



# OhMiBod<sup>®</sup> Media Kit

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## OVERVIEW:

Pleasure products have the power to soothe, ignite, excite, and liberate. But the positives don't end there. For many, these intimate luxuries hold the keys to improved sexual health, well being, and confidence. They make us yearn to touch and be touched—to explore, to discover, to feel, and to love. They can also reduce stress, relieve pain, boost immune systems, and improve sleep.

OhMiBod is committed to bringing these benefits to singles and couples alike. Our mission is two-fold: Shifting cultural attitudes toward self pleasure and the use of vibrators and the vital role they play in our lives, and delivering high-quality, body-safe products that look as good as they feel.



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You can also visit OhMiBod online. **WEBSITE:** [ohmibod.com](http://ohmibod.com) **OHMIBLOG:** [ohmiblog.ohmibod.com](http://ohmiblog.ohmibod.com) **FACEBOOK:** [facebook.com/MusicVibe](https://www.facebook.com/MusicVibe) **TWITTER:** [@OhMiBod](https://twitter.com/OhMiBod)

**ORIGINATOR:**

OhMiBod is the creator of the original iPod® vibrator—the world's first music-driven pleasure product

**FEEL THE MUSIC:**

OhMiBod's Freestyle holds the distinction of not only being the world's first wireless music massager but also the first product of its kind to be included in the GRAMMY Gift Bag

**LOVELIFE:**

Inspired by the love and passion of the OhMiBod founders' 26-year relationship, this affordable new line makes well-designed, high-quality massagers accessible for everyone.

**INNOVATOR:**

OhMiBod's products range from a USB-rechargeable triple stim massager to a wireless wearable vibe that responds to ambient sound.

**PLEASURE AT YOUR FINGERTIPS:**

OhMiBod Remote is an intuitive, remote control interface that allows users to create unlimited vibration patterns on the fly (available on the iTunes store)

**SAFETY FIRST:**

All pleasure products are phthalate free and made from body-safe materials

**COMPATIBILITY:**

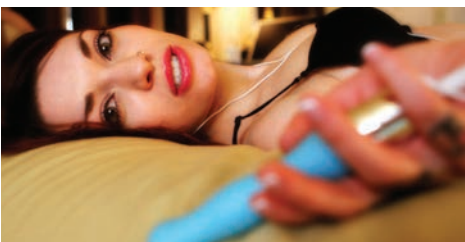
Each music-driven massager is compatible with smartphones and MP3 players—a few are even Skype-compatible

**CLUB VIBE:**

OhMiBod empowers DJs and music artists around the world by providing them with a unique opportunity to showcase their talent to its community of users

**ACSEXSORIZE:**

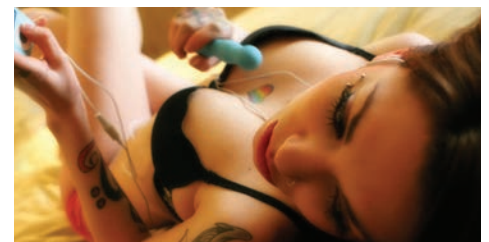
OhMiBod's online store carries organic lubricants, massage oil candles, sexual education materials, safe sex apparel, and more

**WARRANTY:**

All products come with a least a standard one-year warranty

**AVAILABILITY:**

Purchase OhMiBod products at online and mainstream retailers, as well as adult boutiques and novelty stores from around the world

**ONLINE:**

Website: [ohmibod.com](http://ohmibod.com)  
OhMiBlog: [ohmiblog.ohmibod.com](http://ohmiblog.ohmibod.com)  
Facebook: [/MusicVibe](https://www.facebook.com/MusicVibe)  
Twitter: [@OhMiBod](https://twitter.com/OhMiBod)



