



**MANUFACTURING**

***Personal Needs & Intimacy Products***

XR LLC  
 15251 Pipeline Lane  
 Huntington Beach, CA USA  
 XRMASS.com

General Manager  
**Randy Alvstad**  
 randy@XRmass.com

Brand Manager  
**Michael Merrill**  
 michael@XRmass.com

- **Founded 1999**
- **Division of XR LLC**
- **Located in Huntington Beach CA, USA**
- **60,000 SQ. Ft. Warehouse - Operations**
- **50,000 SQ. Ft. Warehouse - Storage**
- **Privately Held**
- **2012 Sales: \$50 Million**



Managerial Team



We are keenly aware that every retailer has a unique shopping environment. With this in mind, we have designed product brands and packaging appropriate for every level of discretion in the several wellness and intimacy categories.

**3 LEVELS OF RETAIL DISCRETION**





• Conservative estimated Adult Retail Sales 2012: Over 6 Billion



• Social Acceptance of Sexual Wellness Growing as Conservative Sexual Stigmas Decline



• 82% of Surveyed Women Say that Sex Toys are a “Healthy Part of Their Sex lives”. (Trojan Research)



• “50 Shades of Grey” Sold over 70 Million Copies 2012.



• Adam & Eve (USA Largest Multi-Channel Adult Retailer) estimates the Total Adult Products Market at \$16 Billion (Included Entertainment)



• Estimated “Sexual Wellness” Category Sales at Amazon.com Exceed \$1 Billion in 2012



• Younger Shoppers are Powering Intimacy Product Sales



• Discrete Packaging and Exciting Product Selection are Keys to Retail Success



• Sexual Wellness Products are Addressing Real Health Problems Such as Erectile Dysfunction, Prostate Health, Sexual Impotency and General Happiness.



• Adult Products are Shown to Improve Sexual Experience and Lead to More Satisfied Relationships in Couples.



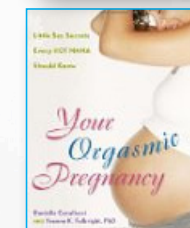
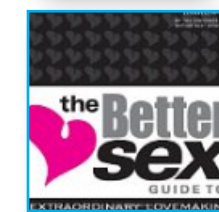
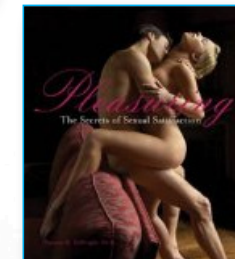
• For Older Consumers, Adult Products Help Cope with Age Related Dysfunctions Associated with Diabetes, Erectile Dysfunction, Traumatic Injuries and Mental Depression.

# Meet Dr. Yvonne Fulbright

Dr. Yvonne Fulbright received her Master’s in Human Sexuality Education from the University of Pennsylvania, and her Ph.D. in International Community Health Education. She is a sex blogger for The Huffington Post, a freelancer, a professor at Argosy University and is currently the sex columnist and sex expert for foxnews.com. Dr. Yvonne is also the author of several books and is a Certified Sex Educator through the American Association of Sex Educators. Dr. Yvonne has established herself as one of today’s leading sexuality experts as an advocate and activist for sexuality education, Dr. Yvonne is committed to enabling candid, positive dialogues about sexuality, relationships, and intimacy.



## PUBLICATIONS





Inspired intimacy  
for a completely  
good life.

**Why Completely Good  
stands out:**

- Value Priced
- Discreet Shopping
- Dr. Recommended



2013/2014 PRODUCT PRICELIST					
ITEM #	CASE	UPC	DESCRIPTION	WHLSL	MSRP
CG100	24	848518009944	Smooth Coat Mini Massager	\$3.60	\$10.99
CG101	24	848518009951	Velvet Coat Personal Massager	\$3.90	\$11.99
CG102	48	848518009968	Velvet Coated Gem Massager	\$6.25	\$18.99
CG103	24	848518009975	Velvet Coat 7" Personal Massager	\$5.50	\$16.50
CG104	48	848518009982	Vibrating Couples Ring	\$5.50	\$16.99
CG105	48	848518009999	Intimate Fingertip Massager	\$2.30	\$6.99
CG106	24	848518010001	Couples Intimacy Kit	\$10.00	\$29.99
CG107	48	848518010186	Solo Silicone Kegel Exerciser	\$4.75	\$13.99





Dr.  
Yvonne K.  
Fulbright  
Ph.D.

