

Womanizer  
THE ORIGINAL

# Press Kit



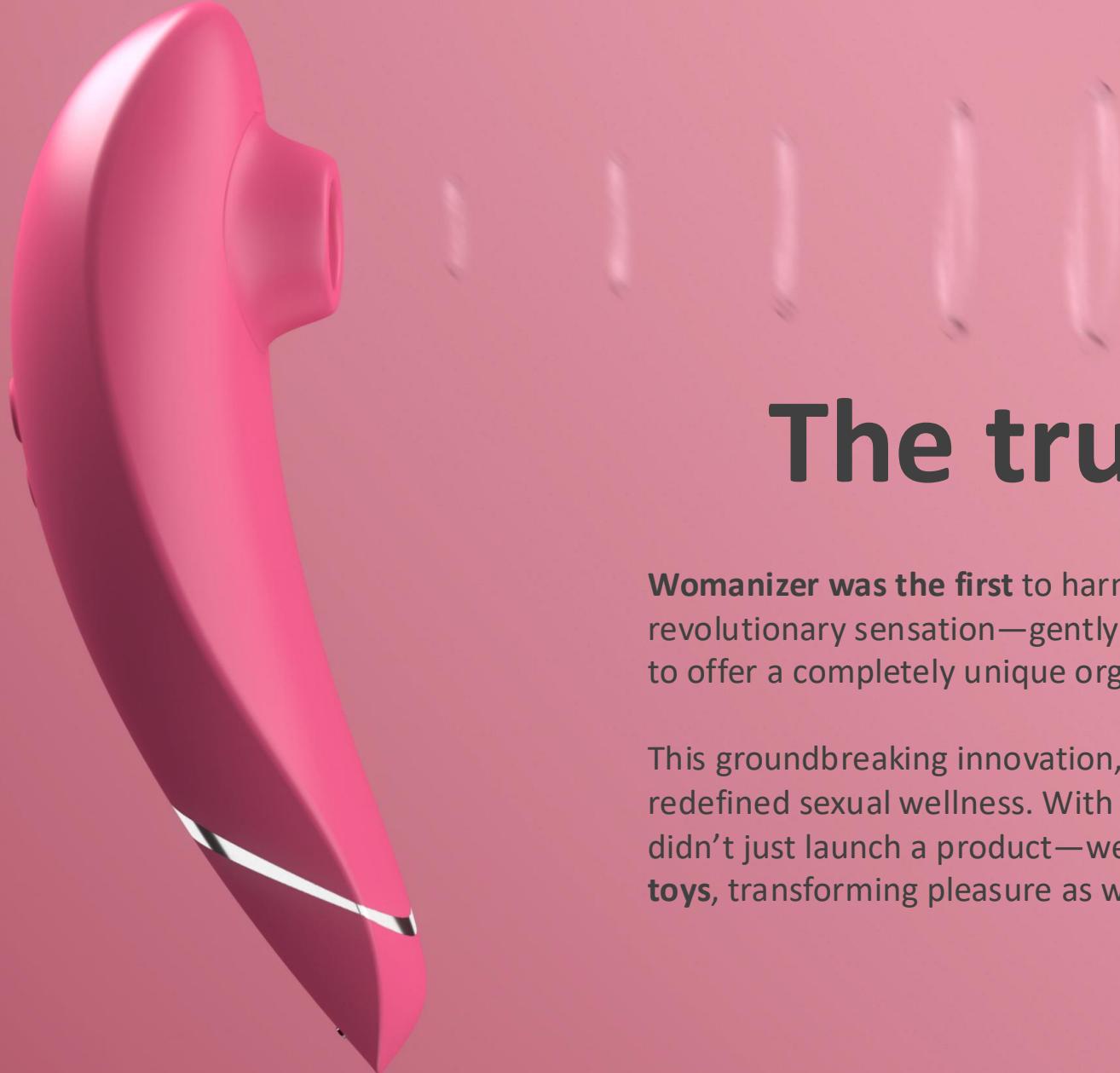
# Womanizer

empowers everyone to find their individual sexual fulfillment



## How?

- We encourage an open-minded and shame-free dialogue about women's sexuality and pleasure and invite everyone who wants to join us.
- We regularly speak with international experts, doctors and sex therapists to gain new insights and on top of the latest trends.
- We believe that pleasure is a pivotal part of self-care and the ultimate holistic wellness tool.
- We create beautifully designed premium products that enable people to explore and enjoy their sexuality.



