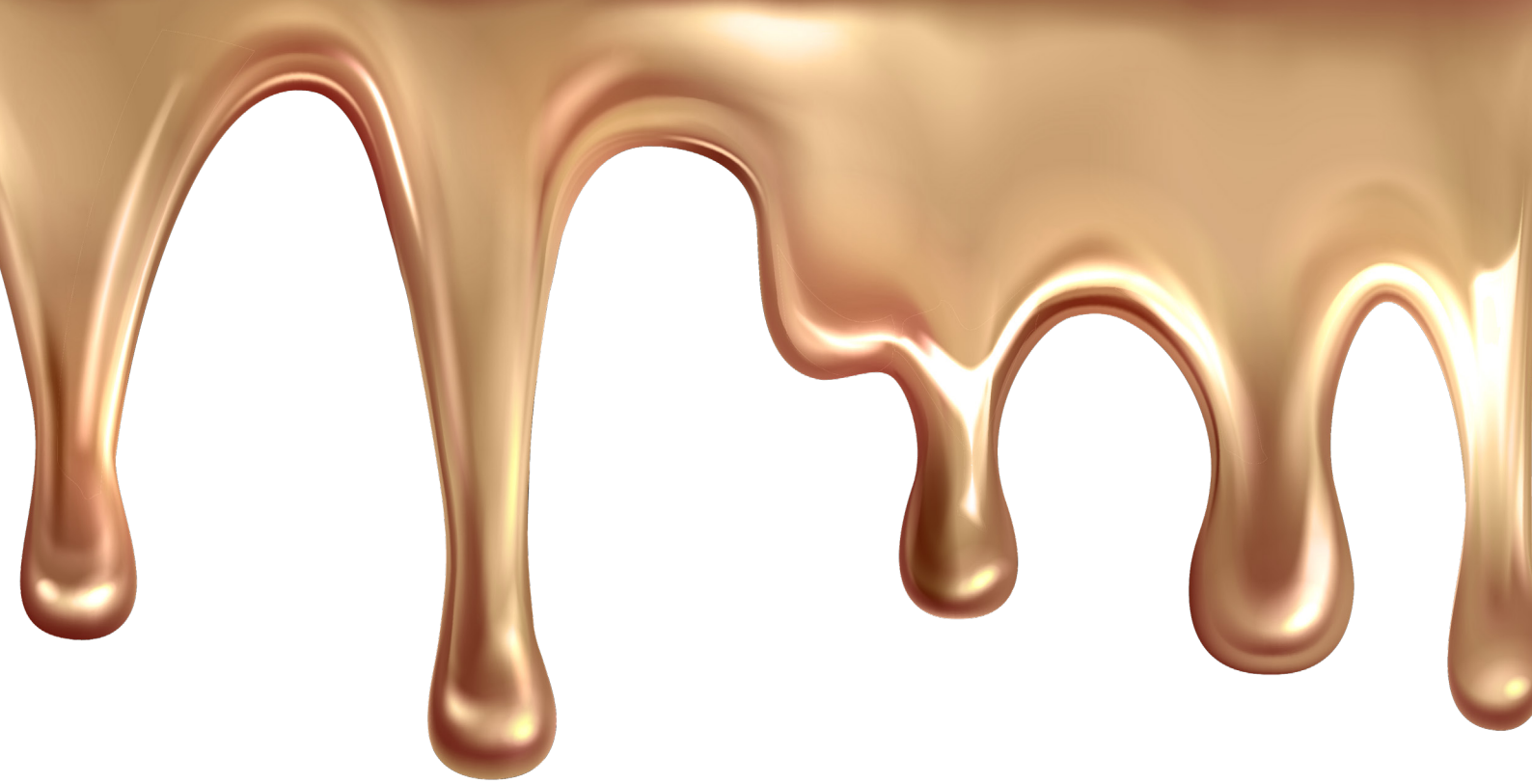

the new eros JOURNAL

Issue 15
December 2023
Adult's Only Retailing in Australia

EROS ASSOCIATION
HALL OF FAME
2023

eros the **adults only** association

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www.eros.org.au

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A Note From The President

David Watt

What does The Eros Association do…

It is a very good question.

Last year, I wrote “Eros was created in 1992 to represent, lobby, defend and protect the businesses, the owners, the managers, the employees and their livelihoods against discrimination, conservative governments and the moral police (insert church groups here, and their many denominations).”

Eros primarily exists to present a united, collective voice to the world, in defence and celebration of an industry that hasn’t always been popular.

People and organisations still judge us.

It seems less negative, but it’s still there.

I feel it’s difficult to not be somewhat defensive when for most of the last 30-40 years we as an industry have had to fight to be treated without prejudice.

In 2023 the Eros team continued to lobby against financial discrimination. We simply want banks and other financial service providers to treat adult industry businesses and those who work in the adult industry fairly. Sometimes they flat out refuse to provide services or decide to cancel them. Other times it is the little things, they might loan you money, but with a higher interest rate. They might insure your business, but at a higher premium.

It’s not just banks, EFTPOS providers, insurers etc. This discrimination extends to local councils, governments, print and social media, online platforms, advertisers, lawyers and more.

Why?

I am sure you have your own experiences, examples and thoughts on that!

However, having a representative voice to fight, defend and promote our legitimate tax paying industry is something to be proud of. Our contributions both financially and socially are worthy. We promote wellness, happiness and many, many orgasms.



For me The Eros Association is more than that!

It’s about family.

Almost every business in our industry in Australia is owned and run by families.

It’s about protecting those businesses and families as best we can.

And, it’s about promoting the tax paying, legitimate adult industry, as best we can.

Not many other industries have had our experience of discrimination. Most long termers have grown up with it, have learnt ways of dealing with it, and are proactively working to overcome it.

Some have moved on, handing over the baton for us to continue the fight for equality.

Being on the inside looking out, it has felt like us against the world at times.

Often, in these instances the adult industry rallies together.

Through Eros we can share information and ideas to assist a fellow industry friend, customer and even competitors. It might be to find an industry friendly accountant, insurer, lawyer or service provider. Maybe it could be as simple as to run an idea by someone, or do a sanity check with an experienced member in the industry who has been around.

We welcome those financial service providers, insurers, lawyers and other services that are adult industry friendly. Thankfully, some businesses from those industries are Eros members.

The Eros Board has literally hundreds of years of combined experience in the industry.

Members can and should feel proud that through their financial support, the light is on – there is a collective voice standing in the corner, fighting the good fight, with you.

Commercial membership costs as little as less-than half a cup of coffee a day.

Please consider…

Either way, we will keep working for you, because that is what The Eros Association does..

David Watt



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Eros Association 2023 Hall of Fame



The annual Eros Hall of Fame recongises people for their long term contribution to the development, survival and growth of the Australian adult industry. The inaugural Hall of Fame commenced last year as part of Eros's celebration of its thirtieth birthday.

This year we welcome 19 recipients from the adult retail, wholesale, sex worker advocacy and adult film and entertainment sectors to the Hall of Fame. They join the 83 people inducted in last year's inaugural Hall of Fame.

You might wonder why people who have played or continue to play an important role are not included on the lists of inductees. Some people declined their nominations, stating that while they were honoured to be nominated, they didn't want to be in the spotlight. Also we didn't hear back from some nominees or were not able to find the correct channel to contact them or their families.

It is our policy that nominees are only inducted with their consent or the consent of their next of kin.

However, we realise that we will have missed some of those people who should be recognised as Eros Legends, Hall of Famers or Pioneers. To those we have missed we apologise but hope that we will catch you next year.

I thank the Eros Board, and Robbie Swan, Fiona Patten and Sue Peran for their time and work in the nomination and acceptance process.

Congratulations to all inductees to the 2023 Eros Hall of Fame, celebrating thirty-one years of the continuous operation of Eros, Australia's Adult Industry Association.

Graeme Dunne
General Manager

Eros Legends

Angela White



Angela began her journey in the Australian adult industry in 2003 and for the next decade established herself as the preeminent Australian female performer. Since then, Angela has become the most award winning female performer in adult entertainment history and the only individual to have won the AVN Female Performer of the Year award three times.

Hall of Fame

Luke Astill



Luke started working in the Adult industry in 2001 and quickly realised he loved the industry. Luke notes he's really enjoying the evolution of the business and the direction the Pleasure Chest is moving toward. They have an amazing customer focused team and the growth of the business over the last few years has been great motivation.

Gary Brewer

Gary started with HGC ClubX in 1995, working in the tele-ads erotic phone call division, then retail at various Melbourne locations. He then moved to the head office to manage DVD purchasing for the stores, until the decline of the DVD, which is when he switched to purchasing toys and adult products from overseas suppliers. Gary is now sourcing and developing products exclusively for ClubX stores.

Maxine Fensom



A well respected adult industry identity, Maxine Fensom founded The Australian Adult Industry Awards - AAIA IN 2000 and now also operates Maxine's Gentlemen's Club and the Miss Erotica pageant.

Natasha "Tash" Goldsworthy



Natasha says "It's been interesting seeing the changes the industry has gone through over the years." Natasha is a Senior Account Manager at Metro Distribution, and is known widely across the adult retail and wholesale industry.

Rebecca Grech



Rebecca is a dynamic leader within the adult industry with a diverse background in retail, franchise and education. As General Manager at Sexyland, Rebecca has increased revenue, launched stores and spearheaded campaigns embracing inclusivity and market trends. Rebecca believes in providing safe spaces for equality and opportunity for everybody to reside.

