

Vitamine V

Mystim presents the world's first Elektrosex Vibrators

Mömbris, October 2013. Vibrating elektrosex, electrifying vibrators – this vision just became real: At Erofame 2013, Mystim launches *Vitamine V*, their brand new collection of vibrators that not only feature double vibration but also offer five different completely integrated electrical stimulation programmes.

Electric Eric, Sizzling Simon and Tickling Truman – each one of Mystim's new "Men in Black" comes with ample means to provide vibrating voluptuousness, electrifying excitement or magical moments of both functions combined.

Mystim's introduction of conductive silicone last year, which caused quite a stir on the market, was also what made this cutting-edge innovation possible. With the *Vitamine V* Collection, the German cutting-edge elektrosex manufacturer also opens the door to a new segment in the elektrosex market that specifically intends to introduce electrical stimulation into mainstream sexuality: Branding the new E-Stim Vibes not as elektrosex toys but as vibrators with extra functions actively lowers the inhibition threshold for playing with e-stim and aims to significantly increase the potential buyers base for elektrosex toys in general.

All those who remain sceptic towards elektrosex, however, may feel just as comfortable with the *Vitamine V* Collection – these three models and three additional designs are also available completely e-stim-free as traditional vibrators, if in not quite so traditional colours.

Sexy black tingles and vibes

Tickling Truman & Co's five e-stim programmes can be set to 10 different levels of intensity and function entirely cable-free: The elektrosex function is built into the smooth black silicone bodies – no separate e-stim device is necessary. The vibes' two extra strong vibration motors work extremely quietly in eight massage programmes and five different strength settings. With the controls of both functions completely independent of each other, they cater to any and all preferences when combined.

As a special addition, these three all stars are fitted with a third programme that is designed to effectively train and strengthen the pelvic floor muscles – something that measurably increases the ladies' ability to reach an orgasm.

Varying preferences are also taken into account when it comes to the vibes' shape: While Elegant Eric features a classical and slightly curved design, Sizzling Simon teases with soft waves in his profile and for those who prefer their toys realistic, Tickling Truman's form follows the anatomy.

Vibrating variety in lusty lime and teal temptation

The non-e-stim segment of the *Vitamine V* Collection also features two extra strong and extra silent vibration motors that play together in eight programmes and five intensities to drive their owners to ecstasy.

Six different designs in three fresh and bright colours each promise to hold a favourite model for any taste: Elegant Eric, Sassy Simon and Terrific Truman are shaped just like their namesakes under the E-Stim Vibes, but their three playmates each offer an additional stimulation specialty: Danny Divido's extra finger comes to rest exactly on the clitoris or perineum and Al Punto and his curvy tip get right down to the point: to the G-Point, that is. And then there is Bon Aparte who is truly aptly named: His shaft is split in two, letting him reach both G- and P-point simultaneously and inviting to dream up all kinds of fun.

Each of the six models comes in the colours "naughty pink", "deep purple" and a third colour that is unique to each single design.

Facts, facts, facts

The entire *Vitamine V* Collection is manufactured in the excellent quality and design that sets Mystim's product range apart. All toys are shaped both aesthetically and ergonomically and offer a simple and intuitive control panel with LED-lit elevated buttons that are easy to find even in darkness or under cover(s).

Powered by a long-life lithium-ion battery which is recharged magnetically via Mystim magnet charge, the vibrators have no holes, caps or covers for plugs or anything else. This, and the fact that the platinum silicone casing is fitted seamlessly to the grip and control panel, means that the entire *Vitamine V* Collection is 100% watertight. So much so that the vibrators can even come along into the bathtub.

Simon, Eric & Co are presented in style in an elegant and discreet hardcover zipper box that also contains a detailed manual in seven languages, the Mystim magnet charge cable with USB connector, and a test satchel of lubricant.

Short interview with Jessica Hofmann, Head of Product Development and Marketing at Mystim

Where did you get the idea for developing a vibrator with electro-stimulation?