# The true original

**Womanizer was the first** to harness changes in air pressure to create a revolutionary sensation—gently stimulating the clitoris with soft pulses of air to offer a completely unique orgasmic experience.

This groundbreaking innovation, known as **Pleasure Air Technology**, redefined sexual wellness. With the introduction of Pleasure Air in 2014, we didn't just launch a product—we pioneered an **entirely new category of sex toys**, transforming pleasure as we know it.

# Facts & Figures

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

Providing pleasure  
since 2014

98%

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

10M+

Womanizer  
products sold in  
more than  
90 markets



92%

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



**Award-Winning**  
PR Daily 2025: Best  
Publicity Stunt  
XBIZ 2025: Best  
Luxury Product





# Brand Awareness

# 12.6+ billion

In 2025, Womanizer saw a **global reach of 12.6 billion impressions** among 3k+ articles.

**10M+**

Womanizer products sold around the globe

**The True Original**

The first to invent Pleasure Air

**Nationally Recognized**

Featured in Women's Health Best Vibrators of 2025, Bustle's 2025 Sexual Wellness Awards, AskMen's 2025 Dating Awards, and more

# well+good

"Few sex toys have become as ubiquitous as Womanizers', which are revered by reviewers for their ability to bring users to climax, all without *direct* contact."

# the Strategist

"Womanizer was the first to create "air-pleasure technology" when it unveiled its first air-suction toy in 2014 and is still widely credited as the brand that has best perfected it in the years since."

# COSMOPOLITAN

"I've had a lot of orgasms, but the last time I had an orgasm like my first with the Womanizer Liberty? \*checks calendar\*...never,"

# Best-Sellers



Premium 2



**the Strategist**

"While it is pricey, if it ever broke, I would go without groceries to buy a new one. It's become that essential to my life."

Liberty 2



**VICE**

"While Womanizer makes plenty of power-house toys, this one stands apart for how travel-friendly it is. Compact and designed with a magnetic cover clip, it's an easy toy to stash in your weekender bag."

Next



**REFINERY29**

"I was enjoying the ride so much that I barely noticed that I was approaching my climax. And I kid you not when I say it was one of the longest orgasms I've ever felt."

Duo 2



**sheknows**

"A suction toy that doubles as a penetration toy, Womanizer Duo 2 does it all. If you kind of want an "everything and the kitchen sink" sex toy experience, this one might be for you."

Classic 2



**PureWow**

"With tons of knockoffs on the market, The Womanizer is what sex toy aficionados would consider the 'little black dress' of sex toys. Sure, you can try on something else, but this classic piece is totally worth the investment."

# The Pleasure Fund

Launched in 2021, [The Pleasure Fund](#) is our five-year commitment to invest 250,000 € 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 Womanizer wants to do our part in lessen this gap.

## Clinical Studies:

### **Menstruation** (Menstru(ation) + (Mastur)bation)

In 2020, Womanizer conducted the world's first clinical study that examined whether masturbation can help against period pain.

Nearly 500 women from all over the world participated. The results showed that masturbation can help ease period pain and has short- and long-term, pain-relieving effect.

### **Breast Cancer**

This project studied the effects of sexual dysfunction for those recovering from breast cancer, in collaboration with Berlin's Charité University Hospital & Research Institute. Results showed that breast cancer survivors, who were undergoing antihormonal treatment, experienced both mental and physical arousal when using a Womanizer toy.



# Menopause Research

As a long-standing advocate for pleasure at every stage of life, Womanizer is committed to driving meaningful change—today and for generations to come. That commitment goes beyond conversation and is backed by research and action.

In 2024, Womanizer partnered with the Kinsey Institute to survey Americans on their knowledge of and experiences with menopause. The findings uncovered a powerful yet often overlooked form of relief: **masturbation**. Results showed that 36% of women experienced menopause symptom relief through masturbation, with 1 in 10 relying on it as a primary coping strategy.

Building on these insights, Womanizer conducted the world's first clinical study examining the impact of masturbation on menopause symptoms in 2025. After four weeks of using Womanizer Next, **93% of participants reported experiencing at least one menopausal symptom less frequently**—reinforcing masturbation as a credible, science-backed tool for menopause symptom relief.

More information can be found [here](#).



