

# PLAY

MARCH  
APRIL  
2018

## THE DIRTY EDITION

HARDCORE FAVORITES IN  
THE SCALA ASSORTMENT

## HOTTEST NEW ARRIVALS

CALEXOTICS, NS NOVELTIES  
MYSTIM, DOXY AND MORE...

## STRAP-ON FUN

STRAP-IN FOR A WILD  
AND PLEASURABLE RIDE!





NEW

TOYJOY<sup>®</sup>  
DESIGNER EDITION

# MAGNUM OPUS

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# The Dirty Edition

*"We want to give you a taste of some of our favorite explicit products..."*



Dear reader,

Welcome to the 'Dirty' edition of PLAY magazine: an issue dedicated to celebrating the 'hardcore' products in our assortment that could make the beginners amongst us blush... As the 'Dirty' product category is still one of our best-sellers, we wanted to give you a taste of some of our favorite explicit products in the SCALA assortment, including editorials on Wet Play ([click here](#)), Strap-on's ([click here](#)) and other naughty items...

Though we have various features to match our theme, such as a Fetish Fantasy by Pipedream special ([click here](#)), we're also dedicating many pages to the newest arrivals in our SCALA selection. Highlights are 3 new collections by NS Novelties ([click here](#)), 2 adorable new Mini Marvels stimulators by CalExotics ([click here](#)) and various new designs in the Mystim range including vibrators and probes ([click here](#)).

The theme might be 'Dirty', but we're also making sure your consumers can keep their naughty toys sparkling fresh in our Clean Up editorial ([click here](#)), plus are going in-depth on the subject of 'Dirty talk' in this issue's SCALA's Tips and Tricks. And don't miss our SCALA's Guest spread, where CalExotics is giving us some kinky advice on how to get dirty with its Scandal collection.

Before we forget: have you already profited from our fantastic 'The show must go on!' promotion? There's only two days of deals left, meaning you can still take advantage of exclusive discounts and be entered in our special lottery. The Grand Prize is an all-inclusive trip to Lisbon for 2, valued at 2500 euro, so what are you waiting for? Check out the current deals - ending the 31st of March - online now ([click here](#))!

We hope you enjoy this 'Dirty' edition of PLAY magazine,

Best regards,

Trudy and Walter

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## NEW CalExotics **kegel designs**

New and ready to order at SCALA: the [CalExotics Weighted Kegel Balls](#), [Recharge Kegel Ball Starter](#) and [Recharge Kegel Ball Advanced](#). These kegel designs make training your pelvic floor muscles easy, fun and pleasurable: meaning this is one work-out you'll want to repeat over and over again! These new arrivals each have their own unique appeal, with USP's including powerful vibrations, USB-rechargeable options and premium use of body-safe materials. Discover the new CalExotics Weighted Kegel Balls, Recharge Kegel Ball Starter and Recharge Kegel Ball Advanced at SCALA now and explore all their features – and available colors - online.

## **Holiday** closures

Please be notified that SCALA (both office and warehouse departments) is closed due to national holidays observed in the Netherlands on the days as shown below. This means that any orders placed on the dates listed above, will be processed the next working day. We hope to have informed you accordingly. If you have any further questions regarding our opening hours or order processing times, do not hesitate to contact us! Happy holidays!

- Monday the 2nd of April (Easter)
- Friday the 27th of April (Kings Day)
- Thursday the 10th of May (Ascension Day)
- Friday the 11th of May (due to Ascension Day)

## An egg-citing **Easter!**

Who cares about chocolate eggs and the Easter Bunny when you can have love eggs and rabbit-style vibrators? Put a naughty spin on Easter and stock up on these holiday-themed essentials today! At SCALA we offer a wide range of pleasure providers that are perfect for eye-catching Easter window displays, such as the [Jack Rabbits](#) Signature collection – exclusively ready to order at SCALA - and the naughty bunnies from [The Rabbits](#) by TOYJOY range. Or maybe you want to put eggs in your (shopping) basket, like the [Tenga Egg masturbators](#), the [Marvelous Eggciter stimulator](#) by CalExotics or the electrifying [Mystim Lust Egg](#); all egg-cellent choices to profit this Easter period!