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**HONOR ROLL**



**reddot award 2014**  
winner

**LOVELIFE™**  
Red Dot Design Award  
2014



**CLUB VIBE 2.OH**  
AVN "O" Award for  
"Most Outstanding  
Product for Women"  
2012

**COSMOPOLITAN**

**CLUB VIBE 2.OH**  
Cosmo's  
"7 Sex Toys That  
Up Your O-Factor"  
2012

**NAUGHTIBOD**  
Cosmo's  
"The Sexiest Gifts Ever"  
2009

**Women's Health**

Women's Health  
Sex Awards Nominee  
2008

**DAILY CANDY**

Daily Candy's Best of  
"Touch" Nominee  
2007

*Lovelifife*

Seven massagers named and designed to reflect the passions and key characteristics of the OhMiBod founders' relationship: share, adventure, discover, smile, flex, dream, and cuddle



*freestyle*

A versatile line of rechargeable, wireless massagers that redefine pleasure while vibrating to pre-set patterns or the beat and rhythm of music



**CLUB VIBE®**

Whether heading out to the club, a party, or even the theater, these massagers beg to be worn out on the town



**MUSIC VIBES**

From the Naughtibod to the original OhMiBod and Gspot, our wired classics form the foundation of our success



**ACSEXSORIES**

Delivering pleasure doesn't stop with massagers -- it's a total experience with organic lubricants, candles, safe-sex apparel, and more





OhMiBod is the creator of the original iPod® vibrator. Headquartered in New Hampshire, USA, the female-owned and operated company is driving the evolution of the pleasure industry with an expansive range of high-quality, body-safe products that combine technology with sensuality.

## THE JOURNEY

It's been quite a ride since launching in 2006. OhMiBod has evolved from "the iPod® vibrator" to an award-winning innovator of technology-focused pleasure products that boast features such as wireless remote control, triple stimulation, and USB charging.

OhMiBod also developed a personal massager interface that puts pleasure at your fingertips. With OhMiBod Remote, users can create vibrations on the fly with their iPhone® or iPad® and experience them in real time. These innovations have helped OhMiBod earn numerous awards, including the 2012 AVN "O" Award for "Most Outstanding Product for Women" for the Club Vibe 2.OH.

Despite this rapid growth and recent success, OhMiBod remains committed to the values that define it as a company:

- Shifting attitudes toward self pleasure and the vital role vibrators play in sexual health and well being
- Providing men and women with body-safe massagers and other pleasure accessories that look as good as they feel
- Bringing a "mainstream" consumer goods approach to the pleasure products market



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Behind the white picket fence \_\_\_\_\_

**OhMiBod®**

## **SUKI DUNHAM | FOUNDER, OHMIBOD**

Suki Dunham never would have guessed that she'd one day stand at the helm of a global pleasure products company. Not that long ago, she was in product marketing at Apple. The idea that she'd leave one of the world's hottest and hippest technological innovators to eventually design, produce, and sell pleasure products wasn't just far-fetched—it hadn't even crossed her mind. But life has a funny way of opening our eyes to things we never thought possible. So do Christmas presents.

### **CHRISTMAS COMES JUST ONCE A YEAR**

The Christmas 2004 holiday would forever change the lives of Suki and Brian Dunham. That year, Brian gifted Suki with a new vibrator and an iPod®—her two favorite stocking stuffers of all time, we might add. It wasn't long before she thought, "Wouldn't it be cool if I could pair these two, and create one truly amazing dual-sensory experience?"

And with that, OhMiBod was born.

### **THE RESEARCH**

Research into the pleasure products market showed that few companies were taking a consumer goods approach. Suki resolved to not only create the world's first music-driven vibrator, but also the first "socially acceptable" intimate massager. Rather than craft a product that mirrored other toys on the market, her design exuded a sophisticated elegance that made women more comfortable with self-pleasure. Even the product's packaging and website design were developed to be approachable, playful, and fun.

### **THE PORTFOLIO**

Early on, all OhMiBod massagers pulsed to the beat and rhythm of your favorite music, offering a unique dual sensory experience. They also featured pre-programmed vibration patterns for increased versatility.

