

PLAY

JUNE
JULY
AUGUST
2018

THE GAY EDITION

CELEBRATING MALE PLEASURE PROVIDERS

MISTER B

NEW BRAND AT SCALA

CALEXOTICS & COLT

AMAZING COLLABORATION BETWEEN 'SEXPERTS'

SCALA'S GUEST

MISTER B ON FETISH GOING MAINSTREAM

NEW, LOWER PRICING

OVER 6000 ITEMS REDUCED IN PRICE!



TOYJOY[®]
DESIGNER EDITION

ICON

THE ART OF MAKING LOVE TOGETHER

[CLICK HERE](#)

€ 69,⁹⁹
RRP



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Colophon

"We present this edition with pure Pride!"

The Gay Edition



Dear reader,

Welcome to the 'Gay' edition of PLAY magazine: highlighting some of our favorite, best-selling products in our male pleasure providers assortment. We've focused on the male gay market, so expect lots of quality rings, plugs, probes and penile pumps, plus some handsome men gracing the pages of this edition.

What can you expect? Well, we're featuring 3 of the most popular product categories on the male gay market in our Rings ([click here](#)), Plugs & Probes ([click here](#)) and Pumps spreads ([click here](#)). Arranged by RRP (recommended retail price), it offers a perfect match for every budget – from affordable entry-level designs to more advanced, high-end toys that will thrill the more experienced players amongst us.

We're also going in-depth with various interesting brand editorials including an exclusive Q&A with CalExotics and the COLT Studio Group, discussing their must-have COLT Gear collection – a solid favorite amongst our male consumers ([click here](#)). Mister B is our SCALA's Guest ([click here](#)), where the brand elaborates on fetish going mainstream and its newest designs to hit the market, which you can also view in our Mister B product special ([click here](#)). Oh, and don't miss SCALA's Tips & Tricks, as Mystim is answering some electrifying questions about the difference between e-stim devices and e-stim toys ([click here](#)).

Of course, this issue wouldn't be complete without the inclusion of some of the hottest new arrivals in the SCALA assortment. Explore the new, ready to order products by Rocks-Off ([click here](#)), Pipedream PDX Elite ([click here](#)), Fleshjack by Fleshlight ([click here](#)) and Allure Zeus ([click here](#)) in our various product editorials.

Enjoy everything this issue has to offer: get browsing, get inspired and get informed – we present this edition with pure Pride!

Best regards,

Rick & Dennis, The Gay Department

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Errors and Omissions
Excepted

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New KINK arriving soon!

Great news for fans of Doc Johnson's naughty KINK collection: new products are arriving mid-June! This best-selling range of BDSM gear and accessories combines premium quality with lustworthy aesthetics, adding a stylish twist to your fetish play. Whether you're in the market for sturdy cuffs, high-end restraints or tantalizing paddles: KINK spans the pleasure in any in-store or online assortment. Keep an eye on the SCALA website and newsletter for more updates on the upcoming KINK arrivals and get ready for a whole new load of must-have BDSM essentials...

CLICK HERE



A female fantasy by Pipedream

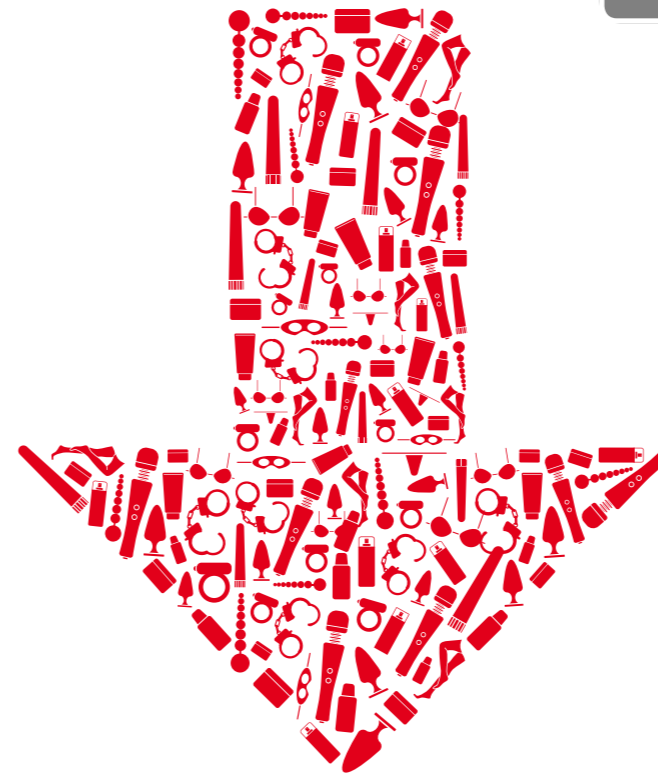
Indulge in the sexiest female fantasies with Pipedream's newest collection at SCALA. The Fantasy for Her range is all about celebrating female pleasure, offering a wide range of products to spoil her hot spots with intimate stimulation. Designs include nipple teasers, massage wands, vibrating panties, sensual clitoral pumps, clit stimulators, kegel exercisers and more: basically, all the essentials to give her endless solo-play possibilities, yet also products that allow her partner to join in on the fun. Made of premium silicone and in a beautiful purple color-scheme, this range with mainstream appeal is predicted to be a big hit, so stock up on Fantasy for Her at SCALA online now!

