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## INTRODUCING THE WORLD'S FIRST LUXURY LUBRICANT

Category-defining product combines innovative technology and elegant design to elevate the experience of sex.



September 20, 2016 - PLAISIR des SENS has launched the first luxury product that uses technology to warm an all-natural lubricant formula. From its elegantly designed, touch-activated exterior to the custom valet and wireless charging pad, this product represents a major innovation in the world of sex accoutrement.

PLAISIR des SENS uses a patented heating technology to warm a proprietary personal lubricant formula, providing sensations never before experienced. With the press of a button, clients can order refills of the edible and silky smooth formula via the latest IoT technology. The product's discreet design and smartphone-compatible wireless charging pad make PLAISIR des SENS a brand that consumers are proud to have on their nightstand.

"Traditional personal lubricants are cold and sticky to the touch, taste terrible, and come with embarrassing packaging," explain co-founders Charles Blanchet III and Christina Ahn. "In addition, they are filled with harsh chemicals. So-called 'warming' lubricants on the market often use capsaicin, the main ingredient in pepper spray, to simulate heat."

"We were dissatisfied with the options on the market, so we decided to redefine the entire experience of sex with personal lubricants," said the founders.

PLAISIR des SENS, French for "Pleasure of the Senses," is set to hit bedrooms worldwide by February 2017. Preorders are currently available exclusively through Indiegogo, where the campaign achieved 33% of its funding goal in only 3 days.

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[Indiegogo Campaign Page](#)