Today, OhMiBod's portfolio includes massagers that boast features such as wireless remote control, RF connectivity, and triple stimulation. However, the focus of these sensational products isn't only on great tech features. The Dunhams designed the massagers in Lovelife – OhMiBod's newest line – to reflect the passions and key characteristics of their relationship: share, adventure, discover, smile, flex, dream and cuddle. They're also helping customers enhance their experiences with OhMiBod products through the OhMiBod Remote, an interactive app available on the iTunes and Play stores.

### **INTERNATIONAL REACH**

Brian's decades-long experience in corporate planning and global supply chain management has been critical to OhMiBod's international reach. OhMiBod products are now sold in more than 30 countries and countless adult boutiques, novelty shops, and mainstream sites and stores.

Never satisfied, the Dunhams continue pushing their mission of shifting cultural attitudes about sexuality and self pleasure forward – in the United States and around the world.

### **THE FUTURE**

The OhMiBod brand embodies the love and passion that Suki and Brian have for each other, their family, and the industry they've partnered to serve for the last several years. This spirit is reflected in all OhMiBod products—from its revolutionary massagers to its playful accessories—and with your support, we will continue to keep that passion alive for years to come.



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Stop the presses! \_\_\_\_\_ **OhMiBod®**

OhMiBod vibrators and pleasure accessories often feature in leading publications—Cosmopolitan, Women’s Health, O — The Oprah Magazine, Glamour, Maxim, and Marie Claire, just to name a few.

**COSMOPOLITAN** **Women’s Health** **O THE OPRAH MAGAZINE** **GLAMOUR** **MAXIM** **marieclaire**

We have also graced the pages of news outlets such as The New York Times, Forbes.com, and CNN.com in articles about the importance of vibrators to sexual health, as well as their impact on the marriage of tech and sex in the digital age.

**HERE’S A SAMPLING:**

**CNN.com** [From sex toys to scales: Health gadgets connect at CES](#), CNN.com

**The New York Times** [Vibrators carry the conversation](#), New York Times

**enterprising Women** [Spotlight: Suki Dunham](#), Enterprising Women

**O THE OPRAH MAGAZINE** [Tech toys](#), O - The Oprah Magazine

**NBC NEWS** [Sex toys: The ultimate in hardware](#), NBC News

**Inc.com** [Why sex sells more than ever](#), Inc.com

Suki weighs in ... \_\_\_\_\_

**OhMiBod®**

## ON RAISING AWARENESS OF SEXUAL HEALTH AND WELL BEING

“ OhMiBod strives to be the catalyst for shifting cultural attitudes toward self pleasure and the vital role it plays in one's sexual health and well being. Thanks to rapid advances in technology, we are paving the way toward making these goals a reality. ”



### ON LOVELIFE

“ Lovelife embodies the passion that my husband and I have for each other, as well as the industry we serve. Over the years, we have shared many amazing experiences that wouldn't have been possible without our commitment to values such as sharing, smiling, discovering and dreaming. We are proud to share the spirit of that love and passion through the Lovelife line. ”



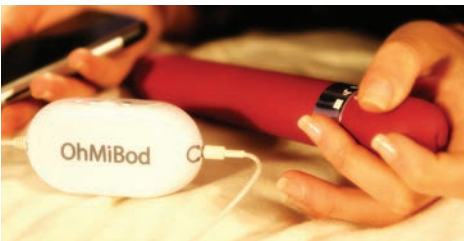
### ON THE CLUB VIBE 2.OH

“ The Club Vibe 2.OH is the most sophisticated remote control toy on the market. It provides couples with complete discretion, while bringing new dimensions of passion, intimacy, and excitement to their relationships. ”



### ON THE OHMIBOD REMOTE

“ This exclusive brand of creative freedom is a revolutionary step toward turning OhMiBod's line of personal massagers into fully customizable self-pleasure devices. The OMB App opens the doors to an entirely unique and interactive way of controlling OhMiBod products, and ensures that our customers enjoy new experiences on each use. ”