Hall of Fame

Leanne Hill



When Leanne started Love In Leather in 2001 she says she had little understanding of the Adult Industry, only a knowledge of leather and manufacturing. In the last 22 years the industry and its communities have flourished, and Leanne says it has been an honour to learn and grow with it.

Andrew Horne

Andrew is a veteran, having been in the Adult Industry for decades since joining Peter Chan and Gerald Hercus back in the Fortbacon days in Darwin. He then spent decades with M Distribution as their Warehouse Manager.

Warren Jeffrey



Warren has spent many years helping provide pleasure to Australia and New Zealand. A genuine Windsor all-rounder.

Michael Jovanovic

Michael is a long term jack-of-all-trades at Windsor Wholesale.

Craig Leete

Craig started as a retail casual and thought he'd be there for 3 or 4 months max until he got a "real" job, but 33 years later he is proud of his achievements in the adult industry. "I have met life long friends that are family and so many beautiful people and OMG have we had a laugh along the way. Industry peers inspired me to drive for perfection."

Joy Mason



Joy says "Someone once told me "find your passion and love what you do, and you will never work a day in your life! This is how I feel about my time in our industry." Working at Sexyland, being on the Eros board, being a brand ambassador for Hot Productions and now working with AAPD - Joy wants to thank everyone before her and all those who will follow, "It is my privilege to work and grow with you all."

Jill Mellon-Robertson



Jill started working in the Adult Industry 25 years ago, on marketing campaigns for ClubX with Ken and Eric Hill. She invested in ClubX stores, which Jill says has been rewarding and extremely enjoyable. Jill served on the Eros board for several years and currently works for HGC Administrative Services as the Brand Manager for Magic Touch Fun, the ClubX exclusive Product Range.

Michael Rutner



Founder of the adult products wholesale company Next to Nothing. Michael has been a wholesaler in the adult industry for over 30 years.

Hall of Fame

JD Ryan



JD's mission, through Downunder Toys, was to change the industry standard so that body-safe materials would be the default in the manufacture of intimate pleasure products for women and their partners. JD is proud of the contribution to that goal in Australia and around the world.

Brett Wilson



Brett opened The Little Devil Adult Store in Boronia Victoria over 40 years ago. It is one of the longest running adult shops in the Melbourne area, and many people say it is one of the best. Brett has pursued other interests and the business continues to operate under the reins of his wife Robyn.

Robyn Wilson



Robyn Wilson operates The Little Devil Adult Store. "We have endured good & bad times within the Industry but can happily say the business is still growing and evolving into the next generation".

Pioneers

Julie Bates AO



Julie is a sex worker rights defender, a public speaker and lobbyist for decriminalisation of the sex industry, and principal of Urban Realists Planning & Health Consultants that provides health and safety services to the sex industry. Julie was appointed an Officer of the Order of Australia in 2018. She has been a manager of the Australian Prostitutes Collective NSW, (forerunner of SWOP NSW) and the NSW Users and AIDS Association, has served on the Australian National Council on AIDS, contributed to the first Australian National HIV/AIDS Strategy and was a consultant to the World Health Organisation on strategies for minimising HIV risk in the sex industry.

Cheryl Overs



In 1981 Cheryl joined a group of feminist lawyers lobbying for decriminalisation and destigmatisation of sex work, which led to the foundation of the Prostitutes Collective Victoria, one of the world's first sex work worker-led advocacy organisations. Cheryl has campaigned for sex worker rights internationally, including working as an advisor to the Global Program on Aids at the World Health Organization. Cheryl is currently working in the UK and is an adjunct Senior Research Fellow at Monash University, Victoria.

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The Remarkable History of Eros:



The new millennium ushered in plenty of new opportunities and challenges to Australia's adult industry. Starting with the listing of two Australian adult companies on local and international stock markets.

Adultshop.com and SharonAusten.com became the first two listed adult companies in Australia. It was a massive change to the nature of adult retailing but it also had a sizeable effect on the way in which business and politicians viewed the sin industries. Now they could stand alongside the Commonwealth Bank and BHP - well in the stock market reports they could anyway. Both companies had an overseas presence to their structures but Adultshop quickly branched out into the real world of adult retail in Australia and later on acquired wholesaler Calvista to provide them with a distribution network. Meanwhile SharonAusten.com morphed into Gallery Global Networks.

After John Howard scuttled the new Non Violent Erotica (NVE) Classification for sexually-explicit, non-violent adult films in 2000 there was a real chance that he would turn around and ban the entire X rating. Eros mounted a quiet campaign to lobby Howard through letters to Liberal MPs and via his friend and biographer, David Barnett. In the end, Howard agreed to wrap the new NVE guidelines that Eros had worked on with Attorney General, Darryl Williams, around the new X Rating. The new NVE guidelines prohibited any violence or non-consent of any kind including spanking and other forms of bondage and discipline. Eros was accused by some S&M groups of selling them down the drain on this but the government was without a doubt going to ban all X rated films if it couldn't sell the new guidelines to moral's groups and the Catholic Bishops, as being substantially different from what had gone before. Eros reckoned it could revisit this anyway within a few years and have the guidelines for BDSM reinstated to a degree but also that there would be a loosening of these guidelines over time to reinstate most of what was initially lost.



The 2000s were also the time of 'porn done differently' and in Melbourne a new group of young entrepreneurs with no affiliation to the mainstream porn industry set about creating different viewpoints and different definitions of erotic. These new companies based themselves in old churches or hipster factory spaces in Fitzroy and encouraged contemporary workplace practices, proper meal breaks and occupational health and safety booklets for models.

Websites like Abby Winters, I Feel Myself and Beautiful Agony all harnessed the boy and girl next door look to provide a voyeur's view of what the suburban sex life was like in the new millennium. This didn't always focus on explicitness and if it did, it was in extremely high quality betacam with hi fidelity sound. Beautiful Agony even focussed exclusively on the model's orgasmic faces which had never been tried before. These images were quite different from the often fuzzy 10th generation master tapes of buff US bodies grinding away at it that X rated duplicators were churning out in Canberra. This porn done differently was primarily not for DVD but for websites only, which represented a huge shift in focus and began a trend in adult entertainment that quickly spread around the world.

In 2003 Adultshop.com and Gallery Global networks led a coalition of Australian traders and US and European porn production companies in setting up our first adult films copyright protection agency. When an Australian company purchased a new title from US or European producers, by the time a master tape from which to duplicate had been sent over and pushed through the relevant classification process, pirate operators were already advertising them in their catalogues and shipping pirated porn movies all over Australia. When you were paying some thousands of dollars to buy the rights to a film and then another couple of thousand to classify it, you needed to protect that investment hence the need for a new 'porn police' in the form of AICO – the Adult Industry Copyright Organisation. Several major AICO investigations led to civil court proceedings resulting in successful prosecutions and substantial financial penalties against copyright infringers. The pirates retreated somewhat although they never truly went away.

In 2004 Independent NSW MP, Peter Breen, introduced a Bill to legalise the sale of X rated material. It was the first time that a Bill like this had hit a state parliament. Just prior to this, the very violent and sexually explicit film, Baise-Moi had been the subject of a ban threat and NSW premier Bob Carr had come out defending the film and saying, 'I don't like the idea of state police going into cinemas and seizing films'. As usual and in keeping with his predecessor, Premier Neville Wran, Carr folded in the end and would not support Breen's Bill. It was a lesson well learned by the industry that politicians would support big budget, arthouse films with explicit sex and loads of violence but when it came to non-violent sex films on low budgets (X rated) their middle-class, civil libertarian ideals deserted them.

Throughout the 2000s adult shops continued to be raided by state police. In 2004 police raided three adult shops in South Australia and took $70,000 worth of stock. Sgt Hill of the Mt Gambier police provided an interesting

The Second Ten Years: 2000 – 2010

Written by Robbie Swan – Eros Consultant

assessment of police valuing of adult stocks when he said that they arrived at this figure by taking an average retail price of an X rated DVD of $59.95 and multiplying it by 1,100 which was the total number of films seized.

But it was the online environment that fairly sizzled with sex and by the mid 2000s the adult industry had created some of the most sophisticated online payment systems that would be quickly copied by mainstream companies. However, while all the action appeared to be online, Club X was quietly reshaping the public perception of real world sex and large scale interaction with it, via their sexual lifestyle exhibition – Sexpo. Starting off in 1995 with a couple of thousand attendees, by the early to mid 2000s the show was attracting anywhere between 40,000 to 70,000 people and was the envy of other lifestyle exhibitions like the Home and Motor Show which could only attract a fraction of those numbers. With the idea that there was safety in numbers, thousands of suburban couples made the annual pilgrimage and mingled with others in a way that they would not have done at the local adult shop.

By the mid 2000s sales of adult video tapes were just about finished and even adult DVDs were starting to struggle against the new online tube sites that offered free five minute X rated clips to anyone who wanted them. In the face of financial ruin the industry looked around for a new product to replace films and magazines which had been the staple fare of adult shops since they had begun in the early 1970s. Sales of vibrators and toys were up via the anonymity of the new online trade and the education of thousands of suburban couples through Sexpo but it wasn't enough. Enter social tonics.

In the late 2000s an international grey market emerged selling synthetic cannabinoid and related products. Under names like K2, Spice and Kronic, dozens of products were marketed and sold internationally in an unregulated environment.

Eros tried to get Australian governments to regulate the sale of these synthetic cannabinoids – as they were in New Zealand. They refused and instead decided to run costly court cases and ineffective rolling bans.

