

# OptiMALE™

Men's Sexual Health + Wellness

- **Comprehensive Men's Sexual Health + Wellness Collection, featuring 30 optimizing products for every man's needs**
- **Optimizing Gear: 20 versatile stimulators in luxurious materials - Black and Slate silicone and incredibly lifelike frosted UR3®**
- **Personal Care: 10 naturally derived products in an array of Creams, Sprays, and Gel to enhance masculinity and attraction**
- **Compelling packaging targets men and couples - bold cohesive look is perfect for high impact merchandising**

## Selling Points



- **3 C-Ring Sets:** Available in Thin or Thick. Includes 3 soft, stretchable silicone cock rings for various uses: 40mm, 45mm, and 50mm diameters - for long-lasting erections and intensified ejaculation



- **35mm C-Ring, 40mm C-Ring, 45mm C-Ring:** Individually packaged, extra-thick rings made of soft, stretchable silicone for easy use around shaft or testicles



- **Vibrating C-Ring:** Ultra-textured vibrating silicone cock ring for partner play - features pleasure nubs for targeted clitoral stimulation; 10-function push-button bullet is removable, waterproof (waterproof)



- **Vibrating Double C-Ring:** Powerful stimulation, Vibrating Double C-Ring offers two stretchable silicone rings for shaft and testicles, and dual 10-function bullets (waterproof) in textured sleeves - targets multiple pleasure zones: clitoris, anus, and testicles



- **P-Massager:** Prostate health and pleasure in one - flexible silicone massager strengthens PC muscles, stimulates the perineum, and helps improve, control, and intensify orgasms for maximum pleasure to the P-Spot; pull ring for easy release



- **Power Pump:** Large, clear vacuum cylinder with easy-to-read measuring guide, powerful auto-pump action with push of a button, soft silicone sleeve, stylish pressure gauge for monitoring progress, and quick-release valve button

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- **Reversible Strokers - Rollerball, Studs, and Link:** Plush **UltraRealistic 3.0** strokers flip inside-out for 2 distinct sensations: silky smooth and intensely textured. **Discreet, 5" long, incredible lifelike feel, with 3 distinct variations to choose from; includes a sturdy black travel box**



- **So Big (Plumping Cream):** Naturally derived cream **enhances sexual performance** and maximizes pleasure; helps men achieve thicker, fuller, and **bigger erections**



- **Lubricants - Water-Based, Silicone, and Hybrid:** Water-based lube **conditions and moisturizes** sensitive skin, while providing non-sticky, slippery cushioning. Silicone delivers long-lasting **velvety smooth** results; perfect for water play. Hybrid is a unique balance of water-based and silicone; offering an **enduring silky glide**. All three lubricants are **naturally derived** and paraben-free.



- **So Fresh (Deodorant Spray):** Keeps men smelling fresh and feeling clean, with Tea Tree Oil - **naturally derived formula enhances body's production of pheromones to attract and arouse**



- **So Hard (Delay Cream & Spray):** Desensitizer **decreases genital sensitivity for extended sessions** - helping men achieve OptiMALE performance; **alcohol-free formula** available in a non-sticky cream and a lightweight spray



- **So Smooth (Shaving Cream):** Easy, long-lasting shave - **chamomile-infused cream** soothes irritation and **slows hair regrowth** for a close, smooth shave every time, everywhere



- **So Dry (Anti-Chafing Lotion):** Aloe and Vitamin E infused **lotion-to-powder solution** soothes and nourishes; **prevents sweating, sticking, chafing, and odor**; leaves fresh masculine fragrance with **no powdery residue**; Aluminum and Talc-free



- **Pher-Moan (Enhancement Gel):** Natural blend **increases masculinity and attraction intensifies potency of pheromones** while remaining **discreet with no odor or taste**; easy to apply, non-drying, and works with any fragrance or worn alone

**Care & Maintenance:** Clean all silicone and UR3® products with Doc Johnson Antibacterial Toy Cleaner, or wash with antibacterial soap and warm water. For cleaning of the Power (Penis) Pump, disassemble to clean, wash each pieces by hand with soap and warm water, and air dry completely before reassembling and storing. Store all personal care products upright in a cool, dry environment

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## Merchandising Tips

- Know your audience when picking a location. Position your display to ensure maximum visibility!
- Signage is key! Easily communicate more about the product line with signs.
- Symmetry and balance keep the customer engaged in the display. Disorganized product is a consumer turn-off!
- Products should be displayed vertically when possible. Customers prefer to look at the entire line when the packaging goes top to bottom, rather than side to side. Make sure smaller packaging is on top and larger on bottom. This way, nothing is hidden or missed.
- Take advantage of all cross-sell opportunities! Try to keep items from the same product line together, even if the products are from different categories.