## The SCALA **'Dirty' Playlist**

To make this edition of PLAY magazine even more sexy, SCALA has created a special Spotify playlist featuring some of our favorite 'Dirty' songs. This list, freely accessible, is the perfect soundtrack for browsing through the pages of this issue – or for getting in the mood to get freaky! It contains songs like 'Smack that' by Akon, 'Lapdance' by N.E.R.D and (of course!) 'Dirrrty' by Christina Aguilera. So, put on our special playlist and add some background tunes to your PLAY adventure! Enjoy!

GET THE PLAYLIST



## TOYJOY **Magnum Opus**

New and ready to order at SCALA: the incredible [Magnum Opus](#) by TOYJOY Designer Edition. This unique design is truly a masterpiece in thrusting power, making it the first handheld fuck machine in the TOYJOY collections. The Magnum Opus is a premium thrusting vibrator with an incredible 8-centimeter (3 inch) extension ability. The sleek USB-rechargeable design offers a special 'harmonica-style' shaft which, during use, will thrust you into mind-blowing ecstasy. With 4 pulsation settings, 3 vibration speeds and 3 thrusting modes, this beauty is a must-have in any assortment and will amaze consumers with its sensational skills and thrusting abilities. Discover the new Magnum Opus by TOYJOY Designer Edition online at SCALA now!

## Dolce Piccante **exclusive**

They may look sweet, but the luxurious plugs by Dolce Piccante sure bring the spice to your love making. This premium brand in butt plugs is exclusive available at SCALA: meaning only you – our valued customers – have direct access to its trendy, sleek designs. The glamorous Italian brand specializes in plugs with a unique twist, characterized by great attention to detail and the use of premium materials such as silky silicone and steel. Made in Italy, these plugs pride themselves on quality and style; featuring playful accents such as natural fur and interchangeable rhinestones in a great selection of colors. Discover all the Dolce Piccante plugs at SCALA online and profit from your exclusive access to the brand's collection today.

CLICK HERE





# FLESHLIGHT *Girls*®

The Fleshlight Girls collection at SCALA is one of the best-selling choices in male masturbators. The range by Fleshlight is constantly evolving, with exciting designs added on a regular basis, for example: the Adriana Chechik Empress and Next Level – new arrivals now ready to order at SCALA!

If your consumers want to get up-close and personal with their favorite stars, Fleshlight Girls is their ultimate match. Molded on the girls' actual anatomy, getting dirty with these adult performers has never felt more realistic. Besides the new Adriana Chechik designs, we've also recently added oral and anal masturbators of Valentina Nappi, Angela White, Anna Polina, Claire Castel, Tera Patrick, Nikki Benz, Riley Reid, Verónica Rodríguez and more...

Discover the new Adriana Chechik arrivals and the rest of the fantastic Fleshlight Girls collection at SCALA today!

[CLICK HERE](#)



**1**  
**TERA PATRICK**  
TEASE

**2**  
**VALENTINA NAPPI**  
DORCEL

**3**  
**CLAIRE CASTEL**  
DORCEL

**4**  
**ADRIANA CHECHIK**  
EMPRESS

**5**  
**ANGELA WHITE**  
INDULGE

**6**  
**ANNA POLINA**  
DORCEL



# WET PLAY

If your consumers like to get 'Dirty' by indulging in Wet Play, SCALA has the products to make their slippery fun even more sensational! Firstly, invest in some proper bedding to protect your mattress: our favorite picks are the SuperStrap Super Sheet by CalExotics, the Fitted Waterproof Sheet King by Doc Johnson and the WetGames Sex Sheet by Joy Division. Secondly, you might want to include some naughty Wet Play accessories like the Squirting Cock 9 Inch from the King Cock range by Pipedream. Last, but certainly not least, a 'wet' substance of choice. Go for a golden shower, a smooth lubricant, a love oil or our personal favorite: champagne! Whatever liquid floats your boat, use it in combination with our Wet Play essentials to create waves of intimate pleasure...



