MSRP:** \$



## Best Women's Erotica 2014

Cleis Press

[CleisPress.com](http://CleisPress.com)

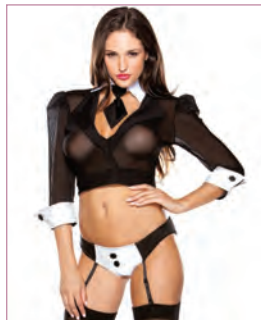
This collection of short stories delivers risky, romantic and heart-pounding thrills. These steamy stories are daring and authentic and revel in erotic adventure. The narratives feature strong characters who show how sexual experience is different for everyone.

**Retailing:** The anthology includes some of the finest female erotic fiction today.

**Editor:** Violet Blue

**Page count:** 212 pages

**MSRP:** \$



## The Boss Costume Fantasy Lingerie

[FantasyLingerie.net](http://FantasyLingerie.net)

From Fantasy Lingerie's Play collection, the Boss Costume is a new take on a business suit. Sheer black fabric creates the "jacket" portion of the ensemble. The neck and sleeves are accented with stark white collar and cuffs decorated with black buttons. Also at the neck is a short, decorative necktie.

**Retailing:** The matching panties have details that matches the cuffs on the top.

**Sizes:** S/M, L/XL

**Display:** Hanging

**MSRP:** \$\$



## Butterfly Nipple Clamps

Pipedream Products

[PipedreamProducts.com](http://PipedreamProducts.com)

While the clamps themselves are alligator-style, the butterfly portions of the clamps are decorative metal designs that hang from metal chains attached to the clamps. The butterfly decorations have black-and-white string running through the wings, making them look more intricate and delicate.

**Retailing:** The clamps nicely blend form and function.

**Materials:** Metal, rubber, cotton string

**Display:** Hanging

**MSRP:** \$



## Cash Cage Mini Dress Lapdance Lingerie

[XgenProducts.com](http://XgenProducts.com)

The Cash Cage Mini Dress is designed to show that less can be more. From the front, it looks like a typical dress for clubbing: A keyhole cutout over the cleavage has a latticework design. But turn around and that's where the fun begins. The same latticework design extends from the middle of the back down to the derriere.

**Retailing:** The dress has a scoop neckline and spaghetti straps that are adjustable.

**Colors:** Pink, black

**Display:** Hanging

**MSRP:** \$\$



## Comet Wand Jopen

[Jopen.com](http://Jopen.com)

The Comet Wand boasts a durable glass body that is dipped in silicone and ergonomically curved for G-spot stimulation. The Key by Jopen emblem is displayed on a stainless steel disc on the side of the handle. The silicone casing has swirls and ridges for stimulation throughout once inserted.

**Retailing:** The handle also has swirls and ridges, which makes it easier to grip.

**Colors:** Blue, lavender, pink

**Dimensions:** 5 inches by 1.5 inches

**MSRP:** \$\$\$

Spotlight

Backroom Mini Dress

Lapdance Lingerie

XgenProducts.com

The tube dress features seductive cutouts in all the right places: in a triangle shape from the breasts to the navel, all across the back and on each side, from the hips to the bottom of the dress. The stretchy fabric ensures it will hug a woman's curves as well.

**Retailing:** The dress has bands at the top and bottom that are reinforced and won't unravel.

**Colors:** Pink, blue, black, green

**Sizes:** One Size, Queen

**MSRP:** \$\$



Crotchless Cage-Back Panty

CalExotics

CalExotics.com

What looks like just another pair of panties from the front is really a Sexy Little Panty (according to the packaging) that beautifully showcases a woman's backside. Spaghetti straps extend from the hips and meet at the waistband and crotch in the back, while a bow adds the perfect touch.

**Retailing:** The panties are crafted from nylon and Spandex.

**Colors:** Pink, black

**Sizes:** XS/S, M/L

**MSRP:** \$



Enchanted Bunny

CalExotics

CalExotics.com

The Enchanted Bunny sets itself apart from other rabbit-style vibrators with the rows of rotating beads in the shaft. Rather than have beads in straight rows, in this case they are offset from one another, to provide a different sort of sensation during insertion.

**Retailing:** The vibrator boasts three speeds of shaft rotation and seven functions of vibration, pulsation and escalation.