CLICK HERE



More NS Novelties at SCALA

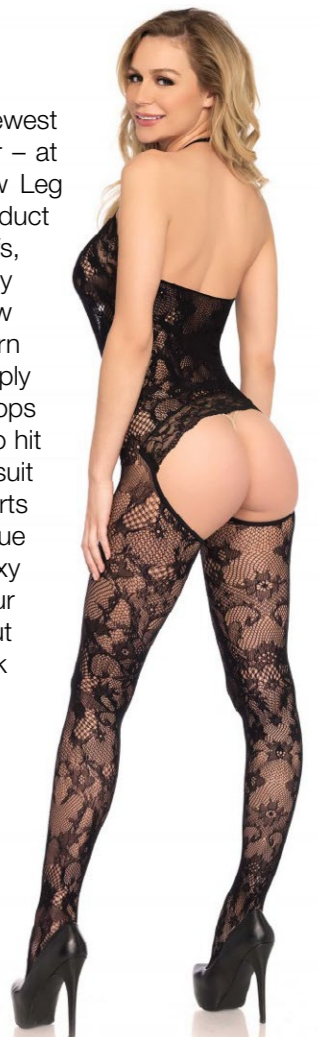
SCALA is excited to announce various new arrivals in the NS Novelties selection. The new releases include various must-haves in the INYA collection such as the Ripple Rabbit, Ripple Vibe and Play Things. The Firefly range is also expanding with the ACE butt plugs and HALO cock rings. That's not all, we're also adding new Renegade products to our assortment, including the Pillager butt plugs, Infinity cock rings and Junk Pusher cock & ball ring. Check out the current ready to order arrivals online and keep an eye on the SCALA newsletter for further availability details on these [new releases](#).



Sexy summer arrivals

Browse Leg Avenue's newest arrivals – now ready to order – at SCALA online today! The new Leg Avenue designs span many product categories such as bra-sets, briefs, baby dolls, teddy designs and body suits. Oh, and don't miss the new tops and dresses – which can be worn as both lingerie or normal wear. Simply pair one of the new, sexy fishnet tops over a black bra and you're ready to hit the club. Or perhaps a lace body-suit paired with some classic denim shorts for a great festival look? Leg Avenue allows you to be your stylish, sexy self – how you mix and match your items is completely up to you – but one thing is guaranteed: you'll look and feel amazing.

CLICK HERE



Get touched by Swan

New and ready to order at SCALA: the Touch by Swan collection. This new range by Swan is a special interpretation of classic, rabbit-style silhouettes – with 3 designs to choose from. What makes this collection truly stand-out is the unique responsive touch panel at the base of the toys. This panel allows consumers to control their experience with a simple swipe in any direction: swiping up or down will control the clitoral vibration while swiping right or left will control the body rotation. For those interested, SCALA also offers a matching POS display (contact your SCALA sales representative for more info) to help boost sales. So, what are you waiting for? Get Touch(ed) by Swan today.

CLICK HERE



Over 6000 items reduced in price!

