

by WENDY LEWIS

We get a kick out of a lube commercial that's been playing a lot on TV recently. A husband is reading a book in bed when his other half starts reading the label on a bottle of lubricant aloud to him: something like, "Hmm ... gets warm on contact." The husband cocks his eye ... and ... scene.

The 30-second spot always strikes us as kind of funny, mainly because Johnson and Johnson is pitching such a fun product using such a boring scenario! It makes sense, though, considering that KY wasn't originally developed to be used in the bedroom, but simply as a lubricant for the insertion and quick withdrawal of medical devices such as thermometers. It was only after we, the curious and resourceful public, began using KY during sex that its makers realized they could add products like the warming gel to the line and market all of the products as sexual aids.

Which they've done heavily over the past 18 months or so. It's great to see one of the country's pharmaceutical giants devoting major advertising dollars to promoting lubricants. It reiterates how enormously profitable lubricants are—enough to budget prime-time space toward promoting them—and it implies that even the most conservative, mainstream consumer is so familiar and comfortable with lubricants that they don't mind them being discussed on TV in the background over dinner.

While on the one hand, you could be bitter with Johnson &

Lube 101

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YOUR CUSTOMERS
EVER WANTED TO KNOW
ABOUT LUBE ...
BUT WERE TOO
AFRAID TO ASK

Johnson for eating up sales that should belong to the companies that developed lubes intended to be used as lubes, the sunnier side of the story is that J&J's massive advertising campaign has essentially done the marketing legwork for smaller



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Photo: Gary Kaplan www.g2image.net
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retailers across country that offer lubricants at their stores. J&J has done an exceptional job of getting the message across: "Lubes are for everyone ... Try them!"

But their commercial fails to communicate how *fun and romantic* lubes are. And that's where your store comes into play.

After all, the customer shopping for sexy or romantic lingerie is already in the right frame of mind to buy a simple, sensuous add-on like a lubricant.

And, most shoppers would prefer to buy lube from the friendly and knowledgeable staff at a lingerie boutique—where they're comfort-

able shopping for intimate gifts and where they'll have a shelf lined with fun and romantic options to choose from—than at the alternative: a grocery or drugstore where only a white-coated pharmacist is available to answer their questions and where there's only a couple of sterile-looking choices. As the National Sales Manager for B. Cumming Co., Inc. (makers of the Elbow Grease and Encounter lubricant lines) Irene Campana put it, "The lubricants sold at drugstores are so medicinal looking, they kind of miss the boat as far as tapping into the consumer's buying trigger-points. Consumers don't want to feel like their buying medicine to alleviate a problem; it's much more comfortable for them to purchase lube when it's presented as a fun and/or sensual romance enhancer."

Campana makes a great point. Lubricants are not only a romantic novelty item; for some, they are a medical necessity. And, just as kids are happier to take vitamins shaped like "The Flintstones," consumers would prefer to buy lubricants in their fun, romantic presentations.

Which is why so many lingerie boutiques have begun offering lubricants, even if they don't carry any other type of adult product. Carrying a market-appropriate selection of lubricants within your lingerie store will not only increase your profits, it will help establish your reputation within the community as more than a purveyor of romantic and provocative apparel, but as a trusted resource for the sexual health and wellness products consumers want and need.

But, since your customers probably aren't going to tell you what they want and need in a lubricant, the more familiar you are with the various lubricants available and their recommended uses, the better prepared you will be to answer your customers' unasked questions.

"LUKE, WHAT EXACTLY TOTS UNDER THE LUBE UMBRELLA?"

If you're like many of your customers, you might think of "Lube" simply as the slippery stuff used to ease (or enhance) friction during sex. But the true definition of a lubricant is much broader: "Any substance that reduces friction when applied as a surface coating to moving parts."

Which means that beyond personal intimate lubricants, massage oils and substances like Penzoil, technically, are lubricants; while many flavored and/or stimulatory gels thought of as lubricants, *technically*, are not. But sometimes they can be.

Confusing, huh? It's no wonder a customer staring up at a shelf of lubricants may feel overwhelmed! They'll see that intimate lubricants differ in viscosity, (some are thicker than others), some last longer than others, some are flavored, some get hot, some are meant for external use only ... the list goes on. But what's meant for what purpose, and which is best for them?

