

## **TENGA Media Backgrounder**

### **TENGA**

TENGA Co., Ltd. is a Japanese-based company focused on the betterment of sexual health and wellness, with a core concept of broadening the cultural acceptance of masturbation and making sexuality something everyone can enjoy.

Unlike many other masturbation tools, TENGA products are not designed to replicate human anatomy. TENGA acknowledges that for many, masturbation is not meant to imitate or replace a sexual exchange, and instead focuses on developing and producing tools to make masturbation itself a more enjoyable and beneficial experience – in turn, bringing conversations about masturbation to the mainstream.

Through lines of innovative and diverse products with a focus on design, quality, function and pleasure, TENGA aims to elevate the discussion around masturbation from secretive to celebratory, and enables users to bring the best tools to the party.



### **TENGA’s 2016 *United State(s) of Masturbation Survey***

In August 2016, TENGA conducted a survey to gauge Americans’ changing attitudes on masturbation. The survey was completed by 1,200 Americans ages 18-74, resulting in statistically significant data on trends, habits and consumer opinions on the topic of masturbation.

The survey found 88 percent of all Americans masturbate, with percentages varying slightly by gender.<sup>1</sup> However, despite high incidence, estimates on national prevalence of masturbation are 11-13 points lower than real-life actions, and more than half of all Americans cite discomfort in addressing masturbation with others.<sup>1</sup>

The survey also found that while most associate masturbation with pleasure, it can provide a number of other benefits – in fact, 54 percent of people who masturbate do so to relax or relieve stress, 14 percent do so to feel more comfortable with their body and 13 percent masturbate with the intention of improving sexual performance, a technique TENGA has conducted additional research around.<sup>1,2</sup>

For more information on the survey and full survey results, please visit:

[www.UnitedStatesofMasturbation.com](http://www.UnitedStatesofMasturbation.com).

### **TENGA: Toying with the idea**

In the United States, 31 percent of people own a sex toy. Though sex toy ownership varies between identified genders, TENGA believes that everyone stands to gain from introducing masturbation tools into their sexual routine. Research shows 70 percent of all sex toy owners say toys improve the masturbation experience, crediting ability to provide increased efficiency, as well as stimulation and intensity control.<sup>1</sup>

TENGA knows sexuality is not one-size-fits-all, and therefore offers a wide variety of products, in a range of functions and sizes. In the United States, consumers can purchase items from the EGG, CUP, TENGA 3D and FLIP series. In October 2016, TENGA will launch the AIR-TECH Series in the U.S., which is currently available in Asia.

- The **EGG Series** is a collection of small, egg-shaped disposable sleeves with various internal details to provide different stimulation patterns and sensations. While small, these items are made of TENGA’s Super Stretch Sensations material, which stretches to accommodate most sizes.
- The **CUP Series** was first launched in Japan in 2005 as TENGA’s flagship line of items, and capitalized on the trend of disposable masturbation devices. The pre-lubricated, disposable CUP Series offers five different variations, as well as three additional expanded size items (UltraSize), all featuring a hole to control device suction.
- The **AIR-TECH Series** takes the shape of TENGA’s wildly popular Original Vacuum CUP, with a new removable sleeve for washing and reusing. *This series will be available in the U.S. in October 2016.*
- The **TENGA 3D Series** takes the EGG Series concept of non-cased, stretchable items to accommodate all sizes and creates a reusable product that is inverted for use - making the sculpture-like exterior design into interior details.
- The **FLIP Series** consists of high-end reusable items that flip open for easy lubrication and simple washing. Using the best quality materials and pioneering molding technology, the FLIP Series offers several intricately designed internal details for varied sensations.



TENGA EGG

TENGA 3D

TENGA Vacuum CUP

TENGA AIR-TECH

TENGA FLIP HOLE

TENGA FLIP O

For more information and details on where to purchase these and other TENGA products, please visit: [www.store.tenga-global.com](http://www.store.tenga-global.com), and follow TENGA on Twitter ([@TENGA\\_Global](https://twitter.com/TENGA_Global)), Facebook ([www.facebook.com/TENGAGlobal](https://www.facebook.com/TENGAGlobal)) and Instagram ([@TENGA\\_PR](https://www.instagram.com/TENGA_PR)). Use #myTENGA to join the conversation on masturbation in the United States.

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**References:**

1. "United State(s) of Masturbation" Consumer Survey. TENGA Co Ltd. Conducted August 2016.
2. Rodriguez JE, Lopez A. Male masturbation device for the treatment of premature ejaculation. Asian Pacific Journal of Reproduction 2016; 5(1): 80–83.