SCALA has reduced pricing on over 6000 items in our assortment. This means you now get even better deals on toys, drugstore and lingerie, with price drops on a wide variety of brands, including some of your favorite best-selling collections and products. New, more attractive price margins ensure you can fully maximize your profit potential! Browse the new product pricing online via SCALA and place your orders today, but don't worry if you want to wait a bit longer, these prices are here to stay!

Rocks-Off's newest arrivals

This month we've welcomed a fantastic selection of new Rocks-Off pleasure providers! Now ready to order in the SCALA assortment are the elegant Bamboo Fire & Ice stimulators, the Touch of Velvet matte-chrome bullets, the masculine Vortex anal plug, the Torex prostate stimulator and the sleek Remix cock ring. Discover their individual skills and thrills at SCALA online now!



NEW

35093
Remix



35101 - 35102
Bamboo Ice and Fire



35096 - 35097 - 35098
**Touch of Velvet
Bullets**



35094
Torex



35095
Vortex



RINGS

Penile rings is one of the most popular product categories amongst gay consumers. Rings keep you harder, longer, allowing for more intense sessions of intimate play. At SCALA we stock a fantastic selection of designs, catering to all preferences and entry-levels. From stretchy TPR to smooth silicone, rings that can be worn in a multitude of ways to remote-controlled options: we have it all!

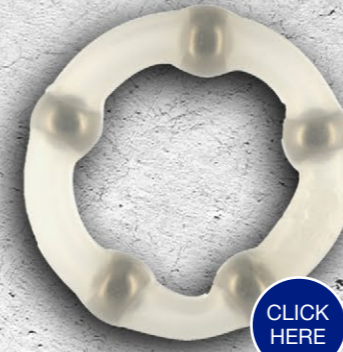
On this page we've listed some of our favorite products, arranged by their RRP (Recommended Retail Price), demonstrating that consumers on every budget – from small to large – can put a pleasurable ring on it!

€*



CLICK HERE

26011
Power Ring Spartan
Bathmate



CLICK HERE

25052
Robotic Beaded Cockring
Seven Creations



CLICK HERE

10310
Tickle C-Rings
ToyJoy

€ €*



CLICK HERE

35002
8 Ball Cock Ring
Rocks-off



CLICK HERE

12610
COLT Weighted Ring - Large
CalExotics



CLICK HERE

15821
Cock & Ball Master Ring
Doc Johnson

€ € €*



CLICK HERE

21515
Rock Hard Ass Gasm
Pipedream



CLICK HERE

10385
Icon Couples Massager
ToyJoy



CLICK HERE

10010
We-Vibe Verge
We-Vibe

* Recommended Retail Price

Lovers of male pleasure pay attention: You can now get your hands on various new, must-have arrivals in the FleshJack Boys collection. Modelled on your favorite gay porn stars' anatomy, these products offer the ultimate rendezvous that fans won't be able to resist. New are the Levi Karter, Liam Riley, Trenton Ducati and Boomer Banks masturbators. Check out the FleshJack collection at SCALA online and get ready to place your orders today.

fleshjack boys

NEW

23132
TRENTON **DUCATI**

CLICK
HERE



CLICK
HERE

23137
LEVI **KARTER**



CLICK
HERE

23138
LIAM **RILEY**



23136
BOOMER **BANKS**

CLICK
HERE

PLUGS & PROBES

What would a Gay edition of PLAY magazine be without the inclusion of anal probes and plugs? This product category is a best-seller amongst gay consumers, but is also gaining popularity on the heterosexual market: making it a solid choice in any in-store or online assortment. We've selected some of our favorite designs for backdoor fun based on their RRP (Recommended Retail Price), demonstrating that anal adventures are affordable on any budget. From simple and sleek to state-of-the-art and electrifying (oh my Mystim!), we stock a perfect match for every bum!