One of the most common misconceptions you could help clear up for customers is that "massage oils" double as intimate lubricants. An understandable assumption, since massage oils usually have ambiguous labels that say things like "perfect for sensual massage" (whatever that means).

As a general rule of thumb, massage products that are *oil-based* are intended for external, topical massage only. There are plenty of wonderful massage oils on the market; many with clean, sensuous packaging and therapeutic aromas. System JO has a great line of massage oils featuring invigorating scents and a smooth, moisturizing texture; Intimo massage oils by WET also smell delicious and have non-greasy formulas.

System JO's Personal Lubricant is one of few products that "go both ways." Described as "100 percent latex-safe and manufactured under strict US FDA guidelines," JO Personal Lubricant "is designed for multiple uses: to enhance your personal pleasure," plus functions as a "skin conditioner and therapeutic massage formula."

There are also many "massage" products (also categorized as lubes) on the market that *don't* contain oil but are still meant for external use only. These types often contain sugar, which makes them ideal for fun, playful massage/foreplay, but probably not the best choice for a 'true' clinical massage. For example, WET Fun Flavors (which get warm on contact) are a delicious, lickable way to warm-up for the main course, and sure, you could give a massage with them ... but you're not going to see a sports' massage therapist whip out a bottle at your next appointment. *Fun* is the operative word here.

Oil-based lubricants are usually clearly labeled as lubes (and not massage products). First introduced in the 1970s, oil-based lubes still have a loyal fan-base, but because they are not compatible with latex condoms, their use has narrowed somewhat over the years. Make sure your customers are aware that oil-based lubes should be used with polyurethane condoms.

A few other lube-confusions to make note of: stimulatory agents (gels, creams, etc.), which have proliferated at an unbelievable rate recently, are usually sold within the lube category, but don't really provide the slickness or longevity of a "genuine lube." However, in many cases, they can help to increase a woman's natural fluid-production, and thus have similar functionality.

To help your customers know "what's what" among lubricants and related products, you may want to place signage noting which items are "Perfect For Oral Pleasure" or "Fun for Flavorful Foreplay," etc. Take the mystery out of the slippery, and you'll help take any hesitation out of your customer's purchase.

WHY USE LUBE?

For many consumers, personal lubricants are a god-send. They are not only a welcome addition to the bedroom, they can be used to alleviate a host of medical concerns. HealthSquare.com sites that, in particular, women going through menopause, peri-menopause, lactating mothers, women on the birth control pill, women on anti-depressants, and those with diabetes often use lubricants for medical purposes.

Besides serving as a doctor-recommended medical devices,



the lube super-power WET company says, "Lubricants help your intimate experiences last longer. They enhance the experience. Both partners benefit by using a lubricant during sex. Why not maximize your pleasure?"

In other words, the simplest reason to buy lubes is that they're a fun, romantic, and non-obtrusive way to enhance an intimate experience. Many lubricant companies offer great display systems that help communicate that to your customers while serving as a romantic focal point for your store.

WHERE DO THEY COME FROM?

Lubricants were first popularized within the gay community during the 1970s; their wide-use among heterosexual couples followed soon afterwards. Campana at B. Cumming Company explains that with no readily available alternative at the time, couples were using whatever they could as intimate lube, including substances like Vaseline and Crisco. With an obvious need for a safer alternative, companies like B. Cumming introduced products including Elbow grease, the original mineral-oil based lubricant.

As the years passed and the dangers of HIV and AIDS surfaced, people began requesting latex-friendly lubes to use with condoms. In the past couple of decades, a plethora of lubes have arrived to fulfill that need and many others.

More recently, several lubricant products featuring "enhancing" ingredients like warming and tingling agents have arrived on the market. These products are transitioning the functionality of lubricants in public perception. Now, lubes are seen as not only a means of simulating/increasing the body's natural fluids, but as a means of inducing thrilling erotic sensations.

From a retail standpoint, this means even greater sales! Especially with the introduction of "enhancing" lubricant products, lubes are quickly becoming the most widely-accepted way for people of all comfort levels to expand their intimate repertoires. And, since they are classified as true medical devices, lubes tend to glide around the stigmas associated with some other adult products. This unique standpoint ensures lubes will bring in profits at a glamour retail store, yet store owners can rest easy in knowing they won't be offensive to any customer.