Everyone Deserves  
Sensual, Savvy Satisfaction.



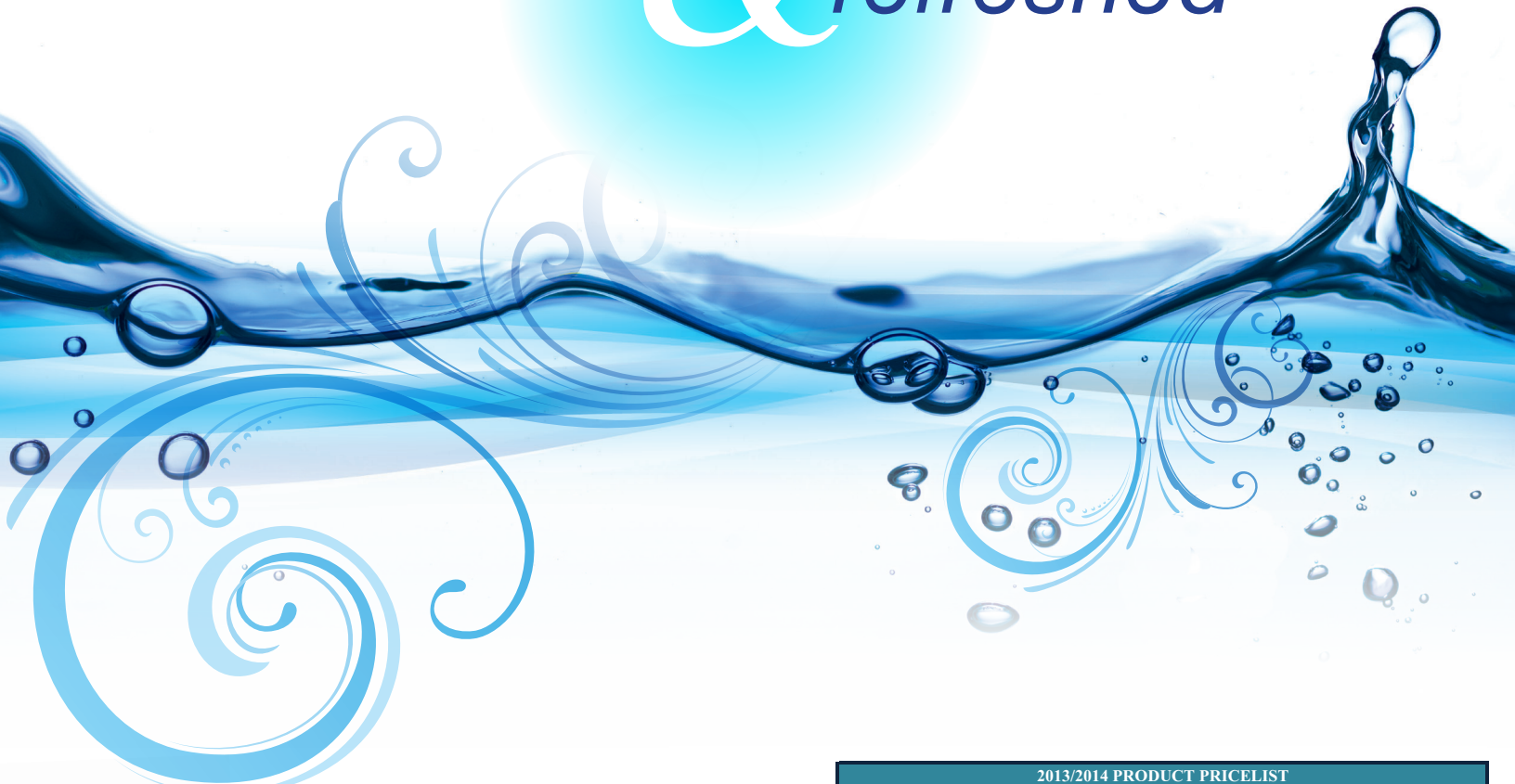
- Value Priced
- Sophisticated Product Features
- Dr. Recommended