By the time governments caught up with a product and wrote legislation to ban it, another product would turn up with a slightly changed chemical structure but a similar effect.

After discussions with the Victorian, NSW and Queensland police, Eros set up a scheme to attach a hologram sticker to every packet of social tonics sold by its members. Those products had to be certified by a registered chemist to the effect that they were not illegal.

As the decade drew to a close, the federal Labor government signalled its intention to set up an internet filtering scheme which would effectively ban Eros member's products and even their sites. Eros lobbied the Minister, Stephen Conroy, on a number of fronts to exclude

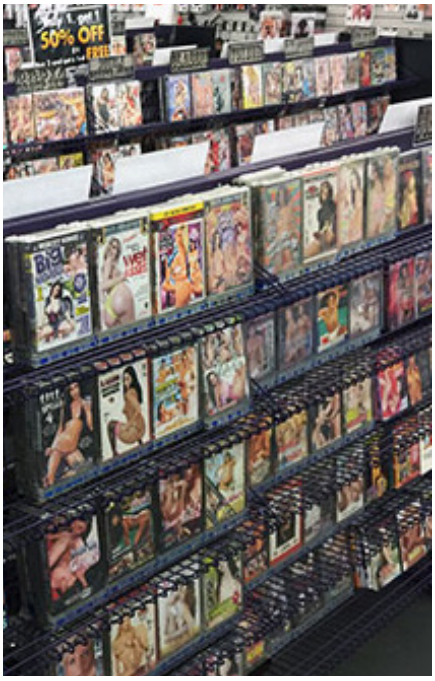


adult content from these bans and although he tried to placate the industry it was clear he was not going to exempt it from the scheme. In 2009, Eros CEO Fiona Patten, announced that as a result of the government's draconian internet filtering plans, the adult industry would register a new political party to fight the proposals and reach out to like-minded civil liberties and other employment groups to develop the first 'personal freedom' platform in Australian politics.

In the wake of many formal and informal objections, Australia's adult industry and its national association launched the Australian Sex Party onto the Australian political landscape. It was the first time that an adult industry group had successfully formed and registered a political party anywhere in the world and would lead to some ground-breaking achievements in the decade ahead.



After a long path from magazines, video tape, DVDs, social tonics, online sales and a foray into politics, the adult retail and wholesale landscape from 2010 onwards was about to be transformed by a broader acceptance of sexuality, pleasure and masturbation. Especially for women. The sex toy market was not only beginning to boom, it was about to explode…to be continued.







General Manager's Report — Eros Journal 2023

Hello and welcome to the annual Eros Journal.

The year ending 31 December 2023 will mark my first eighteen months as the General Manager of the Eros Association.

It is a pleasure to work with the people who provide the administrative support, membership management, financial, policy, legal, graphic design, promotional, technical and other services that make Eros tick. They are often dealing with complex issues, tight deadlines or working at odd hours. I thank them for their dedication to Eros and for their industry-friendly views.

It is often challenging for those who work in and support an industry that is subject to ongoing discrimination and unfair criticism.

Unfortunately, and unsurprisingly, continued discrimination is waged against our members and the industry. Financial services, government wage subsidies, workplace and employment discrimination, classification laws, equal opportunity and human rights, online content and online age verification remain key areas of concern.

Conservative, anti-industry agitators and so-called moral's crusaders still want to see adults-only businesses and products banned and the industry shut for good. The moral minority that campaign against the adults-only industry in the USA, UK, France and other European countries have their supporters, activists and networks here in Australia.

Eros lobbies governments, government departments and agencies for fair, reasonable and non-discriminatory legislation and regulations. While we have seen success in the decriminalisation and legalisation of sex work, and importantly a recent Federal Government rejection of mandatory online age verification for legal adults-only content, gains are only achieved by ongoing lobbying and advocacy. Eros' work usually occurs behind the scenes but with a key aim of keeping a legal adults-only industry operational and businesses open.

The online *Eros Newsletter* which is published monthly is now the flagship publication of the Association. I encourage you not just to read it, but to consider contributing news items and providing feedback about the newsletter to the Eros team.

Last year Eros reintroduced the *Eros Journal.* That *30th Birthday Eros Journal* celebrated the history of Eros. It included the inaugural *Eros Hall of Fame* where eighty three people were recognised for their contributions to the Australian adults-only industry and inducted as Eros Legends, Hall of Famers and Pioneers.

This year's Eros *Journal* sees a new group of people from our industry inducted into the Eros Hall of Fame. I congratulate all of the 2023 inductees.

With almost 90% of members involved in the sales, distribution and marketing of adults-only products Eros is clearly Australia's adult industry retail and wholesale association. This is complimented by our members operating in the adult entertainment venue, sex on premises, adult media production, and sex worker promotional services areas, and the finance and insurance sectors.

Eros operates on a modest budget which is 100% funded by members. I welcome the ongoing support of all Eros members.

I acknowledge the work of the Eros Board members and thank them for their time and involvement in Eros matters. This is done on a voluntary, unpaid basis. I give special thanks to Eros President David Watt. David is a hands-on President with the interests of the Association at heart.

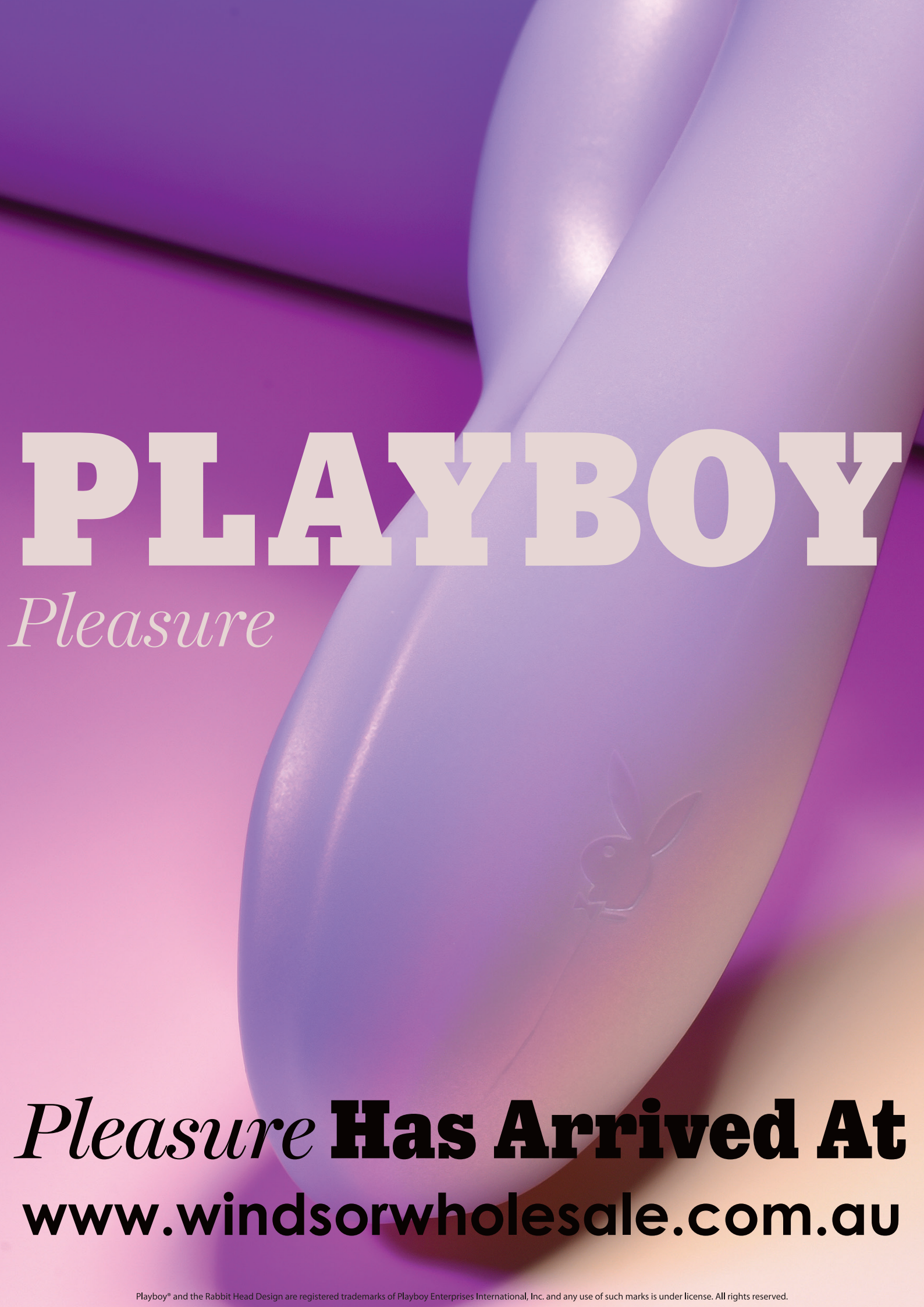
Wishing you all the very best for the year ahead.

Graeme Dunne
General Manager









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From the Barrel to ClubX

Written by Ken Hill

Many people made a significant contribution to the growth of the Victorian adult industry, including Hanna Strum, John Conroy, and other pioneers. This is an account of how my partners and I became involved.

My wife Margaret and I started in mainstream movie entertainment as well as providing special effects, disco lighting, sound control, and distribution of projection equipment as a new entertainment venture. We were extremely fortunate to have a couple of committed partners who helped finance our business with a shared vision for success. Together we worked long hours and often took on other work to maintain financial stability and business growth.