€ *



CLICK HERE

10280
Cheeky Slider
ToyJoy



CLICK HERE

21722
Beaded Luv Probe
Pipedream



CLICK HERE

18652
Mojis Plug #OMG
NS Novelties

€ € *



CLICK HERE

12138
Wireless Dual Motor Probe
CalExotics

CLICK HERE



30507
G-pop
FT London



CLICK HERE

35007
Butt Throb
Rocks-off

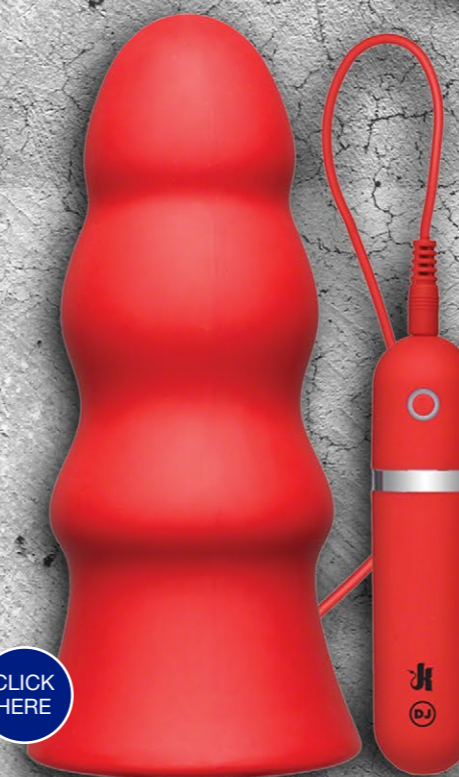
€ € € *



CLICK HERE

33505
Mystim John Alu Buttplug L
Mystim

CLICK HERE



15782
KINK Butt Plug Rippled 7.5 Inch
DocJohnson

CLICK HERE



10011
We-Vibe Ditto
We-Vibe

* Recommended Retail Price





Strap in for a sexy night of passion with Allure's upcoming lingerie arrivals at SCALA. These tantalizing new designs are definite eye-catchers in any assortment, bedroom or naughty festival. Strategically placed strap-detailling creates a visual impact, whilst quality materials ensure a comfortable fit. Choose between harness-style suits, more mainstream bra sets or kinky separates: the alluring choice is up to you!

NEW



AVAILABLE MID JUNE



SCALA now stocks the new Vibrating Stroker Pussy, Vibrating Stroker Oral and Vibrating Stroker Anal from the PDX Elite collection by Pipedream. Each features a lifelike orifice and realistic inner texture made of premium Fanta Flesh. The strokers can be used non-vibrating, but when the magic truly starts when you insert the included vibrating bullet into the hole at the bottom of the sleeve. Discover them online today!

22360
Vibrating Stroker Pussy
Pipedream

22361
Vibrating Stroker Anal
Pipedream

22362
Vibrating Stroker Oral
Pipedream



SCALA'S FAVORITES



One of SCALA's favorite collections for kinky fun is the best-selling KINK range by Doc Johnson. This line of BDSM-essentials and accessories combines premium materials with trendy design, offering consumers sturdy products that allow them to (literally!) spank the pleasure into their love life. Highlights from the collection are quality cock rings, pliable plugs, beaded anal chains, big and bold probes and more. Check out all the KINK possibilities at SCALA online and get your fetish on with 'the Doc' today!





A special treat for our PLAY readers: we're going in-depth with John Rutherford (President and Creative Director of COLT Studio Group) and Susan Colvin (Founder and CEO of CalExotics) regarding the best-selling COLT Gear collection. This line of male pleasure providers is a must-have in any assortment, offering exactly what men want, need and desire. Let's dive into our Q&A:

What is the motivation behind the CalExotics / COLT collaboration?

John, COLT: I knew of Susan and her amazing team at CalExotics from when I used to run Falcon Studios for many years. When I purchased COLT in 2003 from its founder Jim French, we knew that Susan and her hard-working team would be the perfect fit for the strong COLT brand.

Susan, CalExotics: We've had a winning relationship with the COLT team for many years. They have a positive reputation and its fans are the most loyal we've seen. We knew that if we wanted to make a mark in the all-male market, we had to go big and partner with COLT.

How did you manage to fuse the two brand identities in one, cohesive collection?

John, COLT: CalExotics has been a leader in the adult novelty business for many years and COLT has been making the world's leading all-male erotica since 1967, so

it wasn't hard to put the two brands together and develop products that work for both brands.

Susan, CalExotics: It wasn't difficult at all to merge our two brand identities. COLT is the best in their field; they know what their customers like. They have such a passionate fan base; we just worked hard to make products their fans would be proud of and enjoy. Our relationship with COLT is more than just a partnership, they are family. We've worked so closely with them for 23 years, and it's been a pleasure.