2013/2014 PRODUCT PRICELIST					
ITEM #	CASE	UPC	DESCRIPTION	WHLSL	MSRP
YF100	24	848518010018	7 Mode Personal Silicone Massager	\$28.00	\$83.99
YF101	24	848518010025	Hot Spot Intimate Massager	\$7.15	\$21.49
YF102	48	848518010032	Silicone Kegel Exercise Balls	\$7.10	\$21.49
YF103	24	848518010049	10 Function Remote Intimate Massager	\$16.25	\$48.99
YF104	24	848518010056	Vibrating Prostate Exerciser	\$6.50	\$19.49
YF105	48	848518010063	ED Three Ring Set - Clear	\$2.00	\$5.99
YF106	12	848518010131	On the Spot Intimate Glass Massager	\$11.00	\$32.99
YF107	12	848518010148	Intimate Bliss Kit	\$10.00	\$29.99
YF108	48	848518010155	Delightful Curve Intimate Massager	\$2.65	\$7.99
YF109	24	848518010179	Bliss Curve 6 Function Silicone Massager	\$8.80	\$26.50



# CLEAN & refreshed



2013/2014 PRODUCT PRICELIST					
ITEM #	CASE	UPC	DESCRIPTION	WHLSL	MSRP
CR100	72	848518009890	PERSONAL CLEANSING ENEMA BULB	\$4.75	\$14.99
CR101	72	848518009906	DISPOSABLE PERSONAL CLEANSING APPLICATOR	\$2.25	\$6.99
CR102	24	848518009913	PERSONAL CLEANSING BAG SYSTEM	\$7.10	\$21.99
CR103	72	848518009920	DELUXE PERSONAL CLEANSING ENEMA BULB	\$7.50	\$22.49
CR104	24	848518009937	PERSONAL CLEANSING SHOWER SYSTEM	\$20.25	\$59.99



# DISCOUNT

2013/2014 PRICELIST



ITEM #	UPC	DESCRIPTION	CASE	WLSL	MSRP
PL100-2oz	811847011520	PASSION WATER-BASED LUBRICANT - 2 OZ.	24	\$2.80	\$8.40
PL100-4oz	811847011537	PASSION WATER-BASED LUBRICANT - 4 OZ.	24	\$3.85	\$11.50
PL100-8oz	811847011544	PASSION WATER-BASED LUBRICANT - 8 OZ.	24	\$4.65	\$13.99
PL100-16oz	811847014149	PASSION WATER-BASED LUBRICANT - 16 OZ.	24	\$8.85	\$26.50
PL100-34oz	811847017591	PASSION WATER-BASED LUBRICANT - 34 OZ.	24	\$11.75	\$34.99
PL101-2oz	811847011551	PASSION SILICONE-BASED LUBRICANT - 2 OZ.	24	\$5.35	\$15.99
PL101-4oz	811847011568	PASSION SILICONE-BASED LUBRICANT - 4 OZ.	24	\$7.55	\$22.49
PL101-8oz	811847011575	PASSION SILICONE-BASED LUBRICANT - 8 OZ.	24	\$11.00	\$32.99
AC593	848518000347	PASSION PREMIUM SILICONE LIGHT16OZ LUBE	24	\$10.75	\$32.50



## PREMIUM PERSONAL LUBRICANT

- Top Performer
- Value Priced
- Premium Quality





massera™

Massera is the developer and manufacturer of a line of premium professional quality massagers. Each unique design treats sore muscles, relieve tension and promote an overall healthy sense of well-being in the privacy of the user's own home. From large hand-held back massagers to portable sizes for targeted simulation, Massera brings the Art of Swedish Massage in every incarnation to men and women around the world.

- Professional Quality
- Growing Category
- Proven Performers



	SKU	BARCODE	CS	DESCRIPTION	Wholesale	MSRP
	AD309	848518007476	12	Professional Grade 4 Speed Power Massager	\$34.35	\$100.00
	AC749	848518003676	24	vÖda Amplified Rechargeable Wand Massager with Universal Travel Adapter	\$29.50	\$90.00
	AC622	848518001184	24	lumina Multispeed Wand 110v-Blue	\$16.95	\$52.00
	AD168	848518005939	24	swÖn Petite Variable Speed RechargeableWand Massager	\$16.95	\$52.00
	AC784	848518004710	6	mÖrr Handheld Multi-Speed Massager w/ Infrared Heat	\$16.00	\$50.00
	AC783	848518004703	6	Öpa Professional Grade Variable Speed Massager	\$16.00	\$50.00
	AC781-Blue	848518006189	24	bjÖrn Portable Massager - Blue	\$4.00	\$12.00
	AC781-White	848518006196	24	bjÖrn Portable Massager - White	\$4.00	\$12.00
	AC780-Blue	848518003683	24	vevÖ Three Node Petite Massager - Blue	\$3.00	\$9.00
	AC780-White	848518003690	24	vevÖ Three Node Petite Massager - White	\$3.00	\$9.00
	AC782	848518004697	24	sÖnik Electro Stimulation Massager	\$8.25	\$25.00
	AC815	848518004093	24	Almond Nectar Massage Oil 8 oz.	\$8.75	\$27.00