Sinclair Intimacy Institute, "the leading source of sex education videos for adults who want to improve the quality of intimacy and sex in their relationships" private-labels their own line of lubricants because, as Sinclair Wholesale Sales Executive Rebecca Cook says, "We are known for our expertise in sexual well-being, and we try to offer *all* of the products to round out that category. Lubricants are one of the most important and basic sexual health and well-being products."

Cook adds, "Beyond the clinical side, lubricants are great

sellors at a lingerie store because, especially with the right packaging, they evoke romance and sensuality; they're a natural add-on to a lingerie purchase. Not to mention they're non-gender specific, so they'll appeal to both your male and female shoppers. All of our products are very couple-oriented, very sensual, almost cosmetic looking in appearance. Customers won't be intimidated by you offering them! Our company advertises in 30 mainstream magazines each month. People are not only aware and accepting of lubricants, they're looking for them."

THERE ARE SO MANY CHOICES OUT THERE—WHAT MAKES ONE LUBE DIFFERENT FROM ANOTHER?

In a word, ingredients! Lube manufacturers offer so many different types because they're striving to meet the unique needs of each consumer. As one retailer explained, referencing the five or six different lube brands carried at her store, "different strokes for different folks!"

Because no two people have the same physiological makeup, there is no end-all, be-all lubricant that will perfectly suit every consumer.

So how do you know what type of lube to recommend?

Good Vibrations, a women- and worker-owned distribution company on a mission to "provide (consumers) with accurate sex information and quality sex toys, books, and videos," carries several types of lubricants, including their own private-labeled line. Good Vibrations Senior

Toy Buyer Coyote Days says, "There are a few key factors I focus on when I consider carrying a new lubrication for Good Vibrations. One important detail is the list of ingredients, which helps me to determine who will be able to use this lubrication comfortably. What is in the lubrication will also determine how our customer will use the lubrication and what other products it is compatible with. Equally important is texture, viscosity, and taste of the lubricant. A lubricant has to appeal in every way to our customers. Every person has individual tastes and I want to make sure any lube I carry will feel right for our customers."

Adds Good Vibrations Staff Sexologist, Dr. Carol Queen, "Not everyone likes the same kind of lube, because each affects the sexual experience a bit differently—plus, everyone's body is different, and what's perfect for one person won't appeal to, or may even irritate another."



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We've always listened to our customers' feedback, their lubricant preferences and experiences, which has always affected our decisions about which products to carry. When we decided to bring our own branded lubes to market, therefore, we developed three, not one. We make a liquid lube, a cream, and a gel, because there are customers who love each type and wouldn't want to substitute one of the others for their preferred lubricant experience."

THE LUBE FOR ALL LOVERS

Every lubricant has its own unique selling points, and some will work better than others for certain purposes. But without getting into the, well, ins-and-outs of each type when you're helping your customers, there are a few key things to keep in mind if you want to stock a basic, all-around lubricant you can recommend to anyone for sexual intercourse. Please note that these are the broadest recommendations possible, and that certain ingredients, which may result in irritation in some individuals, will have no negative effects whatsoever when used by another person.

But, just to be on the safe side, an all-around intimate lubricant, safe for use by anyone, anywhere should be:

○ **Simple.** The more "enhancing" properties a lubricant includes, the more likely it is to effect a sensitive individual adversely.

○ **Water-based.** Water-based lubes work for all body chemistries and flush out quickly and naturally.

PERSONAL PREFERENCE & PACKAGING

Beyond the basic ingredients, a laundry-list of subtle and major differences will make a lube more attractive to one customer than another. Campana at B. Cumming says that every lubricant maker has their own niche: "Some companies' lubricants are a little thicker

... some are a little slicker; each has its own unique attributes." In general, lubes are one of three types: Liquid, Gel, or Cream. In most cases, each type gets successively thicker.

Campana adds, "What it really comes down to is personal preference, and for some people, the packaging." B. Cumming, for instance, offers two complete lubricant lines: Elbow Grease and Encounter. While each line features similar products with similar properties, Campana says that the "Elbow Grease" line had been so widely embraced by the gay community by the time lubes became everyday household items that B. Cumming couldn't really cross over the product into the female and couple-oriented market.