CLICK HERE

**21439**  
Squirting Cock 9 Inch



CLICK HERE

**97350**  
King Cock Jizzle Juice 59ml

CLICK HERE

**15801**  
Master Apron



CLICK HERE

**15796**  
Fitted Waterproof Sheet King



CLICK HERE

**12970**  
SuperStrap Super Sheet



CLICK HERE

**39100**  
Wetgames Sex Sheet 180X220cm





# nsnovelties

Great news for fans of NS Novelties: the brand's new Mojis, Oinkz! and Lollies ranges are now ready to order at SCALA! These 3 collections each have their own unique appeal. Mojis offers naughty butt plugs with an emoji-inspired twist, Oinkz! features sleek plugs with a swirly base resembling a cute piggy tail, whilst Lollies includes a range of silhouettes, all in a swirl of irresistibly sweet colors. Discover these new collections and their playful, trendy and affordable products at SCALA online!

CLICK HERE



## Lollies



CLICK HERE

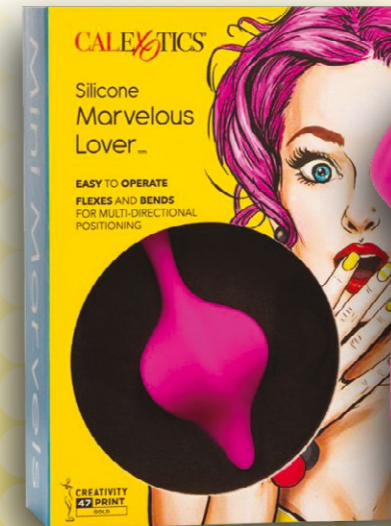
## OINKZ!



CLICK HERE

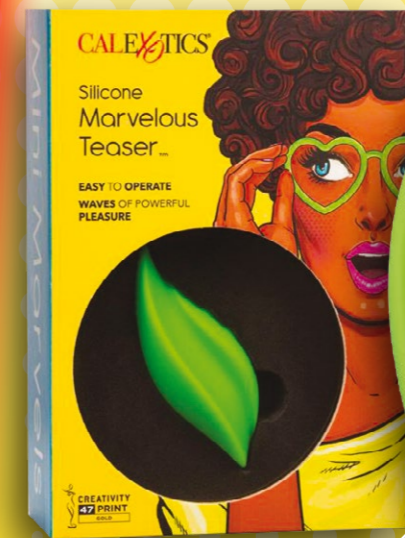
## Mojis

New at SCALA: the Marvelous Teaser and Marvelous Lover by CalExotics. These two cute stimulators from the Mini Marvels collection are pretty, petite and very pleasurable: proving that something quite small can make a very big impact! Each design has a non-intimidating, compact silhouette, is made of premium silicone and comes with 10 functions of pulsation, escalation and vibration. USB-rechargeable and packaged in a trendy Pop Art-packaging: they are amazing eye-catchers in any in-store display. Discover all their features online now!



**13098**  
**Marvelous Lover**

CLICK HERE



**13097**  
**Marvelous Teaser**

CLICK HERE





# DOXY<sup>®</sup>

NUMBER 3



CLICK  
HERE

**29502**  
**DOXY Compact**  
**Massager Nr. 3**

Add a buzz to your assortment with the new Doxy Number 3! Inspired by its big, bold predecessor, the Doxy Number 3 offers rumbling power and vibes – now in a more compact silhouette. Measuring 28 centimeters long with a diameter of 4.5 centimeters at its largest point, it still offers quite handful of deep, resonating pleasure. This chic wand massager's body is cast of aluminum/ titanium alloy and has a soft, silicone head for maximum comfort. Order it now!



**Rocks-Off**

Now ready to order at SCALA: the OhhMoji collection and the Joycicles range by Rocks-Off. The OhhMoji line features 3 trendy bullet vibes with unique emoji-inspired artwork. Each bullet features 10 thrilling vibration modes and is easy to control with a one-touch-button. The Joycicles collection offers a sleek 10-function stimulator with a beautiful chrome-look silhouette, available in 3 colors (red, purple and blue). Discover OhhMoji and Joycicles at SCALA now and get rocking with Rocks-Off!

