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## **XR Mass Revamps Sexual Wellness Category w/ 3 Fully Merchandised Brands**

*Mass manufacturer to launch product lines at upcoming NACDS Total Store Expo*

HUNTINGTON BEACH, Calif. – Aug. 8, 2014 – XR Mass has reimagined and revamped the budding Sexual Wellness category with three exciting fully merchandised brands that cater to this important, yet underserve, market. Showing steady growth and consumer demand year after year, this product category is a key part of every mass retail store’s inventory with shoppers demanding quality selection at competitive prices – and XR Mass is retailers’ one-stop shop for all of the essentials.

XR Mass brands cater to every Sexual Wellness product category; from massagers to personal lubricants, each line boasts modern and consumer-friendly packaging tailored to retail environments of all kinds, from the most conservative to the most cutting-edge. The company is prepping debuts of each brand at the upcoming NACDS Total Store Expo, where attendees can view how each line can be displayed and merchandised for optimal customer appeal.

Bridging the gap between personal care and intimate wellness is **Massera**, a 12-SKU line of professional-quality massagers designed to treat sore muscles, relieve tension and promote an overall healthy sense of well-being in the privacy of shoppers’ homes. Introducing mass retail to the art of Swedish Massage, Massera provides affordable and competitively priced styles ranging from portable travel massagers to hand-held devices with interchangeable massage heads.

For shoppers looking for the best-quality lubricant options at the most competitive prices is **Passion**, 10 SKUs of personal lubricant varieties for every need and occasion – from occasional dryness to intimate enhancement. Featuring both water-based and silicone-based options in multiple popular size configurations, Passion provides options priced to fit every shopper’s budget and offers retailers a top-performing, premium-value alternative to current mass-market brands.

Most exciting is the new complete line of sexual health products designed for the sophisticated and savvy consumer, each developed by renowned sex therapist Dr. Yvonne K. Fulbright PhD, MEd. **Savvy: by Dr. Yvonne Fulbright** speaks to both impulse-oriented and experienced shoppers and appeals to retailers that target the broadest consumer demographic by stocking the widest variety in their sexual wellness and family planning sections. The packaging is modern and informative with high shelf appeal featuring a magnetized “privacy” flap that shoppers can lift to view the product (through a see-through “window”) and simply close to maintain a sense of discretion. Each product’s unique features and health benefits are concisely outlined on the outside of the box with convenient Spanish translation on the side panel. This line attracts a confident consumer yet is professional and discreet enough to display in full view.

“The Sexual Wellness category is an essential part of every mass retail store’s inventory and now is the time for stores across the nation to develop their share of this expanding market and keep up with consumer demand,” XR Mass General Manager Randy Alvstad said. “XR Mass has the

industry experience and established reputation to help guide stores as they explore this vast and expanding market. We look forward to meeting with suppliers and store buyers to discuss this exciting opportunity and showcase our three new brands.”

To view the full lineup or schedule a meeting during the NACDS Total Store Expo, please contact Alvstad at [randy@xrmass.com](mailto:randy@xrmass.com).

For more information about XR Mass, please visit <http://xrmass.com/>.

XR Mass is the industry’s first manufacturer to develop quality comprehensive collections that provide retailers with fully merchandised product lines catering to the growing Sexual Wellness market. XR Mass creates eye-catching and exciting brands at the industry’s most competitive wholesale prices using functional design, quality and cost-effective production, and dynamic packaging and merchandising. Since 2007, the company’s award-winning team of experts has created best-selling and internationally acclaimed collections that cater to every personal care need, from intimate wellness to personal massage, and offers retailers easy and effective ways to accommodate the needs and desires of every consumer demographic.