How much is the COLT Studio Group involved in the development of new products?

John, COLT: We work closely with the team at CalExotics to develop products that the all-male COLT customer will enjoy. When you have a complete partnership, it's easy to be successful.

Susan, CalExotics: Tom and John have always been involved in the product development. With their expertise and our robust product development team, it is a winning combination.

How has the COLT Studio Group's knowledge about the gay market contributed to success of COLT Gear?

John, COLT: Like I said, it's a complete partnership. The team at CalExotics is very good at listening to what their customers want and need.

We only pass on our all-male customer base knowledge to them and as they say, "The rest is history."

Susan, CalExotics: COLT's knowledge of the all-male market has been invaluable. In addition to being involved in product development, they also actively promote the collection to their customers, which has been instrumental in making the collection a success.

And how has CalExotics' knowledge about the adult novelty industry contributed to the collection's success?

John, COLT: No other adult novelty company has as much experience as the CalExotics team... They have a large variety of items for everyone and continue to develop new items for men and women all around the world. We value our partnership with them and we have also learned a lot about the novelty business from Susan and her team!

Susan, CalExotics: We pride ourselves on producing the highest quality and innovative products that meet the needs of the end consumer. Over the years, more data has become available to us. This, plus keeping the lines of communication open with COLT is key. For example, we've incorporated Silicone and USB rechargeable capabilities into the line which have been very popular with consumers.

Does COLT Gear have all entry-levels covered?

John, COLT: Absolutely! From the COLT Anal Trainer Kit to the COLT Anal Douche and beyond with cock rings, butt plugs and more! It's truly a one-stop-shop for men across the globe.

Susan, CalExotics: We have all experience levels covered currently, but we are always listening to COLT and our shoppers to discover new ways to serve them.

Is the gay market still the main target demographic for the COLT Gear range?

John, COLT: Primarily, but we have noticed that many women buy our vibrators and lubricant.

Susan, CalExotics: The gay market is still the target demographic but we have also noticed that there are many women buying COLT bullets because of the extreme power. With products like anal trainers and cock rings, we're seeing that men of any sexual orientation are also enjoying COLT products.

What are the core USP's of the COLT Gear collection?

John, COLT: We make products for the masculine all-male customer with strong, bold and sexually erotic items. This is our focus and we stay true to that.

Susan, CalExotics: What makes this collection unique is our focus on providing a line of powerful products with bold, masculine designs.

What are the most popular products in the COLT Gear collection?

John, COLT: For us, I would say that the COLT Anal Douche, COLT Slick Lubricant, COLT Anal Training Kit, COLT Master Cleanser, COLT Mighty Mouth and most of the COLT Bullets do very well.

Susan, CalExotics: The bullets are extremely popular.

Weather it's a turbo bullet, multi-speed bullet, or waterproof bullet; shoppers love the COLT line of bullets. In addition, the COLT Slugger is one of our best-selling products.

What can consumers expect of CalExotics / COLT collaboration in the future?

John, COLT: Our customers from across the globe can count on us to continue to develop products that are masculine, strong and sexually deliver. That is what COLT is about – COLT is the brand that delivers.

Susan, CalExotics: Consumers know COLT as a powerful brand with powerful toys, and we will continue to provide that for years to come!



PUMPS

Pump up the pleasure with SCALA's wide variety of pumps – another favorite amongst gay men and women.

Pumping has instant results (hello raging hard-on!), but can also offer longtime benefits such as lasting gains in length and girth – depending on what pump you pick. We've arranged some of our favorites from the SCALA assortment based on their RRP (Recommended Retail Price), allowing you to mix and match your favorites in a selection that matches your target audience best.

From glow in the dark cases to innovative water pressure devices: the pumping choice is yours!