**35086**  
**Joycicles Shimmer**

CLICK  
HERE



**35087**  
**Joycicles Spangle**

CLICK  
HERE



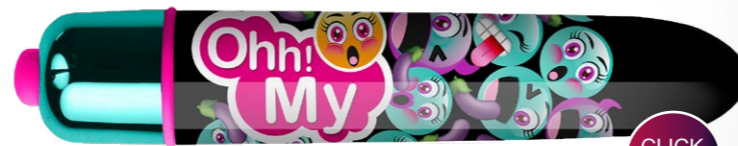
**35090**  
**Ro90 OhhMoji Ohh! Baby**

CLICK  
HERE



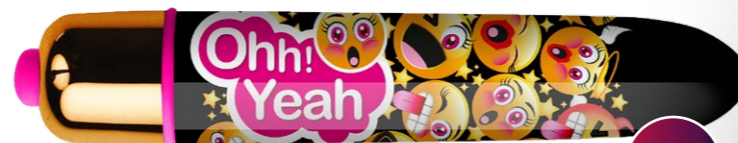
**35088**  
**Joycicles Sparkle**

CLICK  
HERE



**35091 Ro90 OhhMoji Ohh! My**

CLICK  
HERE



**35092 Ro90 OhhMoji Ohh! Yeah**

CLICK  
HERE



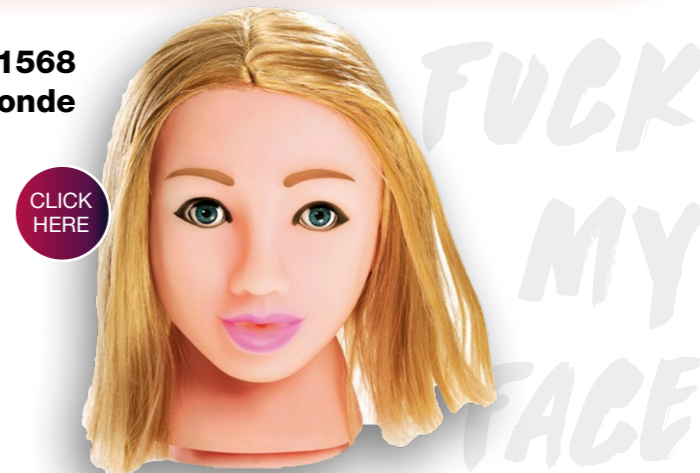
# PIPEDREAM EXTREME

TOYZ

The Fetish Fantasy Extreme collection by Pipedream has all the explicit content to make your dirtiest dreams a deliciously filthy reality! The range of premium masturbators, love dolls and more offers a selection of premium designs for consumers who want to take their intimate play to the next level. Why settle for a regular oral, anal or vaginal stroker when you can have the whole torso or head? Fans will love the realistic detailing, premium quality materials and fantastic eye-for-detail that makes this collection truly stand out from the crowd. Get dirty, get extreme and order your favorites from this best-selling Pipedream range at SCALA today!



21568  
Fuck My Face - Blonde



CLICK  
HERE

21559  
Fuck My Silly Bubble Butt



CLICK  
HERE

21570  
Fuck Me Silly! Dude



CLICK  
HERE

21566  
Mega Fuck Slut



CLICK  
HERE

# MEGA FUCK SLUT



# CLEAN IT UP



Getting down and dirty with your favorite naughty toy? Make sure you invest in a quality toy cleaner to keep it sparkling fresh between uses! At SCALA we stock a wide range of toy cleaners, suitable to every budget and preference. From classic spray formulas to innovative foaming solutions: we've got your hygiene covered! Cleaning your toy before and after usage will ensure the longevity of the product, plus gets rid of any unwanted residue, bacteria and harmful germs. This SCALA's Favorites features some of our favorite toy cleaner picks from our assortment.