**Colors:** Pink and clear

**Power:** Four AA batteries

**MSRP:** \$\$



Fifty Ways to Tease Your Lover

CalExotics

CalExotics.com

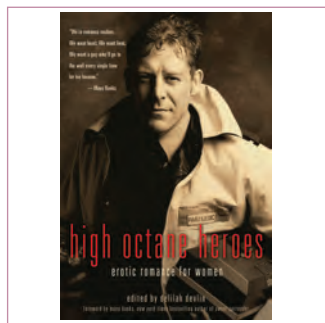
Billed as "The Adult Couple 'Tie and Tease' Game," Fifty Ways is a game-themed way to introduce mild bondage into a relationship. The game serves as a fun, sexy alternative for couples bored with traditional lovemaking and as a beginner's guide to safe and playful BDSM.

**Retailing:** The cards provide simple, easy-to-follow instructions on how to tie up and tease a lover.

**Contents:** Rope, dice, mask, cards, feather

**Display:** Shelf

**MSRP:** \$\$



High Octane Heroes: Erotic Romance For Women

Cleis Press

CleisPress.com

There's nothing like a hero to get a woman's engine revving. Be it a uniform, a manly physique or courage levels off the charts, there's a quality the men in these short stories that make them kick-ass iconic heroes and sex symbols.

**Retailing:** The anthology contains 15 stories.

**Editor:** Delilah Devlin

**Page count:** 232 pages

**MSRP:** \$



Jessie Wig

Pleasure Wigs

XgenProducts.com

The Jessie Wig from Pleasure Wigs features long, human-like and high-quality synthetic materials. The style features a part in the center with big, bouncy curls at the end. The wigs bounce back to their original shape when they are washed with warm water and soap.

**Retailing:** The packaging features models in the wig and can also serve as storage.

**Colors:** Red, platinum blonde, black, brown

**Display:** Hanging

**MSRP:** \$\$\$



Lace Asymmetrical Dress With Criss-Cross Back

Fantasy Lingerie

FantasyLingerie.net

The textured and patterned lace dress has a skirt that falls to the top of the thighs on the left leg and is cut on the diagonal to fall around the knees. The hemline has a two-inch ruffle. The dress secures with spaghetti straps at the neck and sides that criss-cross in the back.

**Retailing:** The dress is part of Fantasy Lingerie's Tease boxed line.

**Colors:** Black

**Sizes:** One size

**MSRP:** \$\$



Spotlight

Microfiber Boxer  
Envy Menswear

*EnvyMenswear.com*

The Microfiber fabric breathes well and is stretchy, so it fits comfortably. Made from 95 percent nylon and 5 percent Spandex, the boxers keep their shape through multiple wearings and washings. The front also has a pouch designed in the construction to fit and show off a man's package.

**Retailing:** The boxers should only be hand washed.

**Colors:** Black, white, black and white

**Sizes:** S/M, M/L, L/XL

**MSRP:** \$



Lace Teddy  
Baci Lingerie

*BaciLingerie.com*

This teddy is held together lengthwise by individual fabric elements. The legs are cut high at the thighs, and the piece has a scoop neckline. The one-piece construction has key-hole cutouts along the spine. The lace itself has a textured pattern to it that gives a more sophisticated look.

**Retailing:** The teddy should be hand washed separately.

**Sizes:** One size, Queen

**Colors:** Black

**MSRP:** \$\$



Luv Patch  
Luv Patch

*LuvPatch.com*

Billed as "body art for your private parts," the Luv Patch is a decoration for the pubis bone, just above the vagina. The self-adhesive patch comes in a variety of shapes and fabrics, so women can find a style to match their mood. The Luv Patch is a one-time use decoration, but the price point is low enough for buyers to pick up more than one at a time.

**Retailing:** The Luv Patch should be applied to skin that is clean and free from hair.

**Materials:** Fabric, skin-safe adhesive

**Display:** Hanging, POP

**MSRP:** \$



Mesh Pouch With C-Ring  
CalExotics

*CalExotics.com*

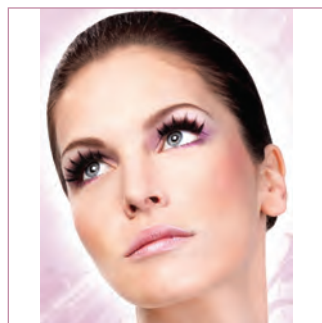
This men's G-string has a lightweight mesh fabric for the pouch, which hides and houses the rubber C-ring that gives added support and a fuller look. A fabric loop with snap closure holds the ring in place, but allows for its removal for use without the garment.