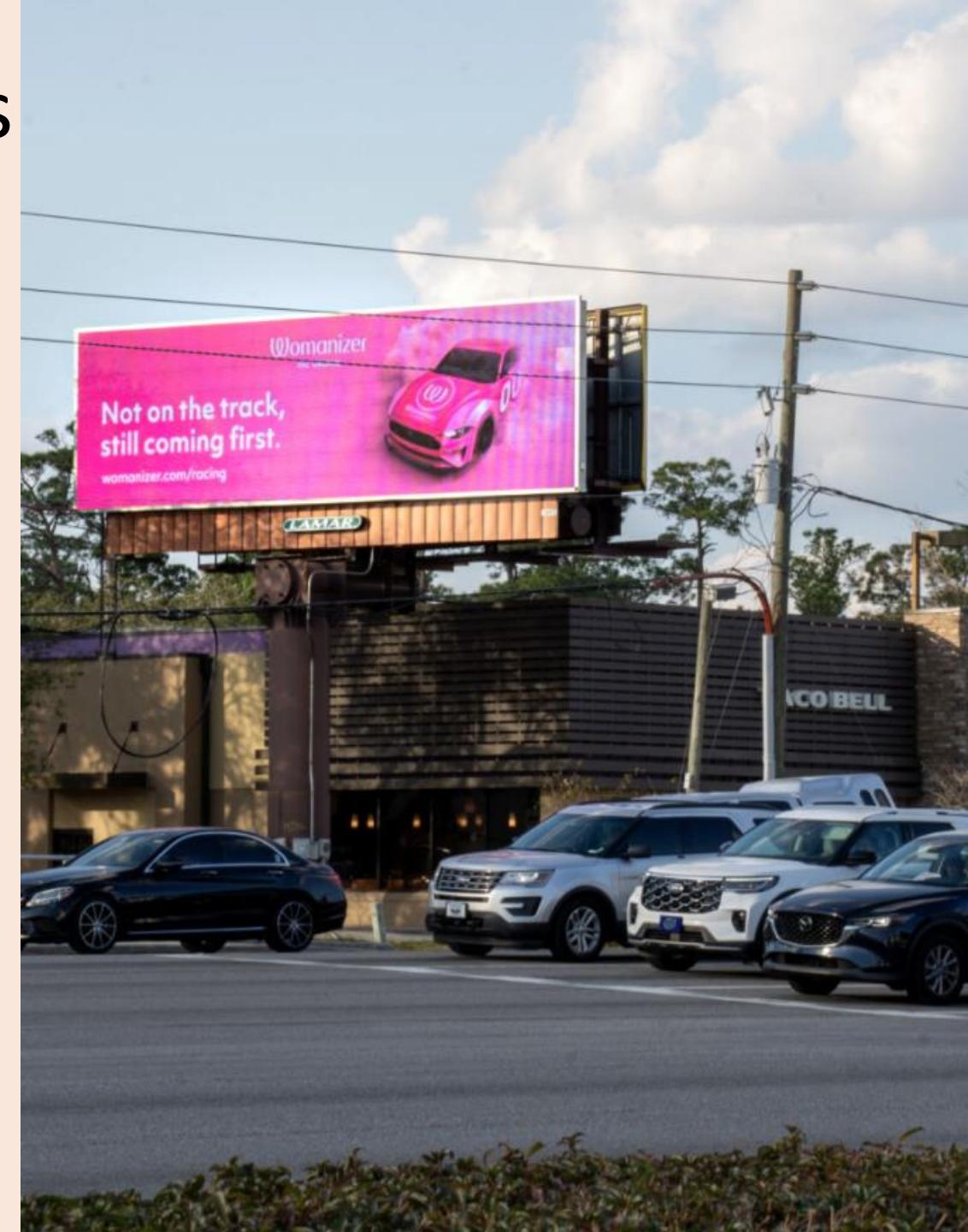
# Taking a Stand Against Censors

In 2025, Womanizer approached NASCAR with one simple ask: to **sponsor a female driver for the 2025 season**.

**Despite NASCAR's history of accepting sponsorships from male sexual health brands, Womanizer's proposal was declined.**

In response to NASCAR's decision, Womanizer took over a major billboard outside the Daytona International Speedway, on the week of the Daytona 500 to highlight NASCAR's contradictory sponsorship policies and call for change. **A mobile billboard traveled around Daytona International Speedway during the Daytona 500 Media Day to raise further awareness of this bias among the media.**

Not only did this campaign garner more than **700M impressions**, but it was also awarded the **Best Publicity Stunt at the 2025 PR Daily Awards**.