- 1 98505 | **Toyjoy Toy Cleaner Spray 150ml**
- 2 97390 | **Stimul8 Toycleaner 150ml**
- 3 90062 | **Pjur Toy Clean 100ml**
- 4 92577 | **Toycleaner Foam 160ml**
- 5 90374 | **Hot Bio Cleaner 150ml**
- 6 90069 | **We-Vibe Clean 100ml**





# mystim

THE WAY I LIKE IT

Electrifying good news about Mystim: there are various new, sizzling pleasure providers ready to order at SCALA. The newest arrivals include various electrostimulation probes and several vibrators with shockingly good sensations! From rabbit-style silhouettes to bulbous or sleek plugs: there's a match for every preference – as long as you like your pleasure electric of course! Discover all the new Mystim arrivals at SCALA online today.

[CLICK HERE](#)



## PETITS JOUJOUX

By mystim

[CLICK HERE](#)

The popular Petits Joujoux massage candles by Mystim are now available in a new, compact tins; perfect for one-time-usage; allowing you to take the smooth, slippery massage pleasure with you – anywhere you go... Each box includes 5-pieces of a 45ml massage candle tin, offering a burn-time of 6 hours each. SCALA stocks all 6 fragrances: Paris, Rome, Athens, Waikiki, Orient and London. Order your favorites online now!



# STRAPON!

Strap-in for the pleasurable ride of your life with SCALA's amazing strap-on assortment. These kinky choices will fuel your desires and allow you to live out those dirty fantasies in a sensational way. We've got a fantastic assortment of strap-on choices, including harnesses, wearables, hollow strap-on's, realistics, vibrating and non-vibrating designs and even inflatable options. From budget to high-end, entry-level to advanced players: we've got the perfect strap-on for every type of consumer. Explore all the possibilities and find the products that match your target audience at SCALA online today!



CLICK HERE

**15645**  
**8 Inch Dong w.**  
**Harness**



CLICK HERE

**10357**  
**Powergirl Vibr.**  
**Strap-On**



CLICK HERE

**22094**  
**Tru-Fit Strap-On**

CLICK HERE

**10358**  
**Bend Over Boyfriend**



CLICK HERE

**30050**  
**The Eternal Swan**



CLICK HERE

**12773**  
**10-Function**  
**Silicone G-Caress**



CLICK HERE

**25277**  
**Double Vibrating**  
**Strap-On**





# CALEXOTICS®



## **Sunny Megatron CalExotics Expert**

Sunny Megatron is an adult sexuality educator, public speaker, blogger, sex and relationship writer, pleasure advocate and official CalExotics 'Expert Sexpert'. Voted one of the 6 most savvy sexologists in North America, she guest lectures at universities and teaches sell-out sexuality workshops across the continent with her husband. This former "vanilla," corporate, working mom became an active member of the BDSM and non-monogamous communities in her mid-30's. Passionate about sex positivity, self-exploration, pleasure based sex education, and women's issues, Sunny believes sexuality isn't shameful and it's time we stop making it out to be. Her goal is to normalize mainstream and alternative forms of sexuality and end sexual stigma. Sunny particularly enjoys helping those curious about adding a little spice to their sex lives that aren't sure where to begin...



### **Helping consumers get their kink on**

BDSM has become a fixture in mainstream culture. The Fifty Shades phenomena opened the floodgates leaving increasing numbers of consumers eager to dip their toes in the kinky waters. Lack of clear information, an overwhelming number of product choices, and apprehension about the unknown can make it difficult to take that first kinky step.

When giving guidance and product information to the kink curious, it's important to dispel BDSM myths. Remind your customers that:

### **BDSM is not that weird**

Broken down to simplest terms, BDSM isn't as intimidating or severe as it seems. Many sexual activities "vanilla" folks engage in can be considered kinky. Consensually tying someone's hands with a necktie, being domineering in bed, wearing costumes, and hair pulling are all aspects of BDSM. Many of us are kinky without even realizing it.

The acronym BDSM stands for: bondage/discipline, dominance/submission, and sadomasochism. These words represent most activities included under the kinky umbrella. It's rare to find a kinkster who likes everything the acronym represents. For instance, if you only like bondage, you're still considered a practitioner of BDSM. Although pain can be one aspect of kink, it's very possible to get your freak on without it.