**Retailing:** The G-string is made from nylon and Spandex, and the snap is made from copper.

**Colors:** Black

**Sizes:** S/M, L/XL

**MSRP:** \$



Natural Look Eyelashes  
Baci Lingerie

*Baci-Lingerie.com*

From the Starlight Edition lash collection from Baci, these Natural Look eyelashes are more sedate than other varieties available. The black lashes look more like expertly applied mascara as opposed to false eyelashes. The lashes also come with glue to apply them.

**Retailing:** The lashes are a little long and might not work as well for people who wear glasses.

**Sizes:** One size

**Display:** POP

**MSRP:** \$



Naughty Girl Mini Dress  
Lapdance Lingerie

*XgenProducts.com*

The one-piece dress has reinforced bands at the top and bottom so the fabric won't fray and seductive cutouts that are horizontally slotted and run along the sides of the dress from top to bottom. The tube dress has no straps, so it's as easy to take off as it is to put on.

**Retailing:** Upsell with panties and stockings for a complete look.

**Colors:** Black

**Sizes:** One Size, Queen

**MSRP:** \$\$\$



Nipple Tassels for  
Naughty Pleasure  
Ouch! Toys

*EvolvedNovelties.com*

Pasties are an easy way to feel sexy and accessorize an outfit. They can also be a surprise for the wearer's lover. These pasties have soft tassels that add to the sexy look and lightly tickle the breast with every movement.

**Retailing:** The pasties are covered in fabric and gems, making them gift-worthy as well as appealing to impulse shoppers.

**Colors:** Pink

**Sizes:** One Size

**MSRP:** \$



Spotlight

Pirate Booty Costume  
Fantasy Lingerie

*FantasyLingerie.net*  
From Fantasy Lingerie's Play collection, which features playful and sexy bedroom costumes, this pirate ensemble really shows off the booty. With a black bra embellished with a red skull and cross bones, the set also boasts a G-string, and black-and-red sash and micro mini.  
**Retailing:** The set also comes with an eye patch to complete the look.  
**Display:** Hanging  
**Sizes:** One size fits most  
**MSRP:** \$\$



Satin Romper With  
Lace Bodice  
Fantasy Lingerie

*FantasyLingerie.net*  
The satin romper is delicately enhanced with a wide band of lace at the bodice, and matching lace detailing on the legs. It features a looser fit so the fabric drapes elegantly. Spaghetti straps criss-cross in the back, and elastic at the waist cinches the piece in for more definition.  
**Retailing:** The romper should be hand washed in cold water.  
**Colors:** Black and white  
**Display:** Hanging  
**MSRP:** \$\$



Wedding Night Kit  
Pipedream Products

*PipedreamProducts.com*  
Say "I do" to a night of fetish and fantasy with this kit. Everything a newlywed couple needs to explore a night of naughty fetish fun is included in this all-white kink kit. The kit is not just for newlyweds, however; it's also good to market to couples celebrating an anniversary or anyone looking to explore kink.  
**Retailing:** The kit is worth stocking for weddings, bridal showers, bachelorette parties and more.  
**Contents:** Satin Love Cuffs, Cat O' Nine Tails Flogger, Sexy Lace Garter Belt, Sexy Satin Panties, Feather Tickler, Satin X-Pasties, Love Mask  
**Display:** Hanging, shelf  
**MSRP:** \$\$



Nipple Titillator  
System JO

*SystemJo.com*  
A special blend of nine plants and herbs are combined in this formulation and a strawberry flavor is added to help perk up nipples. In addition to stimulating the nipples of the user, they also make them more lickable for a partner. Application is easy: Just apply a little dab to nipples and rub in.  
**Retailing:** The herbs and plants help to increase blood flow to this erogenous zone.  
**Sizes:** 1-ounce pump bottles  
**Display:** Shelf  
**MSRP:** \$



Pecker Tiara  
Pipedream Products

*PipedreamProducts.com*  
From Pipedream Products' line of bachelorette-themed products, this Pecker Tiara is great for bachelorette parties, birthday parties or girls' nights out. The headband is topped with decorative feathers and an intricate design with a penis in the middle.  
**Retailing:** The headband fits most every size head.  
**Colors:** Pink  
**Materials:** Plastic, feathers  
**MSRP:** \$

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