To secure some of that market's lucrative sales, B. Cumming introduced the very cute and flirty looking "Encounter" line; one of few lubricant lines specifically targeting women. Campana says the company did heavy research before introducing the female-oriented packaging.

"We wanted women to feel sexy buying the product; not like, 'Oh, I have a problem with lubrication so I have to use this medication.'" Campana says Encounter's candy-colored lips (in three shades to reflect various ethnicities) has the opposite effect as some of the clinical, over-the-counter lubes: "Say your partner brought Encounter into the bedroom, or noticed it on your nightstand. It doesn't have that



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'clinical' connotation; it looks fun and romantic. If my man showed up with it, I'd be intrigued and wonder what fun he had in store! Adversely, if he showed up with some of the other 'drugstore' brands out there, I might feel like, 'What's this? Is there something wrong with me?'

Campana says the introduction of a female-geared line was needed. "There's a large number of women that wanted and needed the products, but didn't really feel comfortable discussing all the medicinal or unisex products out there. This line sort of invites them to enjoy the experience ... it makes it fun and romantic to use lubricant."

Every lubricant line is uniquely packaged to appeal to different consumers. WET products feature bright, fun packaging in cool, curvy bottles; System Jo's packaging is very spa-like in appearance: clean and fresh. Sinclair describes their packaging as "soft, sensual, almost cosmetic looking," while Tickle Kitty's slippery Kitty line is bottled in "Sassy and sexy 'come-hither' packaging." Good Vibrations lubes are charmingly packaged in almost retro-styled, Mom-and-Pop-market packaging: very inviting with a bit of kitschy flair.

TASTY SENSATIONS

Somewhat newer to the market—and booming—are lubricants with a little something extra, like warming and tingling

agents or flavors. Although the B. Cumming company has offered Elbow Grease Hot Gel for eight years, and Warm Encounter since the Encounter line was introduced more a year ago, Campana notes that the heavy marketing KY has done for its own warming lube has really helped sales of all warming lubes go through the roof.

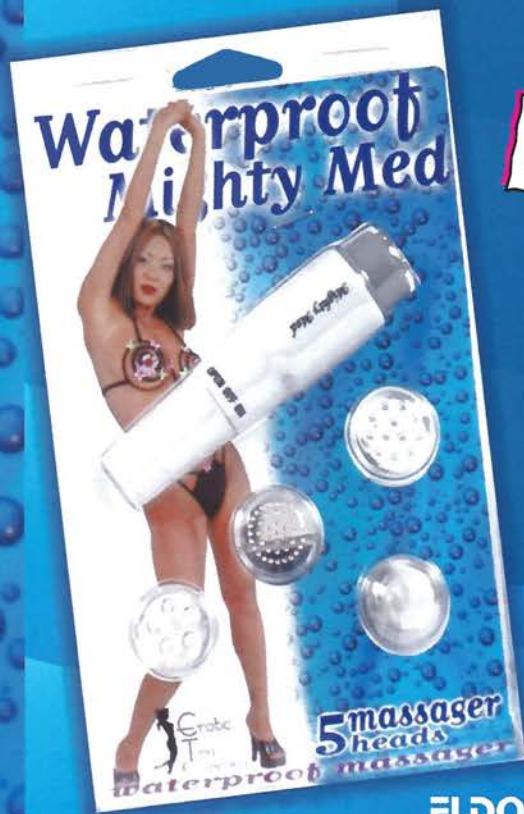
Warming lubricants are a fun way to bring something new to the bedroom, but as with all products, users should be sure to check out the ingredients of each before using. Some warming lubes include high amounts of glycerin, which can lead to bacteria growth in sensitive individuals. Others, however, will have no problem with the glycerin content. Encounter and Elbow Grease include Menthol as a warming agent, and Campana mentions she's seen other companies use honey, cinnamon, and a variety of other ingredients to spice things up. She suggests that retailers have shoppers try the lube topically as a tester before using it intimately. "If it's too intense on your topical skin, it's obviously going to be way too much down below." Campana also suggests sampling a few drops on your gums to experience a similar sensation.

Flavored products are a bit trickier because not all are suitable for internal usage, although they're usually marketed within the lube category. Some flavored products, like WET Fun Flavors (which heats up on contact), are perfect for scrumptious forplay, but are intended for use as external "massage lotions only."

