



# Womanizer

## Press Kit



# Womanizer

empowers everyone to find  
their individual sexual  
fulfillment

## How?

- We encourage an open-minded and shame free dialogue about (female) sexuality and pleasure and invite everyone who wants to join us.
- We regularly speak with international experts, doctors and therapist to gain new insights.
- We advocate for equality, diversity and sexual empowerment.
- We create beautifully designed premium products that enable people to explore and enjoy their sexuality.



# The true original

Womanizer was **the first product** to use changes in air pressure to gently suck and massage the sensitive nerve-endings of the clitoris, leading to a **new kind of extraordinary orgasm**. This is possible through the **patented Pleasure Air Technology**, which can only be found in the original Womanizer products.

With the invention of Pleasure Air, we **revolutionized the sexual wellness industry in 2014** and created a new category of sex toys.



# #IMasturbate

In early 2019, Womanizer launched the **#IMasturbate** campaign and movement to show that masturbation is completely natural, healthy and beautiful. We believe: **A fulfilled sexuality – especially with oneself – is an essential part of a healthy life.**

However, for many women, this is not yet their reality. A Womanizer study\* found out that the global **Masturbation Gap between men and women is still 62%.**

In October 2020, British singer and author Lily Allen joined the movement and to help lead the charge on raising awareness for more sex positivity and ending the stigma around female pleasure.

\*Conducted by Appinio. July 2021. 17 countries, 14,500 participants.



# Measures (1)

Under the umbrella of our #IMasturbate movement, we have introduced different measures to further destigmatize women's pleasure:



**Clinical study: Menstrubation** (Menstru(ation) + (Mastur)bation)  
In 2020, Womanizer conducted the world's first clinical study that examined whether masturbation can help against period pain. Almost 500 women from all over the world participated. **The results: Yes, masturbation can help ease period pain and has short- and long-term, pain-relieving effect.** With these new findings, we want to close the Gender Health Gap, which disadvantages women.



**International Equal Masturbation Day**  
In 2020, Womanizer introduced the **International Equal Masturbation Day**, raising awareness towards the Masturbation Gap. In 2021, the gap sat at 62%, therefore day fell thus on August 14. The date symbolizes the first day of the year that women would have masturbated for the first time compared to men who started masturbating at the beginning of the year.

# Measures (2)



## The Pleasure Fund

The Pleasure Fund is our commitment to **invest 250,000 €** over the next five years in research on **women's sexual health, well-being and pleasure**. Women have been historically neglected in medicine and research. This lack of research leads to the "Gender Health Gap," and we want to do our part in lessen this gap. The first project studies the **effects of sexual dysfunction for those recovering from breast cancer**, in collaboration with Berlin's Charité University Hospital & Research Institute. First results expected: October 2022.





# Facts & Figures

1) Global survey within Womanizer's tester panel (MasturbaTEAM) of 610 adult women in July 2020.

**Giving pleasure  
since 2014**



**Best  
Luxury  
Brand  
2020**  
(xBiz Awards)

**4m+**  
Womanizer  
products sold  
in over  
**60 markets**



**92%**  
would  
recommend  
Womanizer to  
a friend <sup>1)</sup>

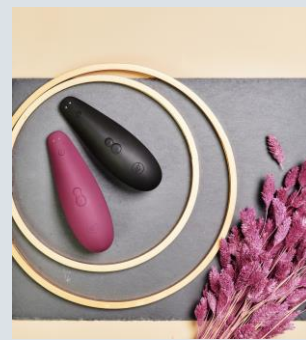


**98%**  
of women  
have an  
orgasm with  
Womanizer <sup>1)</sup>



**"An absolute must for every woman, please do not let the price discourage you. After 2-3 minutes I have a lake in my sheet [...] the absolute madness, I can only scream with lust!!!"**