In the early 70's Margaret and I ran several cinemas including the Astro Jet at Tullamarine Airport. This was just prior to the introduction of colour TV.

As a supplier of projection equipment, I was amazed to learn the box office turnover of a little retail space originally called Melbourne Camera Supplies, later known as The Barrel.

Yes, the original newsreel theatres occasionally toyed with cheap R-Rated movies, but the first specially built exclusive R-rated theatre was The Barrel Cinema in Swanston Street Melbourne. A very simple set up using a 16mm projector with curtains covering the windows.

It was difficult to imagine or comprehend the ticket sales that the projectionists shared with me. The success of this tiny retail space, showing 16mm was amazing, and gave insight for the potential of a similar venue.

When I visited the operation I couldn't believe my eyes, the queue stretched hundreds of metres up Swanston Street towards Lonsdale Street. The operator was Leon Striegler, one of the very first porn movie operators in Melbourne.

I contacted a Real-Estate Agent to investigate a four-story building just a few doors away from The Barrel that was for lease. Not far away I noticed some old signage for a leather clothing store named The Shaft. I thought that was very interesting, as it was the same time the hit Blaxploitation film Shaft was released in the early 70's. It seemed like a message from the Gods.

Additionally, I remembered a sex cinema in Sydney named SINema 35. We basically rebuilt this retail space at 264 Swanston Street Melbourne.

Hallelujah! The Shaft Sinema was born.

There are always obstacles with new ventures. Our issue was that many major film distributors, who supplied the old newsreel cinemas, still found R-rated sex movies easy money. So initially the Shaft Sinema could not access first release adult films.

What to do to turn this around? Before tabletop dancing became a big thing, I saw a cabaret show across the road from the Shaft which was trying to establish an audience with Striptease Dancers and cheap meals. We did not want to be involved in the food and beverage industry but thought live shows could support our adult film entertainment program.

This was like an iPhone moment!

It was an immediate success, so much so we didn't have enough seats to fit all our patrons inside our cinema. Additionally, film owners (prompted by the number of sales) could not offer us adult product quick enough.

Now we had the films, we had the best entertainers, but we needed greater seat capacity.

Over time we decided to take over more cinemas ultimately running:

The Shaft, The Barrel, The Star (renamed The Crazy Horse, now Twisted Toys), The Albany, and Blue Bijou/Silver Screen (Manchester Unity Cinemas)

However, the real game changer came when we took over a new cinema designed primarily for family audiences, called The Club Cinema on level 1 of the Nicholson Building 37 Swanston Street Melbourne. There was a competitor in the basement, Penthouse but this soon closed.

At this time the Hawke Federal Government was legalising X-rated video tapes. Technically back then even though X-rated movies were legal on video tape in most states they were not legal in cinemas.

It was at this time I thought a simple name change could support our brand; therefore, I decided to add the letter X to Club, establishing ClubX our current brand today. We constantly tweaked and added to our brand introducing book shops and retail selling adult sex toys.

As we expanded with my brother Eric, now a part of the business, we developed Calvista, the most successful Australian adult industry wholesale business. Many years later Calvista was sold to Adult Shop and became one of their most profitable enterprises.

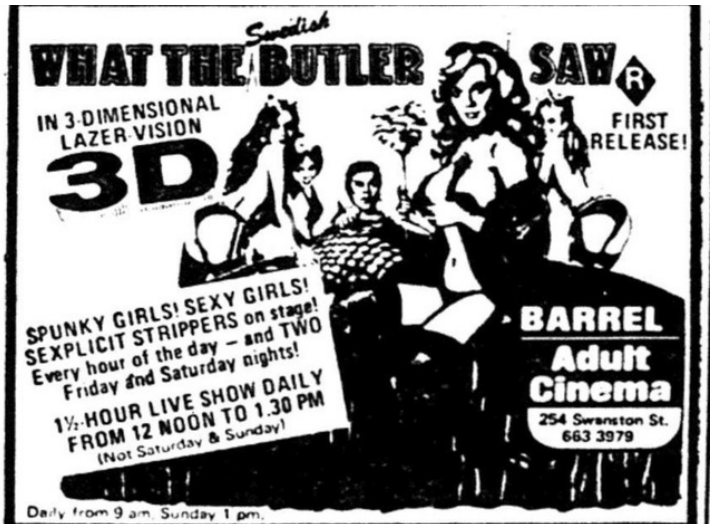
What a journey we had. Those early days getting established in the industry were exciting and demanding, which is no different today. The success of any business is commitment, determination, resilience and adaptation to change.

This was not a solo journey; my brothers Eric and Glenn were instrumental in ensuring the success of ClubX for more than three decades. Success comes from teamwork and could not be achieved without the support and commitment from our loving families.

We've been so fortunate to have many wonderful, committed partners on the journey who have contributed to the success of our brand ClubX.

Together with our amazing staff, and support networks, ClubX continues to meet the challenges the changing world delivers, and we meet it head on, with enthusiasm and optimism.

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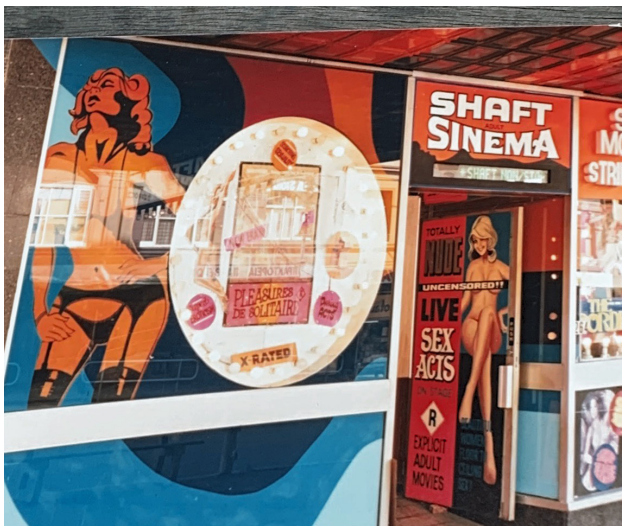
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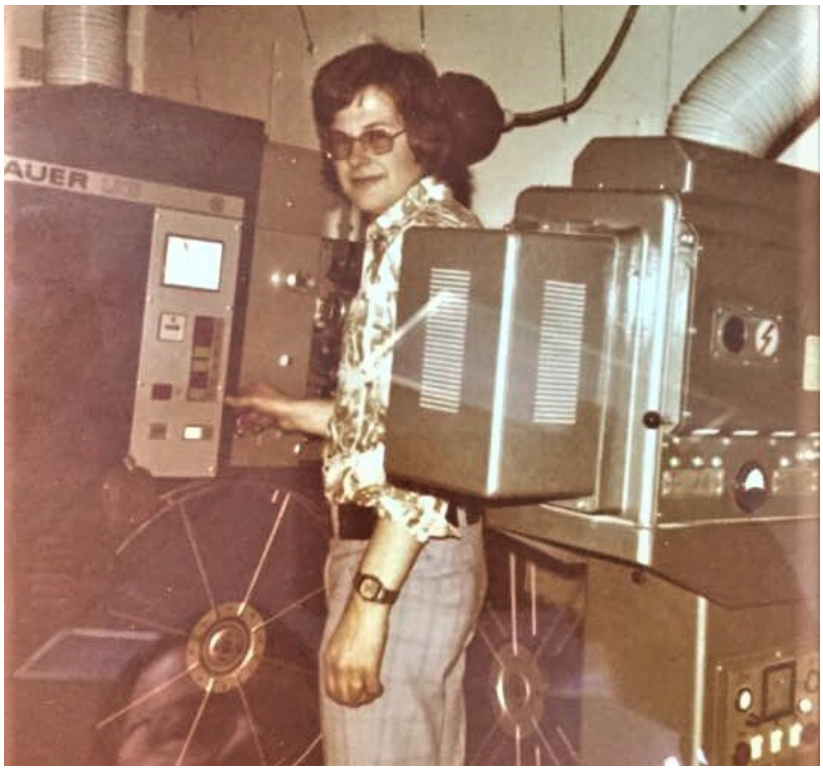


Movers, Shakers & Toymakers:

A familiar face is breathing new life into the bedroom bliss scene: Sexyland is now offering our own range of quality sex toys for all Australians to indulge in at an affordable price.

This highly anticipated expansion into manufacturing is the result of society's new movements towards the acceptance of sexual pleasure as self-care, and it wouldn't have been possible without our valuable customers. We have analysed your feedback, reviews, and suggestions over our 22 years of serving the adult pleasure community, and transformed it into 5 new adult toys (which is our first release of many more to come). These innovative pleasure products are based on what you've told us you loved about Sexyland's bestsellers, including aesthetic design choices, stimulation types, multi-functional versatility, and of course, user-friendliness. These toys are currently the focus of a new advertising campaign that is centred on the idea of Me Time, coming off the back of Sexyland's immensely successful Real Sexy campaign that scouted for real, everyday people. Much like the Real Sexy campaign, the Me Time campaign celebrates the diversity of human desires and the ways in which we all express our sexuality while highlighting how Sexyland endeavours to cater to everybody and every body with its vast inventory and brand-new toy range.

First up from our new sex toy range is our runaway success, Sexyland's Rose Ravish. This 2-in-1 clitoral stimulator is shaped like a romantic red rose, inspired by TikTok's original viral darling that catapulted sex toys into the mainstream in the early 2020s. In the short time that it's been available, the Rose Ravish clitoral stimulator has sold out multiple times over, and it's not hard to see why. Unlike the original Rose Vibrator, the Rose Ravish offers double the delight for twice the tantalisation. The hollow centre of the bloom offers contactless suction by surrounding the clitoris while the other end is adorned with a high-speed flickering tongue for direct, oral-like sensations. The compact size is also perfect for bringing along on all your adventures to suit pleasure-seekers on the go.