Dr. Sadie Allison formulated Strawberry Lust, a Slippery Kitty Lube from Tickle Kitty, to go hand in hand with her best-selling



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books, *Tickle Your Fancy*, *Toygasms!* and *Tickle His Pickle*. Dr. Allison says lube companies are often cautious about promoting flavored products that contain sugar for internal usage because a few individuals may experience adverse effects from using them. However, Allison notes that the majority of users will have no problem with flavored lubricants.

"Flavored lubes are often promoted to be used topically because they usually contain sugar, which for some extra sensitive women, can cause infections if used internally. We present it this way to simply remind women to consider that before they use it for sex. However, most women are well aware if they are that sensitive, and know their preferences."

Sinclair's Strawberry Kiss Warming Lotion is described as "water-soluble, perfect for your most intimate massages—and safe for use with condoms and toys."

Flavored-lubes that contain no sugar are the safest bet for delicious usage, inside or out. WET Flavored Lubricants, for example, are non-staining, sugar free, color free, and latex friendly. WET's five top-selling flavors "were just reformulated and the taste is awesome," says Wet Vice President of Marketing Joe White. Five "real-fruit" flavors—Cherry, Kiwi-Strawberry, Passion Fruit Punch, Pina Colada, and Blueberry—each come in colorful, fruit wrapped, designer grip bottles. Encounter also has a water-based, sugar free line of edible lubricants scheduled for release September 2005.

You may want to clarify for customers which flavored lubes are intended for internal usage, external usage, or both, simply by grouping them in different categories or placing them on separate shelves.

Finally, retailers are reporting tremendous success with the

slew of "stimulatory" gels that have recently hit the shelves. Though not necessarily intended to function as lubricants, many stimulatory gels and creams are made with similar substances and do provide some lubrication along with their stimulating effects, besides increasing a woman's natural fluid production.

Coquette introduced the stimulatory gel Arouze in April this year to great praise and high-sales. "Our clients have reported that they love the gel so much that they can't even keep it in stock. We hope to widen our consumer base with this product and use Arouze to expand our offerings to clients," says Paige Horea, Vice President of Sales at Coquette.

System JO offers a Clitoris Stimulation Gel "shown to improve sexual sensitivity with continued use. The Gel's naturally derived ingredients will cause a warm tingling sensation resulting in increased pleasure and satisfaction."

Many women report that they can achieve orgasm or even become multi-orgasmic through using these products. "I loved the warm tingling sensation," says Tammy, a 28-year old user of 'Touch Me There' stimulatory gel. "It helped me achieve an orgasm with intercourse!"

Again, users should keep the ingredients in mind when selecting a stimulatory product. Menthol and the amino acid L-Arginine are commonly found ingredients in these products.

OTHER CONSIDERATIONS

Along with a lubricant's ingredients and functionality, consider these features when you're thinking of carrying a new type of lubricant ... they make a difference to shoppers. Some stores offer "testers," (even taste testers!) so that customers can try a few different types to find their best match. Your shoppers may be considering the following when purchasing a lube:

How long does it last?

Silicone based products like WET Platinum are generally considered to be the longest lasting lubricants. WET International VP of Marketing Joe White says, "Platinum stays slick longer than any lubricant." Silicone lubricants have been widely used for intercourse for more than 15 years, but have not yet been FDA approved. Most people consider them very safe for usage anywhere, however.

Water-based products usually do not last as long as silicone-based lubes, but many can be "rejuvenated" just by adding a few drops of water.

How thick is it?

Cream lubricants are usually the thickest. Gel lubricants vary in viscosity and can range from very thin to thick. Liquid lubricants generally have the thinnest consistency. Deciding which type is best is a matter of personal preference.

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What is the texture like?

The texture of each lube can be a sale-maker or breaker. Some individuals like the rich feel of cream lubricants; others will prefer thinner lubes like Slippery Kitty's Au Natural formula. Still others like the super-slick feel of silicone-based products. To some, a non-drip formula like the thicker gels and creams provide is very important.

How does the lube feel as it dries?