€*



CLICK HERE

25095
The Developer Pump
Seven Creations



CLICK HERE

12413
Venus Butterfly Pump
Pipedream



CLICK HERE

10454
Power Massage Pump w. Sleeve
ToyJoy

€€*



CLICK HERE

15391
Automatic Pussy Pump
CalExotics



CLICK HERE

18382
Powerhouse Pump
NS Novelties



CLICK HERE

21193
Digital Power Pump
Pipedream

€€€*



CLICK HERE

15502
OptiMALE Power Pump
Doc Johnson



CLICK HERE

41003
Tremblr Milking Machine
Mister B



CLICK HERE

26010
Hydromax X50 Xtreme
Bathmate

* Recommended Retail Price



The story of Mister B starts over 20 years ago, when owner Wim Bos opened a store in fetish clothing and kinky accessories in the Warmoesstraat, Amsterdam. Quickly a hit with the gay community and fetish lovers, the brand grew from one store into a world-wide name with a loyal fan-base. As SCALA has added dozens of new SKU's to its Mister B assortment, now is the perfect time to get in-depth and personal! Jeroen Janssen, the brand's Commercial Manager, allowed us to ask some of our burning questions and share some insight into the workings of this best-selling brand in daring toys, gear, accessories and drugstore. Let's find out more in this edition of SCALA's Guest...

Is the gay/fetish community still the main target-audience for Mister B?

Jeroen Janssen, Commercial Manager Mister B: "The gay and fetish consumers will always be an integral part of our brand, with Mister B keeping a strong focus on these very important target-audiences. However, Mister B goes beyond that, with all types of consumers enjoying the wide variety of products available in our assortment. As fetish has become more 'mainstream' in recent years, so has become the Mister B consumers – with all sexual preferences, gender-types and entry-levels getting introduced to our products."

"Mister B is sexual freedom: our varied assortment and expertise allows us to serve a very diverse target-audience. For example: beginners might only need a quality lubricant, whilst BDSM-experts are looking for a premium selection of whips – Mister B has both: from drugstore basics to more specific kinky accessories. It's true that in the past our brand was mostly known for 'dark and hard', but - though still a large part of our identity – we're also exploring new avenues like coloring options, profiting from the more mainstream demands in kinky novelties", Janssen explains.

Which Mister B products are most popular with gay target-audiences?

Janssen: "We've noticed that our trendiest, most innovative products tend to do best with the gay community: something new, exciting and unexpected like our Oxballs and Bon 4 – or the Mister B Urban collection.

Though our standard collection has many timeless essentials and classics, we also try to cater to the demand for new designs by constantly investing in product development. The gay and fetish scene is a community which is often the first to embrace new trends and dares to experiment – this in turn challenges us as a brand to be as daring and on-trend as our customers. A big advantage for our Mister B team is that we ourselves live the fetish lifestyle and are part of the community, allowing us to be up-to-date with what's new, fashionable and in demand."

What is new at Mister B in 2018?

Janssen: "The past few months we've been very busy with the development of new products and collections, such as a new range of premium dildo's named Mister B Fucktools (compatible with the hung system). We've also invested a lot of time, love and energy in the creation of our own Mister B Sling and Bondage Frame: a sturdy and portable frame made of solid steel, compatible with a 4 and 5-point sling."

What can consumers expect of Mister B in the future?

"A more varied assortment inclusive to all preferences and entry-levels. We also aim to keep being a front-runner when it comes to innovation, anticipating market demand and quickly being able to release exciting novelties when a new trend arrives. Be more daring. We're also working on a special FTM (transgender) collection, so keep an eye on us and let Mister B surprise and delight you!", Janssen states.

Lastly, why should every retailer stock Mister B?

Janssen: "Every retailer should stock Mister B because our brand combines quality and expertise. We know how you should wear a harness, we know how a chastity cage works, we know what kind of properties a lubricant should have: all that knowledge is translated into our premium products. For us it's not about quantity, but quality – we'd rather release a few fantastic items than a lot of mediocre designs. When you sell Mister B, you're selling a story, a lifestyle. Our products are developed from a personal passion, love and appreciation for daring pleasure, making them must-haves in any assortment, store or online marketplace."

Excited about adding some Mister B to your assortment? Check out the brand's latest arrivals at SCALA on the next page of this issue of PLAY magazine for a sneak peek of what's new and ready to order!