### **The purpose of BDSM is very individual**

Some people enjoy BDSM because they like playing with dominant/submissive power dynamics. Others love the endorphin rush that results from pain. Sometimes kink gives us the permission we need to shed sexual inhibitions. Some believe sharing new sensual experiences creates deeper intimacy with partners.

BDSM is appealing for many different reasons. The one thing they have in common is they are done for the mutual and consensual enjoyment for all involved. Encourage your customer to think about what result they wish to achieve by exploring kink. Have them consider the following types of play:

### **Sensory deprivation**

For sensual players, sensory deprivation is a wonderful start. The premise is simple: if you remove one or more of the five senses, the remaining senses become amplified. Putting on a Scandal Eye Mask makes every touch and sound seem more intense. More daring kinksters can opt for the Scandal Silicone Stopper Gag or add sensation play, bondage, or pain into the mix.

### **Sensation play**

Sensory deprivation and sensation play go hand in hand. Running a pinwheel over the skin, teasing with an ice cube or drizzling a Scandal Feather Crop across a blindfolded partner's sensual areas will kick their sense of touch into overdrive. This type of play can be tender or adrenaline packed depending on the participants' preference and style.

### **Bondage**

Some submissives feel closer to their lovers when surrendering all control, or to switch things up reverse roles. Use restraints on the dominant partner, allowing them to lay back and enjoy the ride. The Scandal BDSM Rope can be used to tie up anyone, anywhere; plus they can be used in conjunction with other more advanced toys for some serious play.

### **Pain Play**

Pain in sexual scenarios can be very pleasurable. Spanking the butt and thighs with a Scandal Wide Tip Crop increases blood-flow to erogenous zones aiding in arousal. After a few minutes of even mild pain, the body releases "feel good" chemicals known as endorphins. Similar to a "runners high" endorphins cause us to enter a mildly euphoric state. This is especially pleasurable when combined with sexual activity and sensory deprivation.

Overall, it's important to remind consumers that BDSM isn't something alternative people practice. It's normal, healthy and most of us already engage in it to some extent. Kicking it up a notch doesn't require fetish clothing or expensive BDSM gear. With a few simple items, a little creativity, and some encouragement, anyone can explore their kinks...





# SCALA'S FAVORITES

*'Smack some dirty pleasure  
in your love life'*

Smack some dirty pleasure in your love life with the premium whips and paddles selection at SCALA. These naughty BDSM-accessories are a great way to incorporate some sensational bondage play to your routine and are suitable for all entry-levels: from beginners to advanced players – everyone can smack, whack and wallop to their hearts desire with these must-have products! Explore some of our favorites on this page and don't forget to browse the complete product category at SCALA online for more dirty, kinky inspiration!



CLICK  
HERE

**18475**  
**Forked Slapper**  
NS Novelties



CLICK  
HERE

**18476**  
**Looped Paddle**  
NS Novelties



CLICK  
HERE

**15811**  
**The Quad Premium  
Silicone Whip**  
Doc Johnson



CLICK  
HERE

**15812**  
**Welt! Punishment Paddle**  
Doc Johnson



CLICK  
HERE

**22143**  
**Punisher Paddle**  
Pipedream



CLICK  
HERE

**17068**  
**Quilted Paddle**  
Allure Xplay



CLICK  
HERE

**17014**  
**Soft Whip**  
Hidden Desire



# SCALA'S Tips & Tricks

## Dirty Talk

In SCALA's Tips & Tricks we do our best to give you new and interesting insights that will help you to serve your customers better!

Do you have a pending question or issue that we should cover in one of the next issues of PLAY magazine? Send an e-mail to [marketing@scala-nl.com](mailto:marketing@scala-nl.com) with your suggestion.