The clitoral love doesn't stop there though. Sexyland's Excite is our travel-friendly and whisper-quiet answer to the ever-popular cult-favourite Satisfyer Pro 2 and Womanizer range, and another sold-out success. This all-silicone clitoral stimulator has 10 whisper-quiet suction modes that won't overwhelm the sensitive clitoral tissue, meaning a faster recovery time post-orgasm.

Next up is the Sexyland Pamper, yet another customer favourite that has sold out previously, this time with a dual stimulation design to provide pleasure to the clitoris and G-spot. Once the insertable head is inside, the ergonomic neck flexibly cups your body to let you angle the external head for a perfect seal around the clitoris. From there, you can toggle the 10 clitoral suction settings and 10 thumping modes together or separately for 100 combinations of toe-curling pleasure.

Love dual stimulation but prefer a more petite package? The Sexyland Embrace is the toy for you. At the end of the flexible neck, the ribbed G-spot head has a smaller design that's great for sex toy beginners or anyone who prefers smaller insertables. Coupled with the clitoris chamber's 7 heavenly suction modes, it makes a fantastic entry point for adult toy newcomers or seasoned experts seeking something reliable and unintimidating.

The Sexyland Rumble is one of our more unique toys, with a double-sided oscillating pad that thumps against your inner walls to ensure optimal G-spot stimulation. The head also features a ribbed texture for extra pleasure on the way in and out while a tapered flickering external teaser dances over your clitoris for blended orgasms like no other.

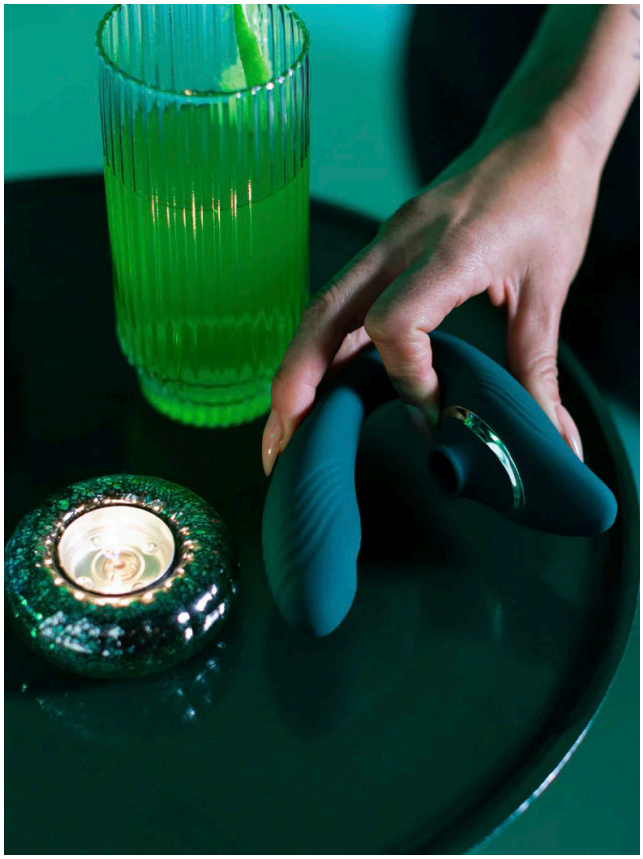
Each of our first 5 toys is made of easy-to-clean, body-safe silicone that pairs wonderfully with water-based lubricant for a silky-smooth glide against your skin. The entire series of toys in the Sexyland range is conveniently rechargeable for you to enjoy endlessly and without the hassle of fussing with batteries in the heat of the moment. The easy power top-ups also cuts down on the number of disposable batteries contributing to environmental waste so you can treat yourself to orgasms that don't cost the earth.

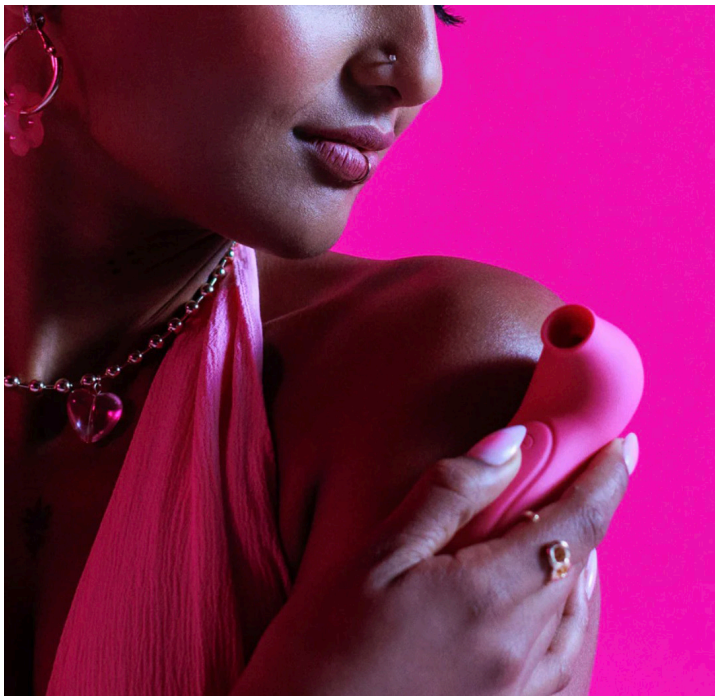
Sexyland has always strived to take the taboo out of sex and masturbation, and we're thrilled to see more and more of society collectively joining the effort. We will continue to champion everyone's right to self-pleasure, and we hope that our new range of products inspires more people to embrace their own sexuality, sensuality, and self-love.

sexyland

Expanding Sexyland's Pleasure Empire









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WHISPER SHOP

The Peep Show Must Go On

Written by Karl Frost – The Safro Group / Lovers, Adultshop, Whisper WA

Clink, roll, clunk, reject. Slight adjustment clockwise. Clink, roll, clunk, reject. Another slight adjustment clockwise. Clink, roll, jammed – too far! Tiny anti-clockwise adjustment. Clink, roll, clunk, beep – Success!

I spend the next few minutes bundling the wiring back into the housing, struggle to mount the case onto its bracket (the lighting is terrible!), crane my neck to see into the underside of the dropbox and screw the housing back onto the bracket, inhaling deeply that intoxicating never-to-be-forgotten scent of bleach and other things. Test again – Click, roll, clunk, reject. Fuck!

The year is 2020 and at 46 years old I never thought I'd be spending an hour in a dark smelly booth in the seedy, colourful streets of Northbridge cradling the innards of a peepshow mechanism. Again!

At 114 Barrack Street as a fresh-faced innocent 19 year old ("Does your mother know you work in a place like this?", a 40-something woman asks of, or rather announces at me), I was part of a small team of workers under the tyrannical rule of Bettie Button. We did our best to keep the three story funhouse pleasing our patrons and ensured every space was utilised for the purpose of separating horny men from their cash. There was an endless range of porn mags as was the norm in those days, as well as a selection of the most up to date sex-toys, from high-end 'Black Pearl Thunders' to budget 'JB's (with a 'Glow in the Dark' variant for only $10 more!). We also offered private strips and a gay cruise club, which as a just-out young guy absolutely terrified and excited me.

Being a bit nerdy, I was delighted to notice that the video booth machines were controlled by a Commodore 64, as I had learnt to program computers on an identical machine only a few years prior ("as a child!" I imagine that 40-something woman exclaiming her disapproval of the venue and my choice of employment echoing in my head).

I hadn't planned on spending my life in the adult industry. It wasn't on the list of recommendations provided by my Guidance Counsellor in High School, but I'd just dropped out of TAFE after 6 months. After just dropping out of Uni after 6 months.

Clearly without direction nor any great drive to further my education, an advertisement in the Personals column declaring "Guy wanted for casual work in adult bookshop" was obviously the career path that I had been waiting for!

Being surrounded by a team and within a workplace that wasn't just tolerant of, but largely comprised of gay, bi, trans and questioning people, it was an environment where an inexperienced guy could grow and discover himself with the same freedoms that 'the straights' enjoyed in their hetero-normative workplaces. In my experience these were often toxic spaces filled with homophobia left over from the media-driven AIDS hysteria of the end of the previous decade.

We enjoyed organising events in-house (The 'Boots & Jockstraps' parties were my favourites!) and had great fun along the way, but the peepshow and its inhabitants always frightened me a little. The performers hyper-sexualised themselves (as to be expected), and in response the punters seemed to regress back to Neanderthals. The result was an oftentimes unpleasant environment and some of the performers were less than kind to the counter staff who were there to help them.

However, there were some absolute gems too, and it was easy to become emotionally attached to some of the 'girls' (as they were called back then) and their situations. Outside of peak hours, there were long periods of time to gasbag, bitch and moan, but also to listen, empathise and offer assistance if we could. All the while re-bagging porno mags because Bettie would blow a forehead vein if she saw a crease in the plastic cover of 'Color Climax 120' - Please explain!

Gypsy was performing and booth 3 was playing up again. bang, bang! Bang! I hear. The intercom rings and Gypsy hollers "That fucker is trying to break the glass!" I rush down there (Ken paid a fortune for the peepshow glass after seeing a story about the new technology on 'Beyond 2000' – it had to be protected!!) "I want my $2 back - It's not working!" the fucker barks. "Did you check the reject slot?" I ask, vainly attempting to hide my disdain (which I've never been particularly good at). "Oh. There it is". Crisis averted, his $2 is safe. Arsehole.

