



Sales Sheet

Origin story

Orgasms make our lives better. If they can do that, why shouldn't they make the world better, too?

Becoming eco-friendly is important to protect the environment. As a global intimate lifestyle brand, we want to lead by example and drive real change. We are committed to the future of the environment and reducing harmful waste. Our starting point was to find eco-friendly alternatives to replace non-biodegradable plastics. We have a long way to go, but PREMIUM eco is an important first step towards a greener future.



How is this product eco-friendly?



Biodegradable

All ABS plastic has been replaced with Biolene, a bio-based material mainly consisting of PLA which is created from renewable materials like corn starch.

It is a new safe and hypoallergenic material that comes from nature and can return to nature. During regular everyday use, your PREMIUM eco won't degrade as it would take conditions that cannot be met in a household setting.



Vegan

The product is 100% vegan and made free from animal testing.



Recyclable

The toy can be easily disassembled at the end of its lifespan for easier recycling.

womanizer

THE ORIGINAL

What are the features?



Pleasure Air Technology

This is the main Unique Selling Proposition. Pleasant suction and gentle massaging lead to a completely new kind of orgasmic experience.

Take-away

This is the orgasm enabler. This patented Pleasure Air Technology makes Womanizer the Original and delivers an unprecedented experience.



Eco-friendly

PREMIUM eco is the most sustainable Pleasure Air toy on the market. It is made from 100% biodegradable Biolene material, features plastic-free packaging, and can be disassembled in order to replace the power pack, increasing the lifespan of the product. When its lifespan is over, the PREMIUM eco can be efficiently recycled.

Take-away

The same quality features can be enjoyed as with PREMIUM but in an eco-friendly way.



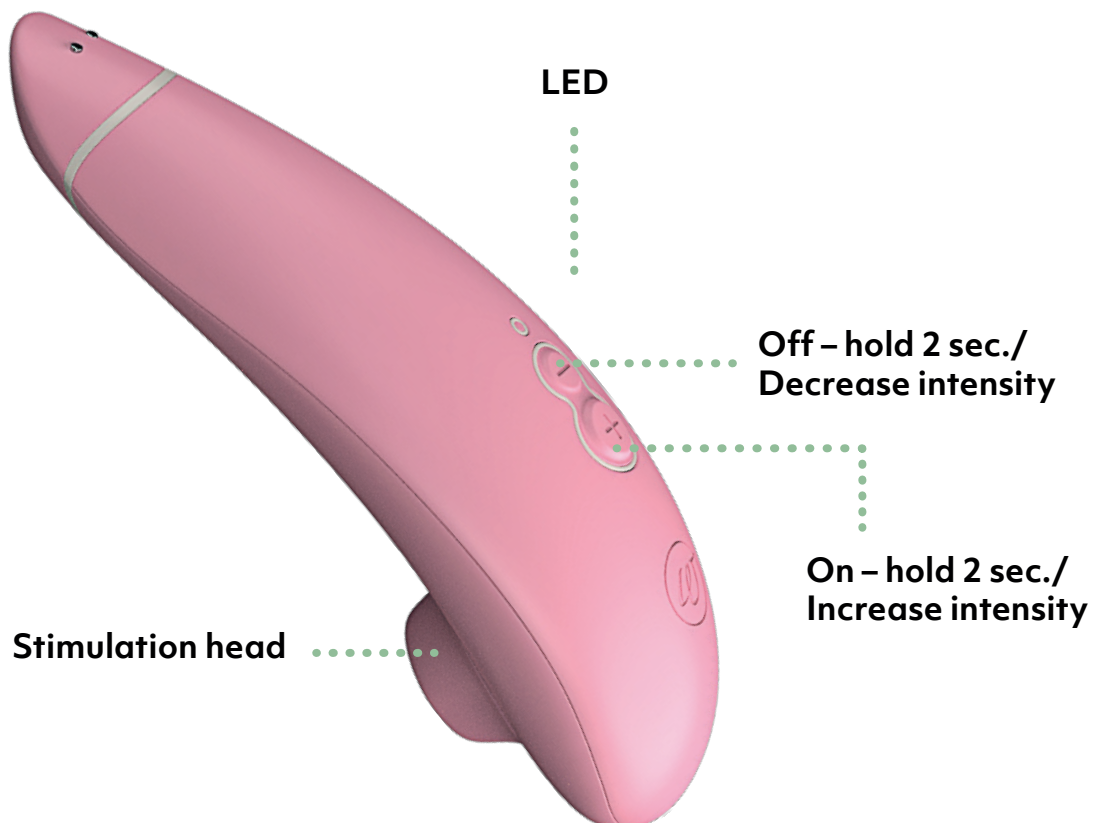
Smart Silence

Smart Silence knows what to do. When it senses closeness to the skin, it will turn the toy on and will turn it off again when moved away.

Take-away

Users will enjoy a discreet experience and with no need to worry about turning the device off or unwanted disruption.

User interface



How to demo PREMIUM eco

1. Set the scene — not only does PREMIUM eco guarantee orgasms, it provides the same premium features reimagined in an eco-friendly way. If your customer is looking for a toy that offers luxury AND sustainability, PREMIUM eco is the right choice.



2. Explain that PREMIUM eco is made from a newly developed biodegradable material, called Biolene, created to make this product more eco-friendly. It is 100% biodegradable and an excellent alternative to ABS plastic.



3. Turn PREMIUM eco on and highlight that the battery is another eco-friendly feature. Unlike other rechargeable products on the market, the battery can be replaced, increasing the lifespan of the product.

Note that it must be replaced by the specific battery described in the manual or the Womanizer website.



4. Point out that the LED above the buttons will illuminate when the toy is on and that it will flash every time the intensity level changes.



5. Ask, “Isn’t it whisper quiet?” PREMIUM eco starts in Smart Silence mode by default — meaning that stimulation will only turn on when the sensor detects skin contact, offering the ultimate discreet experience.



6. Highlight that with every orgasm, they are doing something good for themselves and for the environment and demonstrate how Pleasure Air Technology works:

Put the head of the product against the palm of your hand and point out the much quieter sound.

- a. Pleasure Air was the first clitoral stimulator of its kind. Womanizer developed this revolutionary technology to, gently and indirectly, stimulate the sensitive nerve endings of the clitoris. It produces sucking and massaging changes in air pressure for indescribable orgasms.

- b. Mention how even wand users, who crave powerful sensations, report experiencing orgasms in new ways with Pleasure Air. Many users find they can have multiple orgasms because they are not overstimulated -- they just keep riding waves of pleasure.



7. Demonstrate and cycle through the 12 intensity levels. Once complete, turn the toy off.

Note: The intensity levels are the same as PREMIUM.



8. Remove the silicone head and explain that the toy can be easily cleaned with a damp cloth. Be sure to mention that the product is splashproof. No glue is used on PREMIUM eco so that it can be disassembled at the end of its lifespan and recycled — that’s why it isn’t waterproof.



9. Restate the core messaging: PREMIUM eco is made using a biodegradable material —v Biolene. It’s the greenest Pleasure Air toy in the Womanizer range and aims to change the market through this eco-friendly product design. Investing in eco is investing in the future of the environment.