Sex toys like vibrators and E-Stim toys have already been on the market for quite a long time. What was missing was some way to combine the two functions. Three years ago we finally managed to work with electrically conductive silicone and this opened doors for us that led eventually to the development of completely new products.

Many women already have vibrators in their nightstands but remain timid when it comes to e-stim. Our *Vitamine V* Collection is designed open the door – or rather, the drawer – for electrosex toys. A lot of people still – wrongly – associate electrical stimulation with pain and various fetishes, though this form of stimulation is basically body language and can mean a soft tingling sensation as well as intensive pulsating.

What was the biggest challenge in implementing this idea?

It was particularly important for us to connect the functions of the normal vibrator and that of the electro stimulation in as complete a form as possible. We wanted to build a toy that could hold up to the highest optical standards, be a lot of fun to use, be medically safe and technically state of the art. Also the integration of two strong but very quiet motors was just as important to us the smooth transfer of the electrical stimuli.

We were aware that we already have a certain standing in the market and have to meet the expectations of our clients as well as our own high standards – which we think we did rather well.

What makes the vibrators so unique?

Of course, it's the innovative combination of vibration and stimulating current in the vibrators with electro-stimulation. This is a first! Up until now, toys could either vibrate or stimulate electrically, but never both at the same time. We are especially proud of the medical function: The three devices with stimulating current have a training programme especially for the pelvic muscles.

All of the vibrators either with or without electrical stimulation have in common the fact that they are easy to use, have a comfortable size, and an aesthetic appearance. They present themselves as a real attraction on the shelves of any shop not only because of their top quality packaging. Even the models that target specific regions and therefore invite a, let's say: adventurous shape, we focused on giving them an attractive and appealing design.

The vibrators also come without electrical stimulation – where's the trend going at Mystim?

As manufacturers of electrosex products, we are already market leaders and we've managed to “electrify” many customers beyond our specific niche with our products. To build a product range as comprehensive as possible, we decided to also develop and distribute sex toys without e-stim. We want to serve customers with specific preferences who want to experience their orgasms with e-sex as well as those who prefer to play with more “traditional” toys.

With the e-stim-free products, it is just as important to us to offer an adequate value for money as with our e-stim collection. We are a German manufacturer but still comparatively affordable. Our clients can always rely on high quality products that are technically state of the art and underlie a rigorous product control.

E-Stim Vibrators

	Electric Eric	Sizzling Simon	Tickling Truman
Design	classical	with wave profile	anatomical
Colour	sexy black	sexy black	sexy black
SRP	99,80 € incl. 19% VAT	99,80 € incl. 19% VAT	99,80 € incl. 19% VAT

Vibrators without E-Stim

	Elegant Eric	Sassy Simon	Terrific Truman
Design	classical	with wave profile	anatomical
Colour	naughty pink	naughty pink	naughty pink
	deep purple	deep purple	deep purple
	teal temptation	lusty lime	midnight sky
SRP	79,80 € incl. 19% VAT	79,80 € incl. 19% VAT	79,80 € incl. 19% VAT

	Danny Divido	Al Punto	Bon Aparte
Design/Function	clitoral stimulation	G-point stimulation	G-/P-point stimulation
Colour	naughty pink	naughty pink	naughty pink
	deep purple	deep purple	deep purple
	candy rose	ocean blue	oh so aubergine
SRP	79,80 € incl. 19% VAT	79,80 € incl. 19% VAT	79,80 € incl. 19% VAT

All products as well as further information from October at www.mystim.com

Press contact and image material:

Borgmeier Public Relations • Sabrina Häsing • Lange Straße 112 • 27749 Delmenhorst
• Tel: 0049-4221-9345-324 • Fax: 0049-4221-152050 • E-Mail: haesing@borgmeier.de

Company contact:

Mystim GmbH • Jessica Hofmann • Königsberger Straße 26 • 63776 Mömbris •
Tel: 0049-602-9994191 • Fax: 0049-602-9994192 • E-Mail: jessica@mystim.com, www.mystim.com