Affordable Silicone Luxury

	SKU	BARCODE	CS	DESCRIPTION	WHSL	MSRP
	AC435	811847018222	24	Moxie 6 Mode Silicone Massager	\$23.25	\$69.99
	AC809	848518003430	24	Bordeaux 10 Mode Remote G-Spot Vibe	\$31.00	\$92.99
	AD255	848518007490	24	Isis 6 Mode Vibe w/ Rose Petal Stimulator	\$25.00	\$74.99
	AD278	848518007193	24	Bella 7 Mode Silicone Stimulator	\$17.00	\$50.99
	AD203	848518007728	24	Swell Vibe Variable Speed 6" Vibe	\$4.90	\$14.99
	AD250	848518007575	24	Linga Silicone 7x Tongue Vibe	\$16.75	\$49.99
	AC534	811847019014	24	INMI G Silicone G-Spot Ergo Vibe	\$10.00	\$29.99



	TROJAN TWISTER	TRIPHORIA	PULSE	ULTRA TOUCH	MULTI-SPEED RING	VIBRA MINI	VIBE RING	INTENSE VIBE RING
WALMART				\$10.82	\$7.58			\$7.58
TARGET			\$24.99	\$15.73	\$7.59			
WALGREENS	\$66.99	\$43.99	\$34.99	\$18.99	\$16.49			
CVS		\$44.99	\$34.49	\$24.79	\$16.99	\$24.79		
RITE AID	\$64.99	\$43.49	\$30.99	\$23.99	\$14.99			
SAV-ON				\$18.49		\$14.99	\$10.99	\$12.99

	DUREX VIBE RING	DISCOVER	DELIGHT	RING OF BLISS	ALLURE
WALMART	\$9.97			\$9.89	
TARGET					
WALGREENS			\$24.99	\$15.99	\$21.99
CVS	\$13.49	\$49.99	\$25.99	\$15.49	\$20.99
RITE AID					\$21.99
SAV-ON					



	ANSELL - LIFESTYLES 3 PK RINGS	AMUSE	AMUSE RING
WALMART	\$9.97		
TARGET			
WALGREENS	\$11.99	\$9.99	
CVS			
RITE AID	\$11.29		\$20.99
SAV-ON			



\* compares to CG106 kit

\*\* compares to CG102 vibe

\*\*\* compares to CG104 ring vibe





PRINT ADVERTISING

- Full- or half-page ad promoting each brand featuring "Where To Buy" icons
- Publications selected according to key demographics:

- o Ms. Magazine
- o BUST
- o Self
- o Good Housekeeping



SATELLITE RADIO ADVERTISING

- 30-second spots
- o Playboy Radio
- o Howard 100



ONLINE ADVERTISING

- Leaderboard, side column, rectangle rotating banners
- Key blogs within sexuality, health/wellness, fitness categories:

- o YourTango
- o TheFrisky
- o BlogHer
- o CafeMom
- o TheBump
- o Feministing
- o Jezebel
- o iVillage
- o Blogilates
- o Fitsugar
- o The Fitnessista
- o Web MD.



SOCIAL MEDIA

Twitter

- o Product review and discussion by Dr. Yvonne Fulbright
- o Sex blogger engagement
- o Hash tag creation and promotion – sexuality, health/wellness, fitness categories



Facebook

- o Product review and discussion by Dr. Yvonne Fulbright
- o Fan Page for each brand
- o Fan engagement with sponsored posts and column ads



PUBLIC RELATIONS SUPPORT

LUCID Public Relations, <http://www.lucidpublicrelations.com/>

Projected daytime TV placement

- o The Doctors
- o Kris Jenner Show
- o The Dish
- o Bethany Frankel Show



Securing editorial placement

- o Regional and national media mentions