Products like System JO Personal Lubricant, formulated with Vitamin E, dry to "leave your skin feeling silky and smooth." Wet Original is also formulated with Vitamin E and Aloe Vera and is said to dry to a more "oily" feeling (similar to lotion) than most lubricants. Some products may leave a tacky or sticky feel once dried, which will be a turn-off to some.

Will it be used with latex or silicone?

If it will be, make sure it isn't an oil-based product, which corrodes latex. Silicone-based lubricants will deteriorate other silicone products like toys.

Will it stain?

Some silicone-based and colored lubricants may stain sheets, especially when used in large quantities. Lube makers suggest putting a small amount on your sheets (or whatever you'll be on) before using with abandon. Lubes that don't stain usually say so on the label.

Is it FDA approved?

Good Lubrications (by Good Vibrations), System JO, and Tickle Kitty each promote their lines as FDA approved. Wet products are 'doctor recommended.' Additional lines are undergoing review to meet approval.

Is it multi-functional?

Lubes with many powers are popular with consumers. System JO Personal Lubricant is "designed for multiple uses," and works as skin conditioner, moisturizer, and therapeutic massage formula besides being a personal lubricant. Along with being an excellent lube, WET Platinum can be used to add shine and moisture to latex and leather ... who'da thought?

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SYSTEM JO H2O PERSONAL LUBRICANT:

Boasting all the properties of the JO Personal Lubricant, JO H2O Personal Lubricant is "similar in feel and viscosity, yet contains no oil, wax, or silicon, and is 100 percent Latex-Safe." www.systemjousa.com

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"WET Platinum, our most premium formula, stays wet longer than any water-based lubricant and never dries. Its silky smooth, 100 pure pure silicone formula is latex friendly and works great, even under water." www.stay-swetlonger.com

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"Glycerin-free (ideal for those with sensitivities), water-based and extremely slippery, this is a great all-around lube for erotic activities—and it's one of the very few lubricants on the market that's FDA-approved



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"Satiny Smooth is water-soluble and glycerin-free. Because it contains no glycerin, which can lead to bacteria growth in sensitive individuals, it is easily washed away by a woman's own natural cleansing system. It makes the use of a condom more sensual and reduces the possibility of tearing. Satiny Smooth is the ideal lubricant for use with toys and condoms and during sex." www.sinclairwholesale.com

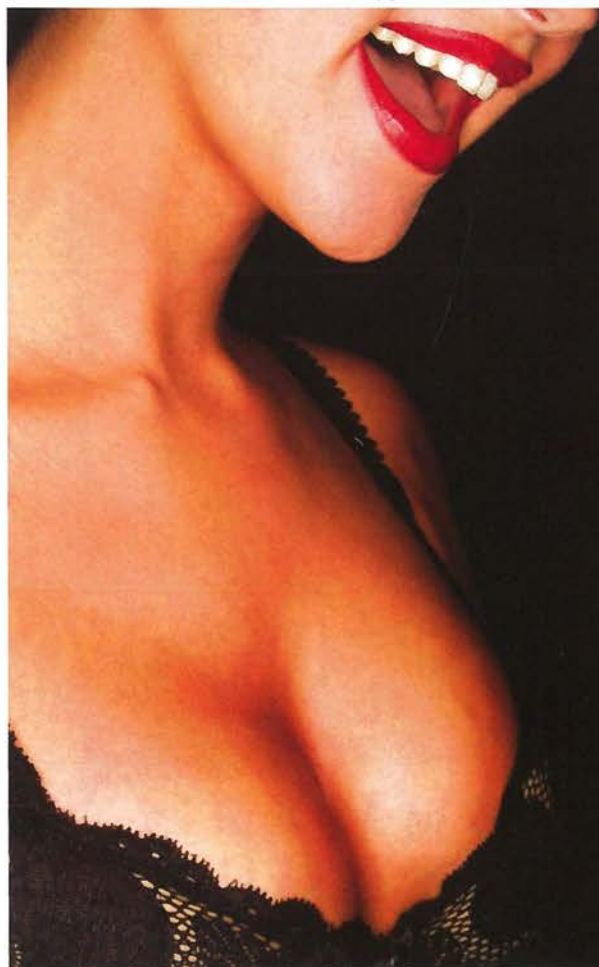
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WET ORIGINAL:

"Wet's top selling formula is a classic, and is formulated and tested according to the highest quality industry standards. WET Original contains soothing pure Vitamin E and Aloe Vera. It is water-based, gentle, odorless, colorless, greaseless, non-staining, and condom compatible. It stays moist longer to provide a long lasting, silky lubrication. WET Original is a favorite for



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those who prefer a more viscous, gel-like lubricant." www.stay-swetlonger.com

SYSTEM JO PERSONAL LUBRICANT

"Recommended worldwide by doctors and pharmacists, JO is designed for multiple uses to enhance your sense of pleasure. Jo is a skin conditioner, moisturizer, and a therapeutic massage formula for daily use. 100 percent latex safe and manufactured under strict US FDA guidelines, JO is long lasting, odor, and fragrance free, and won't stain your clothes or bed linen. Jo is nontoxic, nonallergenic, and does not block your pores. It is uniquely formulated with Vitamin E and it's never sticky or tacky, leaving your skin feeling silky and smooth." www.systemjousa.com

GOOD LUBRICATIONS GEL

The "gel" counterpart to Good Lubes' popular Cream, "The glycerin-free, thick and slick lube offers similar thickness to slippery stuff gel. Available in 1, 4 and 8 ounce." www.goodvibes.com



ENCOUNTER by B. Cumming

"Encounter Gel is a thin, silky, water-based and water-soluble lubricant that enhances your sensual experience. Available in 8 ounce, 2.5 ounce and pillow-packs, with a cute, girly logo that calls out to the ladies!" www.encounterlubricants.com

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CREAMS:

ELBOW GREASE

"A lighter version of the Original formula. Designed for those who like the cream experience but want a lighter, thinner, creamier feel to their lubricant without compromising viscosity. Elbow Grease Light is a safe, thin, creamy, long-lasting premium lubricant specifically designed to enhance your sensual experience. Elbow Grease Creams should only be used with polyurethane condoms." www.elbowgreaselubricants.com

GOOD LUBRICATIONS CREAM

"Our newest formula is so creamy, luxurious and long-lasting that it's become the one-and-only lube for the staff members who tested it. Comparable in texture but thicker in consistency than Liquid Silk, this water-based and glycerin-free formula won't



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rave reviews for its slickness, and moisturizing qualities." www.goodvibes.com

ENCOUNTER CREAM

"A silky, thin, creamy long-lasting premium lubricant. Mineral oil based." www.encounterlubricants.com

ELBOW GREASE ORIGINAL FORMULA:

"Elbow Grease Original is the oldest sexual lubricant on the market today. A mineral oil-based thick cream lubricant, Its viscosity is exquisite. It is a safe, long-lasting premium lubricant. Use with polyurethane condoms."

www.elbowgreaselubricants.com

FLAVORED AND WARMING SENSATIONS

WET FLAVORED LUBRICANTS

"Tasty, fruit-scented, WET Flavored Lubricants have real natural fruit flavor. They are non-staining, sugar free, color free, and latex friendly." www.stayswetlonger.com

TICKLE KITTY STRAWBERRY LUST

"Luscious sensations for oral fixations—and are latex safe!" www.ticklekitty.com

ELBOW GREASE HOT GEL

"A thin long-lasting lubricant which creates a warm glow. Latex-friendly." www.elbowgreaselubricants.com

WARM ENCOUNTER

"A silky, thin, creamy, long-lasting warming lubricant. Mineral oil based." www.encounterlubricants.com

WET WARMING INTIMATE LUBRICANT

"Gently heats on contact! Silky smooth, long lasting, water soluble and latex friendly. Doctor recommended for enhancing your most intimate moments." www.stayswetlonger.com

SINCLAIR'S STRAWBERRY KISS WARMING LOTION

"A sensuous strawberry-flavored body lotion that warms up with your lover's breath or friction. Wonderful to taste, and specially designed to enhance any romantic encounter. Water-soluble formula is perfect for your most intimate massages—and safe for use with condoms and toys." www.sinclairwholesale.com

TOUCH ME THERE

"Cleared by the FDA and clinically tested to show an overall improvement in satisfaction when used by women during intimate contact." www.touchmethere-now.com

There are many additional lubricants on the market that retailers may want to investigate. The bottom line is, they will all increase YOUR bottom line! **Z**

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