### ON THE FREESTYLE LINE

“ Music's power to heal, reinforce, and transform is what inspired OhMiBod to create the Freestyle line of wireless massagers. Its versatility allows it to accommodate a diversity of both pleasure and music preferences. ”



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Sex and eating aren't just pleasurable; they're necessary to our survival and reproduction. But why do we derive so much satisfaction from the two? Studies show that both activities trigger the release of dopamine in the brain, a neurochemical associated with feelings of reward. Do you know what else has this effect?

## MUSIC.



*[CNN.com reports on a recent Spotify study](#) showing that music is more arousing than touch:*

Respondents said music playing in the background is 40% more likely to turn them on than the touch or feel of their partner.

"It's no surprise that so many respondents claimed to find music arousing in the bedroom," Mullensiefen said in a release. He said music activates the same pleasure centers of the brain that respond to rewards such as food, drugs or sex.

The study interviewed 2,000 people in the United Kingdom between the ages of 18 and 91, with an almost equal gender split.



*[The Huffington Post reports](#) on a recent study by Montreal's McGill University published in the journal *Nature Neuroscience*:*

[The study found that] people didn't only receive jolts of dopamine at their favorite parts of a song; they got dopamine boosts right before, too. The finding suggested that anticipation is a major part of the pleasure derived from music, but it wasn't clear from where the anticipation was coming.



*[NBCnews.com also reports](#) on the McGill University study:*

PET scans showed the participants' brains pumped out more dopamine in a region called the striatum when listening to favorite pieces of music than when hearing other pieces... Dopamine surged in one part of the striatum during the 15 seconds leading up to a thrilling moment, and a different part when that musical highlight finally arrived.

[Researchers say] that makes sense: The area linked to anticipation connects with parts of the brain involved with making predictions and responding to the environment, while the area reacting to the peak moment itself is linked to the brain's limbic system, which is involved in emotion.

Sensual touch, familiar music, and sex trigger pleasure-filled dopamine boosts for nearly all individuals. Imagine experiencing all of that at once. With OhMiBod, you can. Our massagers offer an unrivaled sensory experience that allows singles and couples to not only hear their favorite music, but feel it as well. No other product on the market is specifically designed to deliver that level of ecstasy.





**IF IT FEELS GOOD, THEN YOU'RE DOING IT RIGHT.****TIME, MOOD, AND PLACE**

One of the most important things to realize when using a vibrator is that you need to be relaxed and undistracted to really enjoy the experience.

**GET TO KNOW YOUR BODY**

Many women are uncomfortable with the sight of their own naked bodies. This is a significant barrier not only to self-love but also couples play. The first step to comfort is to stop comparing your body with others. Learn to accept, love it, and then have some fun with it.

**COUPLES PLAY**

Using a vibrator during intercourse can result in an incredible orgasm. Depending on your position, either you or your partner can hold the vibrator against your clitoris through climax. You can also incorporate your vibrator into oral sex. Your partner can use it on you while providing oral stimulation. If you are giving oral stimulation, you can also use the vibrator to pleasure yourself.

**MEN LIKE VIBRATORS, TOO**

A vibrator can provide great stimulation on the head, shaft, and base of the penis, as well as the testicles and anus. Some men also find that the vibrator is great to massage the area underneath the scrotum during oral and manual stimulation.



Not only is vibrator use common, but two studies by [Indiana University's Center for Sexual Health Promotion](#) (published in the Journal of Sexual Medicine) show that vibrator use is associated with more positive sexual function and being more proactive in caring for one's sexual health.