The mechanism in booth 3 had been troublesome for a while – time to attempt a fix. Clink, roll, clunk, reject. Slight adjustment clockwise. Clink, roll, clunk, reject. Another slight adjustment clockwise. Clink, roll, jammed – Adjusted too far! Tiny anti-clockwise adjustment. Clink, roll, clunk, beep – Success!

Bettie had organised a staff meeting for the following night. I can't remember why, but it was probably to scream at everybody. She did that a lot. "If you don't like it, give me your keys!" was a phrase we used to hear often; more regularly than such a threat should be issued, probably. It was that night I met my future husband, Kris. Bettie kept him hidden in an outpost – the Dog Swamp store. But he was here tonight. And I saw him. Met him. Married him.

There are many stories in between, but the two of us have built and are growing a great business together and I couldn't have done it without him. But right now here I am, in a dark smelly booth in the seedy, colourful streets of Northbridge cradling the innards of a peepshow mechanism, that I own. I make some adjustments. Clink, roll, clunk, beep!





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Revolutionizing Intimacy: Why Resellers

Introduction:

In a world where sexual wellness is gaining increasing recognition and acceptance, the market for adult products is experiencing a remarkable transformation. One company that stands out in this evolving landscape is Fleshlight, a brand synonymous with innovation and quality in intimate pleasure products. In this editorial, we'll explore why resellers should consider embracing Fleshlight products and tapping into the lucrative and growing market of sexual wellness.

1. Unparalleled Innovation:
Fleshlight has revolutionized the intimate pleasure industry with its innovative designs and cutting-edge technology. The flagship product, the Fleshlight itself, is a discreet and sophisticated male masturbator that has garnered praise for its lifelike feel and customizable experiences. The company continually invests in research and development to stay at the forefront of technological advancements in pleasure products.

The innovation extends beyond the classic Fleshlight, with a diverse range of products catering to various preferences and desires. From discreet and compact designs to high-tech interactive devices, Fleshlight has something for every customer, ensuring resellers have a wide array of products to cater to different tastes.

2. Premium Quality and Safety:
One of the primary concerns in the adult product industry is the quality and safety of the products being offered.Fleshlight has set a benchmark in this regard by prioritizing the use of body-safe materials and adhering to strict manufacturing standards. The products are designed with phthalate free, body safe natural materials, ensuring durability, easy maintenance, and most importantly, the safety of users.

Resellers can confidently market Fleshlight products, knowing that they are offering customers a premium, trustworthy, and safe intimate experience. This commitment to quality not only builds trust with customers but also establishes resellers as advocates for sexual wellness.

3. Growing Demand for Sexual Wellness Products:
The global perspective on sexual wellness has shifted significantly in recent years. As societal taboos surrounding sexual health continue to break down, there has been a surge in demand for high-quality, stigma-free adult products. Resellers who align themselves with brands that promote sexual wellness and prioritize customer satisfaction are poised to capitalize on this growing market.

Fleshlight, with its commitment to destigmatizing pleasure and enhancing sexual well-being, is a brand that resonates with modern consumers. By incorporating Fleshlight products into their inventory, resellers can tap into the increasing demand for sophisticated and enjoyable intimate experiences.

4. Diversification of Product Range:
Fleshlight understands that one size does not fit all when it comes to intimate pleasure. This awareness has led to the creation of a diverse product range that caters to a wide spectrum of preferences. From classic models to specialized devices for couples and those interested in interactive experiences, Fleshlight provides resellers with the opportunity to diversify their offerings and reach a broader customer base.

Resellers can curate a selection of Fleshlight products that cater to different demographics, ensuring they appeal to both seasoned enthusiasts and those exploring the world of intimate pleasure for the first time. The brand's versatility allows resellers to adapt to evolving consumer preferences and stay ahead in a dynamic market.

5. Marketing Support and Brand Recognition:

Fleshlight has invested significantly in building a strong brand presence and has a dedicated following worldwide. By aligning with Fleshlight, resellers can leverage the brand's existing marketing efforts, benefiting from a recognizable and trusted name in the industry. The company provides marketing materials, support, and guidance to help resellers effectively promote their products.

The established reputation of Fleshlight can significantly enhance the credibility of resellers, making it easier to attract and retain customers.

As the brand continues to innovate and expand, resellers can grow alongside Fleshlight and capitalize on the ever-

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Should Embrace the Fleshlight Phenomenon

increasing demand for quality adult products.

Conclusion:

In conclusion, the adult product industry is undergoing a transformative period, and resellers have a unique opportunity to capitalize on the growing market for sexual wellness. Fleshlight, with its commitment to innovation, quality, and diversity, presents an ideal partnership for resellers looking to offer customers sophisticated and enjoyable intimate experiences.

By embracing Fleshlight products, resellers position themselves at the forefront of the sexual wellness movement, meeting the demands of a modern and open-minded consumer base. The combination of cutting-edge technology, premium quality, and a diverse product range makes Fleshlight a valuable addition to any reseller's inventory.

As the intimate pleasure industry continues to evolve, resellers who align themselves with reputable brands like Fleshlight will not only stay relevant but also contribute to the positive transformation of societal attitudes towards sexual wellness. It's time for resellers to join the revolution and embrace the Fleshlight phenomenon.











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Magic Wand - *It's True*

Written by Ken Herskovitz, Vibratex CEO

Greetings Eros members – It's been a few months since I had the opportunity to introduce myself, our company, and the Magic Wand brand. I'm very excited to share this update now that we've had some time to begin working with many of you.

As a quick recap, my name is Ken, I'm the CEO of Vibratex, INC. We are a 40-year-old, family-owned, US-based company that manages the famous Magic Wand brand. From importation to marketing to Trademark and marketplace enforcement, we are responsible for all things Magic Wand.

Until this year, the brand was only officially sold in North America. Thanks to new Trademark registrations, technical updates, and requisite certifications, we were at long last able to import Magic Wands into Australia and New Zealand. Partnered with our good friends at Windsor Wholesale, Magic Wand products are now available for you to share with your customers.

While it's unlikely you'll wonder why we expanded to AU/NZ, how the process unfolded reveals a bit more about Vibratex's philosophy. It all began with Trademark registrations. Magic Wand was first introduced by Hitachi to the US market back in 1968. There, they established all necessary registrations and IP protection. It wasn't until 2000 that Vibratex began sole control of the brand's importation and sales. For many years, we served the only existing market based on registered Trademark – North America. Over the years, we collaboratively expanded Trademark registrations to other regions, including Australia/New Zealand.

As electrical and compliance regulations prevented the official importation of the US-spec products, we needed to begin steps to create region-specific SKUs – including wall plugs that do not require adapters. Rather than burden local distributors and retailers with the task of importing, we established Vibratex as a registered Australian business entity and arranged logistics and warehousing. But first, we needed to build the foundation of IP protection. As a highly-infringed-upon and counterfeited brand, Magic Wand Trademarks require significant policing and enforcement. Our Australia-based legal team began working on this many months before the first products came ashore.

Finally, thanks to the great folks at Windsor Wholesale, Magic Wands began flowing to regional stores in June, 2023. Windsor stocks all three of the market-specific models – the Magic Wand Plus, the Magic Wand Rechargeable, and the Magic Wand Mini. Each features unique characteristics and pricing to ensure there's a wand for every consumer.

Conspicuously missing from this lineup is our Magic Wand Original – the US model that has remained virtually unchanged since 1968. Unfortunately, its internal circuitry prevented viable reconfiguration for local electrical needs. To fill those big shoes, we've brought in the Magic Wand Plus – a mains-powered, variable speed model with all the power and size of the Original.

The Magic Wand Rechargeable is, as you'd expect, our cordless option – with a significant trick up its sleeve. Unlike most rechargeable products, it can be used on battery power OR while plugged in. It also boasts four vibration patterns and multiple speeds.

Last, but not least, the Magic Wand Mini is everything you'd want from a Magic Wand packed into a compact 24 cm. It's rechargeable and features multiple speeds that deliver the famous Magic Wand rumble through the familiar soft, silicone head.

We cover all authentic Magic Wands with a one-year warranty. To make things easy for retailers and consumers alike, our Australian website – truemagicwand.



au/warranty – has a simple warranty claim form. Once approved, we will ship a replacement product directly to the consumer from our warehouse in Adelaide.

Despite our robust warranty coverage and processing, it's rarely used. Thanks to high manufacturing standards, quality components, and decades of experience, our return rate in North America averages around one half of one percent of all units sold. This reliability is a big part of what sets the Magic Wand brand apart. And it's not just mechanical reliability… Magic Wands are frequently at the top of reviewers', bloggers', experts', educators', and editors' lists of best vibrators every year. The common theme among all of them – the Magic Wand just works. Every time. It's been the go-to pleasure product for millions of users, and thanks to industry and mainstream support, it's still true today.

The Magic Wand's popularity isn't free from challenges, though. The seemingly simple design and operation make the products prime candidates for counterfeiting. It's easy to hide cheap motors and mechanics inside such a large product. Therefore, to casual observers, fakes may look strikingly similar. However, consumers unfortunate enough to be tricked into buying an imposter soon find out that it lacks the actual "magic" the authentic components provide.

