

LELO

Come Together

Celebrate Sensonic: Celebrate with LELO and send yourself into sexual ecstasy

In October 2017, a curvaceous pleasure stunned people worldwide and crawled its way into the hearts and drawers of women everywhere. Celebrate SONA and the revolution its signature SenSonic technology started with discounts on the entire LELO category during the whole month of October.



In recent years, it has become glaringly evident that penetration alone just *doesn't* do it for most people with vaginas. Numerous surveys have proven that up to three-quarters of them can't orgasm without clitoral stimulation, meaning we must pay extra attention to it. While using your fingers might get the job done, adding a clitoral massager will help you reach all-new orgasm heights. Enter the [tech-savvy LELO](#).

Recently, the University of Almería Center for Neuropsychological Evaluation and Rehabilitation (CERNEP), in cooperation with LELO, carried out the first scientific study on the continued use, based on baseline measurements and measurements taken after two months of use, of clitoral massagers in the general population with an assessment of subjective measures of sexual response in 100 women and ultrasounds (anatomical and vascular) in 89 volunteer participants.

The study came up with some fascinating findings, like:

- Over 40% of participants reported using the device with their partner, indicating that at least a significant portion of the sample has normalised the use of sex toys, openly sharing them with their partners rather than limiting their use to private life.
- The most common (over 70%) and preferred (around 50%) method to reach orgasm among the

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, leading to a fulfilled intimate life. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

women studied was simultaneous clitoral stimulation and vaginal penetration, which clearly shows the importance of clitoral stimulation in female sexuality and a departure from the taboos of earlier times.

- For 50% of the women in this study, the SONA 2 Cruise device has become their preferred toy following their participation. For 65% of the sample, the device was rated as better than expected, And the dominant feelings before using it for the first time were curiosity (90%) and interest, with intensity and ease of reaching orgasm, greater arousal, and the possibility of having multiple orgasms while masturbating.
- In terms of sexuality, the data indicates using the device does not lead to a higher frequency of sex with partners. Still, it may be related to satisfaction since there was a significant increase in the frequency of reaching orgasm with a partner (0.38% reached orgasm in 100% of sexual encounters in the baseline period compared to 50% in the period following use). It increases not only the frequency of orgasms with a partner but also their intensity and genital sensations and the ability to concentrate on sex.
- Data from the women who demonstrated the minimum frequency of use of the device (around 2–3 times per week) showed a significant increase in genital sensations, sexual satisfaction (both personal and with a partner), sexual arousal, lubrication, and orgasm after using the device.

When asked about their experience with the SONA, participants noted that using it left them feeling “a level of arousal and orgasm that I'd never had in my life. Throughout the times I was using it, I have not had these intense feelings again.” For some, it was “a different sensation, and with the combined massaging and vibrating, it's as if the body reacts on its own,” and resulted in them having more than one orgasm.

So what is all the hubbub about?

LELO sonic range utilises sonic waves to offer a gentler clitoral stimulation. Without making direct contact, these sonic waves offer fast yet gentle clitoral stimulation for mind-blowing pleasure. The silicone has been engineered to absorb sonic waves and transmit them back to your clitoris for a deeper but gentler sensation. The sonic waves produced go deeper and stimulate the entire network of nerves in the clitoris, not just the visible part. With the sonic pulses reverberating throughout the body like the wildest bass solo you've ever heard, it feels as if the orgasm were pulled from somewhere deep within you. There have been [reports from women all around the globe](#) of feeling completely bewildered after their first SONA powered orgasm. It starts as a slow burn and then spreads like wildfire, catching every part of your body, and it doesn't quit until you're a complete and utter mess, albeit a happy one. Regardless of whether you're languishing in a decadent bath, sipping champagne, or trying to catch a quick one while you still have the house to yourself, this is an experience you're not likely to forget.

We have tickled your fancy, right? If so, the great news is that LELO is celebrating its Sensonic range [with a round of discounts](#) throughout October for mind-blowing O's for you to enjoy the rest of the year.

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LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel, and function of how personal massagers were perceived. Now, it applies the same commitment to quality and innovation through bedroom accessories and soy massage candles. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

Sensonic products included in the promotion:

SONA 1st generation:

- 8 different settings
- Waterproof
- Offers a prolonged climax after a sensual build-up

SONA 2nd generation:

- 12 different settings
- Waterproof
- Deeper, bigger mouth for complete satisfaction - both inside and out
- Softer silicone for deeper and gentler sensation

ENIGMA:

- Double arousal: simultaneously titillate the clitoris and the vagina
- Ergonomic internal stimulator: flexible arm
- Softer, deeper, bigger mouth for complete satisfaction - both inside and out

SILA:

- Wide mouth engages the entire erogenous area and enhances the orgasmic sensation
- Ultra-smooth premium and body-safe silicone
- Waterproof
- Eight sonic wave intensities

F1S V2:

- Two motors that stimulate, with four specifically designed modes that contain seven patterns each
- Cruise Control which ensures F1S™ V2 never experiences a frustrating power drop during vigorous use
- App connected with open interface performance console

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