

Intensity

by JOPEN

The team at California Exotic Novelties is very excited by a “revolutionary” new product launch, and the box doesn’t even carry the company name. Dale Bradford found out why...



In addition to launching a wealth of new products at eroFame, California Exotic Novelties also introduced European customers to its sister company, JOPEX, for the first time.

JOPEX is an upmarket brand which was created to deliver the very latest technology to the adult market - it's the luxury arm of the company, rather like Lexus is to Toyota. It made its debut in the States with the Vanity range earlier this year but the first product to hit Europe will be the feature-packed Intensity, the final version of which was premiered for the first time in Germany last month.

From some angles Intensity looks a little like a Doctor Who villain or the aliens from The Simpsons but this is very much a case of form following function - and function is definitely Intensity's big selling point. It was not originally designed to be a bringer of joy though...

Intensity's story began when two medical clinicians developed an electro-stimulation instrument designed to treat women with urinary incontinence. The aim of the device was to strengthen the pelvic floor muscles using electronic pulsations but during initial testing one of the group confided that she had experienced one of the best orgasms of her life.

Other women subsequently said the same - the pelvic floor muscles are partly responsible for the involuntary contractions which occur during orgasm, so their stimulation was not only increasing the test group's wellbeing it was also bringing a smile to their face while it did so.

"Everyone we have shown it to has been very excited because it is so different. It really is just fabulous."

The clinicians approached California Exotic Novelties to explore the possibility of bringing the device to market: "They really wanted to partner with us because we are a female-owned company," said Lupe Martinez, international account manager for California Exotic Novelties, who was demonstrating Intensity at eroFame. "So we worked together with them and further developed it into a pleasure device."

During this further development the newly-named Intensity was given additional features which really should tick just about every woman's box. It originally relied on two electro stimulation contacts on its shaft to deliver its payload of pleasuring pulsations but these were complemented by a G-spot vibrator and a clitoral stimulator. The user was also given the ability to control both the intensity of electro stimulation - there are 10 levels on offer - and the five speeds of vibration.

Intensity still has one more trick up its sleeve though, as Martinez explained: "Each woman has different needs so we included a pump function, with a quick release button, which allows the user to adjust the size of the shaft to suit her own requirements."

Martinez continued: "When a woman is using Intensity she is also doing her kegal exercises - Intensity is actually doing it for her, without her having to squeeze - and she is also getting stronger and more frequent orgasms. In tests, women who used Intensity for 10 minutes also said they felt they were much tighter afterwards and that their men felt larger. This is a totally unique product and it works."

To help retailers sell Intensity there is a display stand and tester unit with a digital screen available. The screen loops through the Intensity infomercial which explains the features and benefits of the product. The screen can also be wall-mounted, should the retailer prefer. The Intensity in-store display unit is supplied free of charge when four units are ordered. Intensity will be available from late-November onwards.

SPECS APPEAL: INTENSITY

- * Described as the first easy-to-use kegal exerciser that automatically strengthens and tones the pelvic muscles responsible for intensifying orgasms, making a woman seem tighter.
- * Dual stimulating contacts with ten levels of intensity plus five-speed dual vibrating motors which target the internal and external erogenous zones.
- * Easy to read LED level indicators and easy on/off button located on the base of the shaft.
- * Inflatable shaft allowing a user to personalise Intensity for size, fit and comfort, with quick release button.
- * Made from premium grade silicone and manufactured in the USA.
- * Powered by four AAA batteries.

Intensity is supplied in very chic and discreet packaging and there is an outer sleeve which highlights its contents. Also included is electro stimulation gel to heighten sensitivity during use. The profit margin on offer to retailers is described as "generous".

"The response we have had has been extremely positive," said Martinez. "Everyone we have shown it to has been very excited because it is so different. It really is just fabulous."

For further information and pricing details contact your favourite California Exotic Novelties distributor.



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