AMORELIE

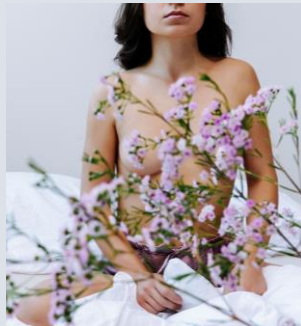


**"This is by far - THE GREATEST personal adult toy I have ever used. I would have easily paid double what I spent...I am left absolutely speechless! (or shall I say 'breathless!)"**

  
ellaparis

**"Life Changing; This is probably one of the greatest sex toys I have ever come into contact with honestly."**

Lovehoney  
the sexual wellness experts



**"Womanizer is [...] the Ferrari of sextoys! A well-designed product, easy to use and clean, always ready for your pleasure."**

amazon

**"The best sex toy ever"**

Customer Feedback





# For you. For me. For everyone!



DUO



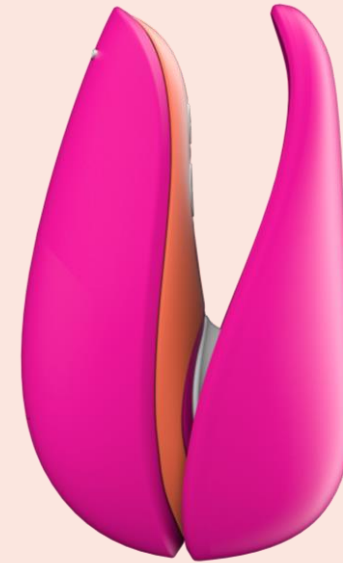
PREMIUM 2



PREMIUM ECO



CLASSIC 2



LIBERTY



STARLET 3



**DUO**



**Premium 2**  
**NEW!**



**Premium Eco**



**Classic 2**  
**NEW!**



**Liberty**



**Starlet 3**  
**NEW!**

	<b>DUO</b>	<b>Premium 2</b> <b>NEW!</b>	<b>Premium Eco</b>	<b>Classic 2</b> <b>NEW!</b>	<b>Liberty</b>	<b>Starlet 3</b> <b>NEW!</b>
<b>Colors</b>	<p><i>Black, Bordeaux, Blueberry, Raspberry</i></p>	<p><i>Bordeaux, Black, Blueberry, Raspberry, Warm Gray</i></p>	<p><i>Rose</i></p>	<p><i>Black, Bordeaux</i></p>	<p><i>Red Wine, Lilac, Powder Blue, Pink Rose, Rebellious Pink</i></p>	<p><i>Turquoise, Indigo, Violet, Pink, Gray</i></p>
<b>Control</b>	Five buttons	Four buttons	Two buttons	Three buttons	Two buttons	Two buttons
<b>Stimulation</b>	External and Internal	External	External	External	External	External
<b>Material</b>	Silicone	Silicone	Biolene	Full Soft-touch Surface & Silicone buttons	ABS	ABS
<b>Charging time</b>	120 min	120 min	120 min	120 min	60 min	30 min
<b>Run time</b>	120 min	240 min	240 min	180 min	120 min	30 min
<b>Intensity Levels</b>	12	14	12	10	6	<b>6</b>
<b>Autopilot</b>	No	Yes	No	No	No	No
<b>Smart Silence</b>	Yes	Yes	Yes	No	No	No
<b>Water Resistance</b>	Waterproof (IPX7)	Waterproof (IPX7)	Splashproof (IPX 4)	Waterproof (IPX7)	Waterproof (IPX7)	Waterproof (IPX7)
<b>MSRP</b>	€199 / £179 / \$219 / CAD 219	€189 / £169 / \$199 / CAD 219	€189 / £169 / \$199 / CAD 219	€129 / £119 / \$129 / CAD 149	€99 / £89 / \$99 / CAD 119	€69 / £69 / \$79 / CAD 99

# Who is behind the brand?

A passionate, international team that is committed to women's pleasure and sexuality.

Womanizer belongs to the Lovehoney Group, one of the world's leading companies in the sexual wellness industry and provider of premium intimate products for your love life. Our mission is to promote sexual happiness and empowerment through design innovation, research & development and outstanding customer service. In addition to Womanizer, the company houses many other award-winning brands like We-Vibe, Fifty Shades of Grey, Arcwave and Happy Rabbit.

Lovehoney Group was formed in 2021, when Lovehoney, Amorana and WOW Tech joined forces under the leadership of CEO Johannes Plettenberg. The Group employs more than 730 employees in ten offices around the world. The revenue for 2021 is over \$400 million.





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# Contact

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