Expanding into Australia presented us with another unique challenge: how do we introduce a brand so well known in North America to consumers that potentially never heard of a Magic Wand? Back home, the brand's extensive history and socially relevant integration help it stand out among much newer and equally satisfying products. But we couldn't count on that here.

So, we did the next best thing – introduce the brand as simply as possible while providing as much weight to the intro as we could. Calling on our evergreen hashtag #truemagicwand, our introductory campaign consists of two words: It's True.

Our hope for this concise statement was to excite folks that know Magic





Wand – and inspire those that don't to find out more. We are also working with mainstream press and reviewers to spread the word and drive traffic to our resellers. And, of course, we have developed a range of promotional materials for you to use in store or online.

I hope all of this brings you some insight on all that Vibratex is doing to help you succeed with the Magic Wand Brand. Please don't hesitate to connect with the folks at Windsor or to reach out to me directly with any thoughts or questions – ken@vibratex.com/

Thanks so much.

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Never Say Never

Written by Melinda Macgregor - Metro Interactive

It was Sunday night, the family did what they usually did, crowd around the television and settle in for the night's viewing. This Sunday was a little different, Dad was the main headline for the TV show 60 Minutes.

At that point he (John Lark) was the largest duplicator and distributor for X-rated videos in Australia. We weren't quite sure how the story would pan out but the promos for the night's viewing kept mentioning "The King of Porn" so my brother was confident he would gain some kudos amongst the boys at school; I wasn't of the same opinion. Not surprisingly the segment pretty quickly moved to judgement and disapproval.

Not the opportunity to discuss nonviolent erotica or the right to view what we choose to, as adults. It was about then that I decided this was not the industry for me, I would be very deliberate about pursuing another, smoother, path. But fate had another plan. Some time after Dad's 15 minutes of fame, I married his business partner and 25 years and two children later the adult industry has been my career for the last two decades.

As I look back now the evolution of our industry has been enormous. The 80's and 90's really were all about men buying videos or DVDs which they mostly watched alone. Adult shops were set up for that type of customer, police raids for X-rated material were a normal occurrence and generally women were not considered, let alone catered for. In my opinion it wasn't until the movie 50 Shades of Grey and of course Sex and the City that a little bit of curiosity and normalisation of sex toys started to drive a whole new market to our doors! Women! Young women, older women but most importantly women who now felt empowerment over their own sexuality. It seems the sex toy stigma grows more extinct each day and without doubt that stigma diminished further during Covid when we were locked up for weeks and sometimes months with nothing but our imagination and access to our local adult shop (Click and Collect, of course).

According to Ian Kerner a sex counsellor, physiotherapist and author, "We are living through a Golden Age of sex toys. Due to such well-constructed and innovative design it has become a renaissance." Certainly, over the last 3-4 years both Michael and I have seen a significant change, a definite increase in appetite and acceptance of adult products.

Going forward I see more of the same, more growth, more innovation and still more appetite from our customers. The demand for adult products has skyrocketed, and it shows no signs of slowing down. In fact, a recent study predicts that the Global Adult Entertainment market will reach a staggering value of US$72,032 million by 2027. We are living in a time of enormous growth, innovation, and insatiable consumer appetite. The future is bright, and what that young girl watching Sunday night TV didn't realise was the importance of people like John Lark pioneering change.



John Lark



Tim Lark, Melinda Macgregor, Michael Macgregor

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SEX on the ASX – SharonAusten Limited

Written by Sharon Austen



Sharon Austen with Beate Uhse

Sharon Austen Limited jumped onto the stock market dot.com bubble in 1999.

It was a time when people were watching new tech companies burst from great heights. Investors started asking "what came first, the chicken or the egg?" Well this little chick from Oz, not only had her beak in the right spot, she also had a fit mother-hen sitting in Germany, Beate Uhse, icon of the European adult industry. Beate was my mentor. I'm Sharon Austen, and this is part of my story.

Back in the day if you went to Berlin, just opposite the Mercedes building was the Beate Uhse Erotica museum. It was an historical journey of carnal pursuits and a homage to Beate's fantastic life. From Luftwaffe pilot to founding a company that became one of the largest purveyors of erotica in Germany, and one of the top 100 selling stocks in Europe.

It was 1999 and my morning routine was to drive to a little cafe at Sydney's Rushcutters Bay for breakfast. My main man at the time, a stockbroker, and I would sip on one or two lattes, skimming through the newspapers and magazines provided. After dropping him off at his city office in time for the 10am market opening I'd drive to my workplace in Surry Hills. I was running a five bedroom, plus spa room bordello called Babette's, located upstairs from a famous gentlemen's club on Cleveland St.

I had just started developing a website for Babette's. It was going to be a sophisticated online adult service provider offering live web cams. I had content ideas that imagined live sex shows teamed with product placements from some of the world's leading adult lubricant, condom and sex toy brands.

On one particular fortunate morning I was at my regular café when a copy of Forbes magazine caught my eye. The headline read 'Porn Goes Public.' I grabbed the magazine feeling breathless. I was wondering, who were these people driving erotica online? Surely they had stolen my ideas!

Stockbroker boyfriend laughed whilst informing me just who all of these mega European companies were. I was in a state of excitement. Having been cloistered in my own subculture I was witnessing all eyes on sex, open, for the first time.

It was the moment that I decided to call the Beate Uhse headquarters located in Flensburg, a border town of Germany and Denmark. That one phone call led to many more. Two weeks later I was on my way to Europe to talk with the CFO of the company. I was excited and determined to do a deal.

I was told to expect just fifteen minutes to pitch my ideas. An hour later and we were shaking hands on the first spark of a new, positive venture. They took a 30% shareholder interest in Australian adult company Sharon Austen Ltd, giving it product sales rights to all English speaking territories.

The relationship felt good from the beginning. Stockbroker boyfriend went about putting together a Board of dusty, male directors, plus me, the only woman on the Board. I turned my business plan into a dynamic powerpoint presentation to show the Directors of the German Board. I bonded well with the German team and went on to form a special relationship with Beate.

Back at the coalface in Oz I surrounded myself with strong competent women who believed and shared my vision. We were creating content to empower women to be sexually satisfied, physically and intellectually.

On the day Sharon Austen Ltd came to market, no new listed stock in the past six weeks had managed to open at or near issue price. All victims of the year 2000 dot.com bubble burst. My Stock Exchange listing officer was an old friend who had helped me secure the very appropriate, if eyebrow raising stock market code, SEX. She whispered in my ear "Market crash of 200 points overnight. Don't be disappointed if you open way under offer."

The champagne was flowing and the sound of Tom Jones belting out Sex Bomb over the PA had everybody buzzing. The boys from Spike Networks approached me to ask how my time in the US went? "Great" I said "Amazing media coverage."

Indeed it had been a success. I presented sexy fashions for Valentine's Day on LA based cable TV show *Woman To Woman*. Sharon Austen Ltd had been written up in *Jane Magazine* and *Marie Claire* along with several tech publications. We even managed to get a mention in the *New York Post* after the city's police attempted to close down my vibrator and content presentation at New York Brasserie 8&½.

It was five minutes before the Australian stock market would open. I took my place at the head of the room to deliver my opening speech and looked up nervously at the flashing screens. SEX

had floated above the $0.50 cent issue price. Stock brokers all around Australia were yelling “I want SEX” “Give me SEX” across their trading rooms.

The next week SEX stock kept edging higher. The headquarters of Sharon Austen Ltd was a funky terrace in Stanley Street East Sydney, known as little Italy, the heart of good coffee and Italian food. My PA would shout out the daily share price movements, her Yorkshire accent trickling all the way down from the top to the ground floor. Jubilation ensued as SEX hit the dollar mark. I had pulled off what I thought to be the deal of a century.

But stock markets can be tough places especially for newly listed companies. As the market malaise set in through 2000, 2001 and beyond, investors shied away from the tech sector and the male dominated Sharon Austen Board sought new corporate partners.

The battle of the sexes between the Board and me was heightened when Beate Uhse passed away in 2001. A deal was struck with one of the established Australian adult industry companies. At the time I joked in a newspaper feature article about the takeover that “the industry dicks with the bricks had joined the chicks with the clicks”. My dreams of a successful, stock market listed, online adult retailer, run by women for women, slowly unravelled.

SEX was ahead of its time and the year 2000 is a long time ago. The English speaking world kept hold of old taboos for another ten years or more. Then Hollywood movie star Gwyneth Paltrow and her company Goop cracked the international women’s focussed, sexual wellness market big-time. Sex toys and masturbation were suddenly ok.

Sexual wellbeing became and remains an international multi-billion dollar business. Thankfully there are now many adult businesses owned and run by entrepreneurial, business-savvy women. Even the mainstream non-adult retailers have jumped on the bandwagon selling sex toys. Sexual liberation is once again the new norm. I’m proud to have been a part of this ongoing, and ever-changing revolution even though I still bear a few battle scars.







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Thendro Wholesale

Thendro Wholesale is a well-established wholesale business that has been operating since the 1980s.

Specializing in offering a diverse array of reputable products and brands to retailers and other businesses, Thendro Wholesale boasts a portfolio that includes renowned brands such as Waterfall™, Planet X, PAX, Firefly, Da Vinci, and many more.

Key features and offerings of Thendro include:

1. Product Variety: Thendro Wholesale provides a broad range of products and brands, catering to various industries and customer preferences. This diversity enables them to meet the needs of a wide customer base.

2. Reputable Brands: The company prides itself on carrying well-known and respected brands, a crucial factor for retailers and businesses seeking to stock quality products that resonate with consumers.