#### FOR WOMEN:

- 52.5 percent had used a vibrator with nearly one in four having done so in the past month
- Vibrator users were significantly more likely to have had a gynecological exam during the past year and to have performed genital self-examination during the previous month
- Vibrator use was positively related to several aspects of sexual function (desire, arousal, lubrication, orgasm, pain and overall function), with recent users scoring themselves higher on most sexual function domains
- 71.5 percent reported having never experienced any side effects associated with vibrator use

#### FOR MEN:

- 44.8 percent of men had incorporated a vibrator into sexual activities during their lives (there was no statistical differences between the rates of vibrator use between men who identified as heterosexual and those who identified as gay or bisexual)
- Heterosexual men most commonly reported having used vibrators during foreplay or intercourse with a female partner, with 91 percent of those who had used a vibrator reporting that they had done so during such activities with women
- Of men who have used vibrators, 10 percent had done so in the past month, 14.2 percent in the past year, and 20.5 percent more than one year ago
- Men who reported having used vibrators, particularly those with more recent use, were more likely to report participation in sexual health promoting behaviors, such as testicular self-exam
- Men who had used vibrators recently also scored themselves higher on four of the five domains of sexual function, as measured by the International Index of Erectile Function (erectile function, intercourse satisfaction, orgasmic function and sexual desire)

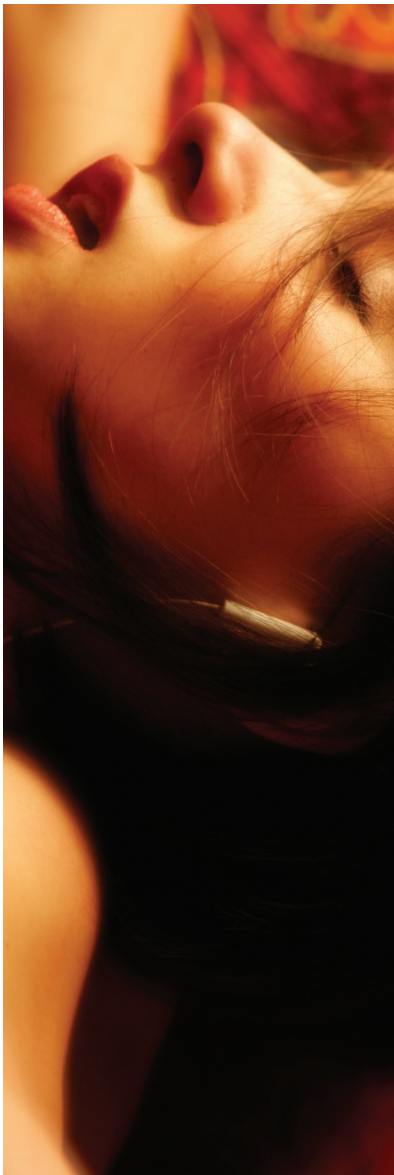


Orgasm: O so good for you \_\_\_\_\_

According to the Journal of the American Medical Association (JAMA), 43% of American women suffer from a form of Female Sexual Dysfunction—a disorder that leaves many unable to reach orgasm. Tragically, many women blame themselves and give up, rather than searching for solutions to the problem.

One frequent cause for not reaching orgasm is inadequate stimulation. Women can improve their ability to reach orgasm by asking partners to get creative and stimulate the clitoris using fingers, oral stimulation, or a vibrator. They can also voice which methods do and don't work, giving partners a chance to not only explore their bodies but also get to know and understand it.

If a woman doesn't know what works for her, the solution is another simple one. She can spend some quality time getting to know her body and exploring her vagina to learn what leads to orgasm. Taking steps to achieve orgasm is well worth it since the psychological and physical benefits of doing so are numerous.



#### **INCREASE BRAIN ACTIVITY**

Doing crossword puzzles and Sudoku is good for your brain -- but not as good as having orgasms. According to Rutgers researchers Barry Komisaruk and Nan Wise, mental exercises increase brain activity but only in relatively localized regions, but orgasm activates the whole.

#### **RELIEVE TENSION IN YOUR NERVOUS SYSTEM**

The racing heart beat, increased blood flow, and muscular tautness associated with sexual pleasure all come to a relaxing conclusion with an orgasm.