# Womanizer Portfolio



Next



Liberty 2



Premium 2



Classic 2



Starlet 3



Enhance



Duo 2



Blend



OG



Wave



Vibe



Next Duo



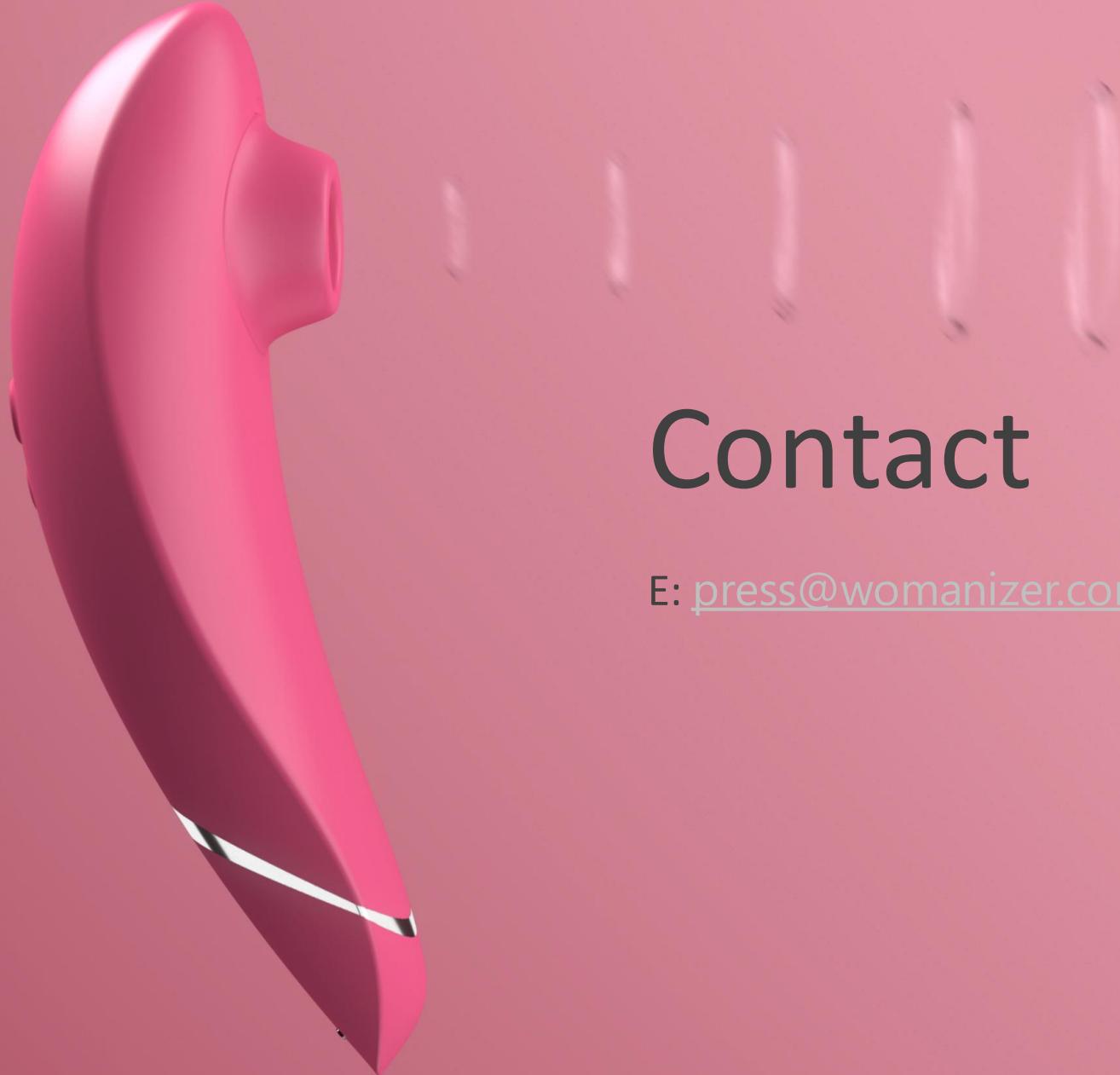
# A look behind the brand

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We are a passionate, international team dedicated to championing women's pleasure and sexuality.

Womanizer is part of Lovehoney Group, a global leader in the sexual wellness industry and a provider of premium intimate products designed to enhance your love life. Our mission is to promote sexual happiness and empowerment through cutting-edge design, groundbreaking research, and exceptional customer service. Alongside Womanizer, our portfolio includes a range of award-winning brands such as We-Vibe, Fifty Shades of Grey, Arcwave, and Happy Rabbit.

Today, our team of over 880 employees spans ten offices worldwide, driving innovation and redefining pleasure on a global scale.



# Contact

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