3. Longevity: With decades of experience in the wholesale business, Thendro brings a wealth of industry knowledge and expertise to its customers.

4. Dedicated Wholesale Team: Thendro's specialized wholesale team is available to assist customers with inquiries and orders, providing information, pricing, and support to ensure a seamless wholesale purchasing experience.

5. Customer Focus: Thendro Wholesale places a strong emphasis on meeting the needs of its clients. The company offers personalized solutions and support to help businesses succeed in their retail endeavors.

It's important to note that the specific products and services offered by Thendro Wholesale may vary, and for the most up-to-date information and details on their range, it's recommended to contact them directly or visit their website.

The longevity of Thendro Wholesale since the 1980s indicates a history of sustainability and adaptability in the competitive wholesale market. The dedicated wholesale team underscores the company's commitment to customer service and providing tailored assistance to clients.

A customer-centric approach is a notable strength, with Thendro focusing on meeting the specific needs and requirements of its customers. This includes providing personalized solutions, flexible pricing, and excellent support.

With decades of experience, Thendro Wholesale possesses a deep understanding of the market, market trends, customer preferences, and the wholesale business, contributing to informed decision-making. Effective supply chain and inventory management are crucial in the wholesale business, and Thendro's supply chain team boasts an extensive network of partners and suppliers, ensuring access to the best brands and items in the market.

Adaptability is a key strength, as Thendro Wholesale constantly adjusts to changing market conditions, technology, and customer demands. Building and maintaining strong relationships with suppliers, manufacturers, and customers are fundamental to the company's successful wholesale operation.

Quality control is a priority for Thendro Wholesale, ensuring the quality of the distributed products to maintain a positive reputation and keep customers satisfied.





1. Reaper | 2. Predator | 3. Alien | 4. Cyborg | 5. Alien King
6. Drac | 7. Yeti | 8. Hunchback | 9. Twisted Twins | 10. Frankenstein | 11. Big Foot | 12. Zombie

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DARING
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Age Verification on Adult Websites:

Written by the Eros Team December 2023



As reported in the September edition of the Eros eNewsletter, the Australian Government took a sensible decision on the 30th of August 2023 not to force mandatory, online age verification onto adult websites.

However, with a national digital ID scheme being drafted, how far away are we from having the conservatives in government mandate age verification across the adult industry?

Countries worldwide have implemented various strategies to "ensure" that only individuals of legal age can access adult material online. We thought it would be interesting to explore the diverse global approaches to age verification.



United Kingdom - Pioneering

In 2019, the UK made history by enacting the Digital Economy Act, which decreed age verification for all adult websites accessible within the country. This required users to confirm their age using credit cards or other methods. This initiative faced significant challenges, such as privacy concerns and potential data breaches which led to the repeal of this legislation in 2020.

But in September 2023 after Prime Minister Sunak faced pressure from conservatives in the Tory party to address adult content through the Online Safety Bill, the government prioritized the bill, aiming to secure a victory for social conservatives and religious campaigners.

The bill was passed mid September and directs the removal of illegal content and the protection of children from certain legal but perceived harmful materials. In fact the Bill officially classifies and censors any content deemed "harmful" or "pornographic" by the politicians who happen to be in power at any given time. Reintroducing state censorship in the UK.



France - Exploring

In 2020, under President Macron The Parliament agreed to introduce a nationwide age verification system for pornography websites. Nothing new there, however earlier this year Digital Minister Barrot introduced the idea of a double anonymity technical solution to online age verification. Being proposed is an entity, distinct from the adult service provider that verifies an individual's age and then issues them with an age verification token. The token provider does not know on what site that token will be used, and the adult site it's used on does not get access to the individual's identity documents.



Italy - Experimentation

Italian authorities rolled out an experimental directive on the 21st of November 2023 that mandates phone providers install as default an adult content filter on all sim cards registered to minors. This filter will supposedly block sexual content and sites selling sexual services or products. Also funnily, the use of magical powers



Germany - Steadfast

In Germany the Youth Protection Act places the responsibility on website operators to verify visitors' ages before granting access to explicit content. Enforcement has faced challenges due to the decentralized nature of the internet.

An International Overview

In November 2023 the German authorities introduced a proposal stating "The responsible state media authority can prohibit those involved in payment transactions, in particular credit and financial services companies, from participating in payments" for offending sites. Basically it shuts off the money supply to adult sites. The proposal also simplifies the process to implement netblocks on adult sites.

Germany has previously attempted to issue blocking orders to some of the world's biggest adult content providers due to their refusal to implement age verification checks.



South Korea - Stringent

South Korea has adopted a strict approach to online age verification. Users attempting to access "indecent internet sites" are redirected to a warning page that states "This site is legally blocked by government regulations." South Korean search engines have been issued a list of keywords which are deemed inappropriate for minors, and require users to verify their age through a national identification number before accessing content containing those keywords.

This method raises concerns about privacy and misuse of personal information.



United States - Patchwork

The United States lacks a unified approach to age verification on adult websites, resulting in varying regulations by state. Some states have enacted legislation, while others rely on voluntary industry initiatives. Some recent examples of the American age verification hodgepodge include:

North Carolina, where on the 21st of September 2023 the Senate voted to mandate age verification on adult websites, after Sen. Galey inserted age verification requirements on adult sites into House Bill 8, a measure which previously only proposed adding a computer science class to the state's high school graduation requirements.

The new Texas age verification law requires adult websites to post pseudoscientific anti-porn propaganda declaring that "pornography is potentially biologically addictive, is proven to harm human brain development, desensitizes brain reward circuits, increases conditioned responses and weakens brain function." This law faces legal challenges but is currently in effect.

Virginia is another American state which requires online age verification. However, it boasts the highest rate of searches for vpns (virtual private networks) since the state law came into effect.

The other American states where online age verification have been mandated include Arkansas, Montana, Mississippi and Utah. This state-by-state campaign by religious conservatives and anti-porn activists to outlaw sexual material online is overt and part of a growing global hysteria surrounding adult content.

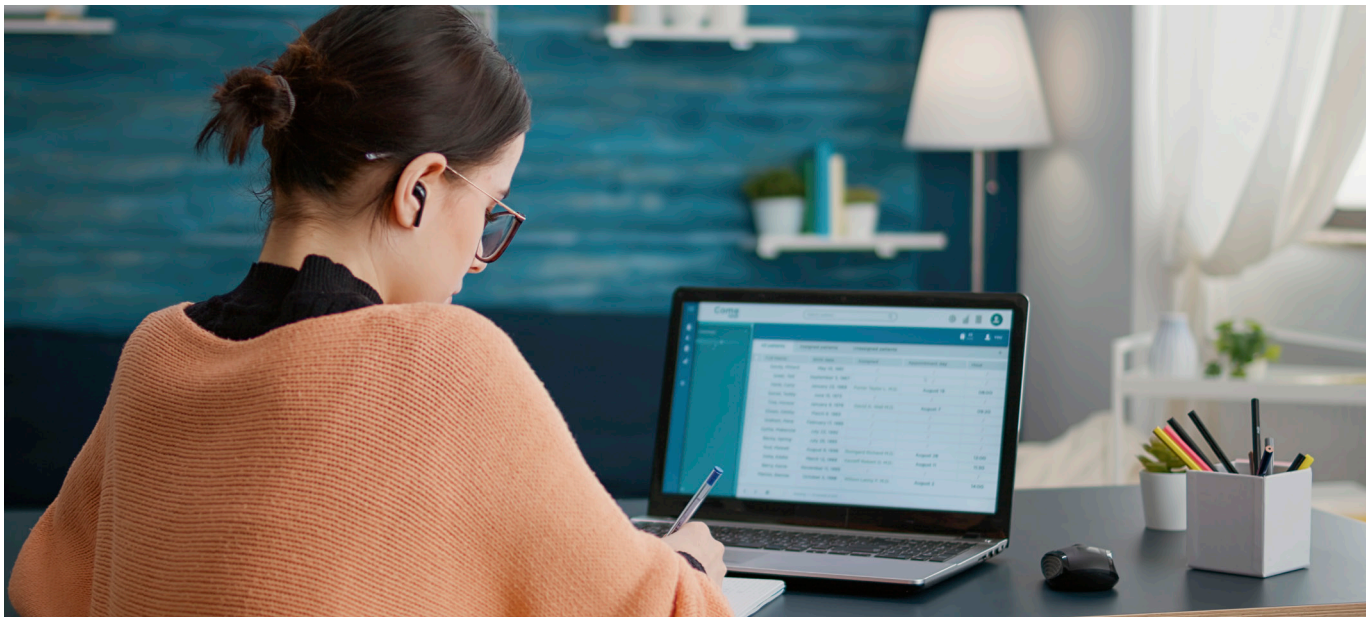


Australia - Self-Regulation

In Australia, the discussion surrounding age verification on adult websites is ongoing. From back in the 'noughties' when Senator Stephen Conroy raised the idea of the Australian internet filter, the topic has been complicated, but not entirely negative. This issue sparked the formation of the political party the Australian Sex Party (now known as Reason,)

Age verification measures include challenges such as privacy concerns, technological workarounds, including the difficulty of enforcing consistent measures across borders due to the global nature of the internet.

It is clear that age verification is a realm in which lawmakers and ideas on how to address the issue lag far behind advancing technologies. A responsible and ethically driven legal adult industry, in combination with education about control tools, online content, sex and device use, can assist in safeguarding minors online, promoting a healthier online system that respects the boundaries of all legal content users.



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