

A woman with dark, wavy hair and bangs is the central figure. She is wearing a bright orange, off-the-shoulder top with ruffled sleeves. She is holding a pink and white circular object, possibly a compact or a small mirror, near her right eye. The background is a plain, light-colored wall.

WOMANIZER
PRESS KIT
2021

A photograph of three women of diverse ethnicities and hair colors (dark, curly, and light brown) smiling and posing together. They are wearing various shades of pink clothing. The background is a solid pink color with a draped fabric effect.

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. We wanted 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 recent Womanizer study* found out that the global **Masturbation Gap between men and women is still 68%.**

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

*Conducted by Appinio. July 2020. 14 countries, 7.000 participants.



#IMasturbate

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



Clinical study: Menstrubation (Menstru(ation) + (Mastur)bation)
In May 2020, Womanizer initiated a global clinical study with 1.000 womxn. This is the first study of its kind. The goal: To determine whether **orgasms can reliably ease period pains**. On a larger scale, we want to close the Health Gap, which disadvantages women.



International Equal Masturbation Day
On September 5th, 2020, Womanizer launched **the International Equal Masturbation Day**, raising awareness towards the Masturbation Gap, which currently stands at 68%. The date (September 5) is symbolic as this is the day women first masturbated for the year compared to men who started masturbating at the beginning of the year.

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 ¹⁾



98%

of women have an orgasm with Womanizer ¹⁾





“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!')”



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



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



“The best sex toy ever”

Customer Feedback

For you. For me. For everyone!



DUO



PREMIUM



CLASSIC



LIBERTY



STARLET

The portfolio



	Duo	Premium	Classic	Liberty	Starlet
Colors					
External or Internal	External and Internal	External	External	External	External
Stimulation	Clitoral and G-spot	Clitoral	Clitoral	Clitoral	Clitoral
Control	Five buttons	Four buttons	Three buttons	Two buttons	Two buttons
Material	Silky-smooth medical-grade silicone	Silky-smooth medical-grade silicone	ABS plastic	ABS plastic	ABS plastic
Charging time	120 min	120 min	120 min	60 min	30 min
Intensity Levels	12	12	8	6	4
Autopilot	No	Yes	No	No	No
Smart Silence	Yes	Yes	No	No	No
Water Resistance	Waterproof	Waterproof	Waterproof	Waterproof	Waterproof
MSRP	€199 / £179 / Fr229	€189 / £169 / Fr219	€129 / £119 / Fr159	€99 / £89 / Fr119	€69 / £69 / Fr89

Who is behind it?

A young international team is committed to female pleasure and sexuality.

Womanizer belongs to the WOW Tech Group, a leading company in the sexual wellness industry, with four offices in Berlin, Hong Kong, Ottawa and Shanghai.

WOW Tech was founded in 2018, when Womanizer merged with the Canadian sex toy company, We-Vibe. In the past years, the company grew from three employees working in a small office for subletting, to a globally active company with over 200 employees from over 20 countries, on three continents. In 2020, the turnover was around 100 million euros.



Contact

Sammy Wolfin
PR Expert

P: +1 (201) 316-3137

E: press@womanizer.com