- 1** 41185
Extra Large Plug
- 2** 41184
Large Plug
- 3** 41155
Plumbing Paul Dildo
- 4** 41152
Hammering Hank Dildo
- 5** 41319
SQUEEZE Ball Stretcher
- 6** 41321
UNIT-X Stretch Cocksling
- 7** 41286
Ball Stretcher 40 High
- 8** 97003
Mister B LOAD Silicone 100ml
- 9** 97007
Mister B FIST Silicone 200ml

- 10** 97008
Mister B FIST Extreme 200ml
- 11** 97018
Mister B GLIDE Extreme 100 ml
- 12** 97004
Mister B GLIDE Silicone 100ml
- 13** 97013
Mister B FIST Hot Lube 500 ml
- 14** 41239
CB-6000S Chastity Cage Small
- 15** 97023
Mister B LUBE Extreme 100 ml
- 16** 97002
Mister B LUBE Waterbased 100ml
- 17** 41003
Tremblr Milking Machine



GAY PRIDES & EVENTS

3 - 13 May	Gran Canaria Gay Pride Maspalomas	1 - 3 Jun	Dusseldorf CSD Duesseldorf	5 - 8 Jul	Madrid Madrid Gay Pride	3 - 5 Aug	Amsterdam Amsterdam Gay Pride
8 - 12 May	Lisbon Eurovision Song Contest	2 Jun	Aarhus Aarhus Pride	6 - 8 Jul	London Gay Pride London	4 - 12 Aug	Paris Gay Games 2018
9 - 13 May	Paris FierteOurs Bear Pride	2 Jun	Vienna Lifeball	7 - 8 Jul	Budapest Budapest Gay Pride	6 - 12 Aug	Prague Prague Gay Pride
17 - 21 May	Cologne Cologne Fetish Pride	8 Jun	Tel Aviv Tel Aviv Gay Pride	23 Jul	Tilburg Roze Maandag	13 - 19 Aug	Copenhagen Gay Pride Copenhagen
18 - 20 May	Brussels The Belgian Pride	21 - 30 Jun	Dublin Gay Pride Dublin	14 - 15 Jul	Glasgow Glasgow Pride	18 Aug	Munich Schwules Strassenfest
26 - 27 May	Birmingham Birmingham Gay pride	23 - 30 Jun	Barcelona Gay Pride Barcelona	28 - 29 Jul	Amsterdam Milkshake Festival	24 - 27 Aug	Manchester Manchester Gay Pride
1 - 11 Sep	Sitges International Bears Week	5 - 7 Oct	Lisdoonvarna The Outing LGBT Festival	2 - 4 Nov	Palm Springs Greater Palm Springs Pride	4 - 10 Dec	Madrid MadBear
3 - 9 Sep	Benidorm Benidorm Gay Pride	6 - 14 Oct	Gran Canaria Maspalomas Fetish Week	3 - 10 Nov	Puerto Vallarta Club Atlantis Vallarta	28 - 31 Dec	Bangkok White Party
5 - 9 Sep	Berlin Folsom Europe	11 - 14 Oct	Brussels Belgium Bear Pride	5 - 11 Nov	Gran Canaria Maspalomas Winter Pride	30 - 31 Dec	Paris Matinee NYE Festival
8 Sep	Cologne Fantasypride	19 Oct	Berlin Hustlaball Berlin	21 - 25 Nov	Cologne Cologne Bear Pride	31 Dec	Brussels La Demence New Years Party
27 - 30 Sep	Curacao Curacao Gay Pride	25 - 28 Oct	Amsterdam Amsterdam Leather Pride	22 - 26 Nov	Miami White Party Week	31 Dec	Antwerp Red and Blue NYE Party
29 Sep - 6 Oct	Barcelona Open Sea cruises x Axel	31 Oct - 4 Nov	Vienna Vienna Fetish Week	23 - 24 Nov	Nice So Fetiche, Nice Fetish	31 Dec	Key West Red High Heel Shoe Drop

Anal Lubricants

Crave some slippery backdoor pleasure? SCALA stocks a fantastic selection of anal lubricants, perfect for adding a delicious glide to your anal play. Each lube has its own unique properties, such as the popular anal relaxing effect that slightly numbs your sensitive area for maximum comfort (Cobeco Anal Relax / pjur Analyse Me). Whether you like water-based solutions (JoyDivision BioGlide Anal / HOT Anal SuperGlide / TOYJOY Drugstore Anal Lubricant) or prefer satin-like silicone infusions (Cobeco Anal Lube): we've got the long-lasting glide to keep you going all night long. Explore all the options in the anal lubricant selection online and slip them into your digital shopping cart today!