**Let's talk dirty! In this edition of SCALA's Tips & Tricks we're diving deeper into the world of Dirty Talk. For some, this subject feels like walking through a minefield: where do you start, how do you keep the Dirty Talk exciting instead of vulgar and which words suit which moment? We are sharing some of our inside advice on how to get the dirty words rolling...**

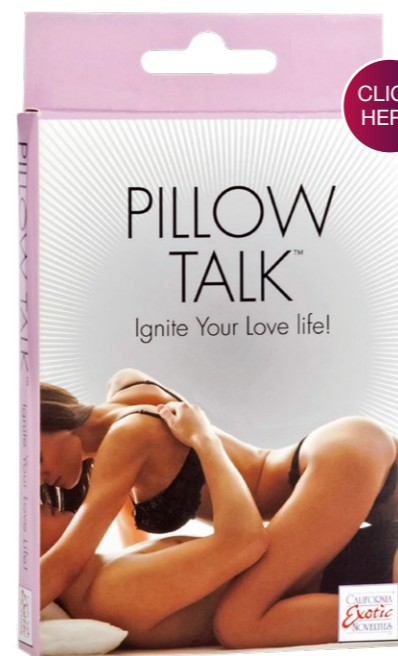
### *It doesn't need to be filthy*

Dirty Talk: the name might suggest you need dirty words to start an erotic conversation, but this isn't the case. Dirty Talk is simply suggestive talking before, during or after sex, talk to peak your partner's interest, fuel desires and heat-up the passion. This doesn't mean you need to get vulgar (sure you can, if that's what you like!). 'I'm your dirty slut and I want to suck your big, hard cock so hard it hurts' isn't everyone's cup of tea, so just remember Dirty Talk can be as soft and gentle as you want. "You're so beautiful and feminine, I want to explore every inch of you slowly, carefully and passionately", can be just as sexy!

### *What you 'Want' versus What you 'Like'*

There are many things you can say, but there is a big difference between what you 'want' and what you 'like'. If you are planning on talking dirty before you've actually jumped into bed, it's generally a good idea to use the 'want' form. For example: you're having a romantic dinner – you want to seduce your partner – so, tell them about all the naughty things you 'want' to do to them. "I want to move my lips slowly down towards your hot-spot", "I want to feel you deep inside me", "I want you to make love to me on this kitchen table" etc. The 'want' part entices and ignites the senses, making your partner visualize the experience and creating arousal.

The 'like' part comes when you're doing something intimate. When you're already in the act it works better to say you 'like' something, than 'want' something. As both of you are already engaged in something lust worthy, you don't need the visual reference – simply by saying you 'like the way your partner's lips feel on your skin' is enough to get temperatures rising even further. Plus, confirming to your partner what you 'like' has a very positive connotation, which will make your partner feel good about themselves, their skills and encourage more feedback – the more you tell your partner what you like, the more he or she will indulge you with that kind of stimulation!



CLICK HERE

13360  
Pillow Talk



CLICK HERE

38547  
Sex Talk Volume 1 NL

### *Get into detail*

A great way of making your partner feel special, aroused and wanted is by using lots of details in your dirty talk. Sure, you can say 'You look so hot, I really want you right now' – but this is quite a general statement: simply said, there's nothing personal about it. The more you go into detail, the more your partner will be stimulated by your words. For example: "You look so hot, your sexy butt/breasts/curves/arms/eyes are my favorite part of your body", makes a partner feel like it's about them, instead of you just blurting out random statements. The same goes for telling your partner what you like. "That feels so good" becomes a lot sexier when you detail it as "It feels so good when you move so slow, it makes my body tingle!" Remember: you don't have to use dirty words to talk dirty, simply try vocalizing the details and you'll be pleasantly surprised on how natural 'Dirty Talk' starts to feel.

### *Get some help*

Still struggling to find the right words? You can also get some help by investing in some special games designed to get the words flowing. Pillow Talk by CalExotics is a great choice to challenge yourself to be open and vocalize your erotic thoughts and desires. Another great option in the SCALA assortment is Sex Talk by Tease & Please: available in a Dutch and German version. Explore the options at SCALA online and get ready to talk dirty baby!



# Coming Soon



## anniversary collection



Available from mid-April at SCALA!

# Next Time

## The Gay Edition