#### **SLEEP BETTER**

The release of pleasure-inducing endorphins is very calming and acts as a natural tranquilizer.

#### **BOOST YOUR IMMUNE SYSTEM**

With orgasm, the body releases dehydroepiandrosterone (DHEA)—a steroid hormone that helps balance the immune system, improves cognition, promotes bone growth, and maintains and repairs tissues. It can mean less frequent colds and flu. In fact, a study by Wilkes University says those who have sex once or twice a week show 30% higher levels of an antibody called immunoglobulin A, which is known to boost the immune system.

#### **REDUCE FOOD CRAVINGS**

Tempted to pig out? Grab your partner or pleasure yourself instead. Sexual stimulation activates the production of phenethylamine, a natural amphetamine that regulates your appetite.

#### **BURN CALORIES**

You can lose between 100-150 calories for each act of masturbation, according to the Young People's Reproductive and Sexual Health & Rights Organization. However, Japanese scientist Dr. Shukan Tokuho cites that you can raise that amount to around 300 calories through a five-minute vigorous masturbation session.

#### **NATURAL PAIN MANAGEMENT**

Sex or masturbating can relieve menstrual cramps. The uterine contractions of orgasm help expel the menstrual fluid and relieve some of the muscular tension in the muscles of the uterus caused by the hormone prostaglandin.



It hasn't been long since most people believed that men were threatened or intimidated by sex toys. So you may be surprised to learn that a study by Indiana University's Center for Sexual Health Promotion debunked that myth, with [70 percent of men disagreeing or strongly disagreeing](#) with that statement.

Scott Alden from [The Date Report](#) offers a few reasons why men are embracing the vibe:

- 1. WE LIKE TOOLS:** If a vibrator helps bring her to orgasm faster, more easily and more intensely, we'll happily use it. You can even coach us on how to use it — just as long as you let us hold it.
- 2. WE KNOW THAT ORGASM IS ONLY PART OF THE EQUATION:** We love our orgasms, too, but it's not the only thing we love about sex and it's not even necessarily the best part.
- 3. WE THINK IT'S HOT:** Men like thinking about women masturbating. If a woman owns a vibrator, it's proof positive that she's made getting down with herself a priority. That really turns us on.
- 4. WE WANT YOU TO KNOW WHAT WORKS:** If a woman is giving herself regular orgasms on a regular basis, she's likely to bring all that experience to bear during sex with us. Most men really want a woman to come, but how to make it happen is not always obvious. The more she knows, the more she can let us know.
- 5. WE KNOW ABOUT PHEROMONES AND STUFF:** While a woman very well might receive better, more consistent orgasms from a vibrator, she's never going to be attracted to a vibrator. Even she names it and draws a little bearded face on it.

IU's study also showed that while 70 percent of men aren't intimidated or threatened by vibrators, only 45 percent have used them in the bedroom. Here are some tips on introducing intimate massagers into couples play.

- **POP THE QUESTION:** Introduce the idea of a vibrator by being enthusiastic about the sex you're already having. "Last night was great. Let's make it even hotter!"
- **GET HIM INVOLVED:** Selecting a new massager? Ask your partner to help you pick one out that you're both comfortable with using.
- **GIVE HIM A SNEAK PEAK:** Let him watch you in action with the new toy. It will turn him on, while giving him an idea of what makes you climax.
- **GET HIM INVOLVED:** Put the vibe in his hand and help him guide it around your body. When he's ready, do the same for him.

Other interesting facts about men and vibrators:

- Of men who have used vibrators, 10 percent had done so in the past month and 14 percent in the past year
- Men who reported recent vibrator use were more likely to report participation in sexual health promoting behaviors, such as testicular self-exam
- Men who had used vibrators recently also scored themselves higher on four of the five factors used to measure sexual function (erectile function, intercourse satisfaction, orgasmic function and sexual desire)