92516
Male Anal Relax Lube 250ml
Cobeco



CLICK HERE

92501
Anal Lube 100ml
Cobeco

CLICK HERE



90218
Anal Superglide Waterbased 100 Hot

CLICK HERE



93502
Bioglide Anal 80ml
Joy Division

CLICK HERE



97014
FIST Hot Lube 200 ml
Mister B

CLICK HERE



98503
Anal Lube 100ml
ToyJoy

CLICK HERE



CLICK HERE

90003
Analyse Me! Glide 100ml
Pjur



70081
Strap Harness
Allure

CLICK HERE



Allure LINGERIE®

Did you know SCALA also offers a great choice in male lingerie? The Allure Zeus collection contains fashionable male lingerie looks with a kinky twist to catch your consumers' eye. The range combines daring aesthetics and quality materials in one, must-have line of erotic apparel - including boxers, thongs, shirts and more - that your male consumers will love. Discover Allure Zeus at SCALA online and stock up on these trendy looks today!

CLICK HERE

SCALA'S Tips & Tricks

E-stim 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 with your suggestion.

Great news for fans of electrifyingly good pleasure: SCALA now stocks various new arrivals by Mystim that will take your intimate play to a tantalizing, electric dimension. New items include the Cluster Buster E-Stim device, the Jane kegel balls, the Anal Kette anal chains and the Rocking Force butt plug.

To celebrate the arrival of more must-have Mystim designs, we've asked the brand to clarify the differences between e-stim devices and e-stim toys, to explain if there are any risks, plus share some inside tips on maximize your e-stim fun.

The hardware: e-stim device or e-stim toy

In addition to fine differences, the wide field of electrostimulation toys can be divided into two large categories: The universal 'e-stim devices' to which countless toys and electrodes can be connected - and the stand-alone 'toys with built-in e-stim'. Let's specify them further:

E-stim devices: These smart control centres are something like the bridge for all tingling excursions into the endless expanses - and depths - of electrosex! There are no limits to sexual fantasy if you adjust the controls from soft to hard, constant to rhythmic or pulsating to pushing. Whether classic or modern: The exciting pleasure consoles are available in digital and analogue. An e-stim device activates the poles of the attached novelty - literally turning on the heat and electric possibilities.

Plugged in: Which e-stim toy to connect is a matter of situation, lust or individual choice: there are dildos, anal plugs, cock cages, gloves, love balls or pairs of electrodes for very individual and stimulating e-stim sessions - just make sure the toy you want to connect is e-stim device compatible!

Multi-Player: Two-channel devices like the **Tension Lover** can also supply two toys or electrode pairs simultaneously and provide double (couple) fun! The Zeus among the e-stim devices is the **Cluster Buster**. It can fire an infinite number of toys and catapults with eight independent and individually adjustable channels absolutely anyone and everyone into the electrosex Olympus. Wireless remote included!

Toys with built-in e-stim:

Electrostimulation to go (crazy!). Because with e-stim vibrators equipped with their own pulse generator and conductive surfaces, you have just as much tingling, but less hardware. The e-intensity is easily adjustable via various pre-programmed pampering modes. An easy introduction to turn yourself and others into an electrosex fan at the push of a button nice and gently or rather fast and intensive. Toys with built-in e-stim are a great choice for beginners or advanced players who crave instant buzz without having to connect the wires!

Is e-stim dangerous or harmful?

No, not when used in the correct way. The stimulation current in electrostimulation toys is harmless if it is used professionally, according to the instructions and without modifications to original product.

The most important rule: Never use e-stim above the belt. Avoid the areas of the heart, neck and brain at all costs! (the only exception to this rule are nipple clamps).



Tips against skin irritation

Though the electrical currents itself don't irritate the skin, the topic of skin irritation is relevant for the attachment of electrodes. These are some things your customers should consider when using self-adhesive or external fixing material to attach the electrodes to the skin:

- Gently clean the glued areas with soap and water.
- Trim hair on glued areas with scissors and do not shave.
- Any irritated areas should not be "played with" again.
- Cables should always lie or be fixed in a way that there is no pulling or ripping on the electrode.

With these tips & tricks, you're ready for your electrifyingly good adventure with Mystim! Check out all the newest Mystim arrivals at SCALA online and order your favorites today!

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