

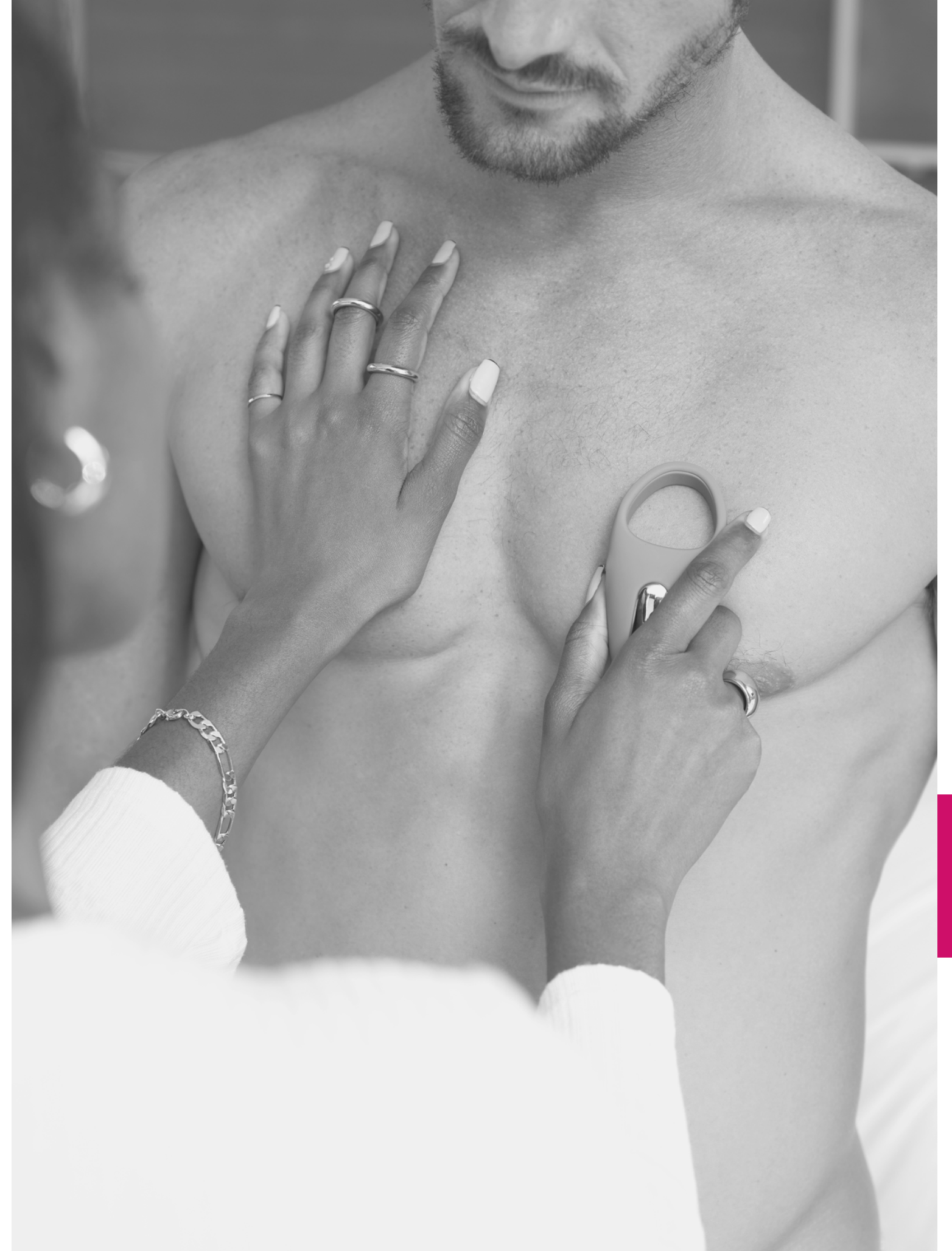
JIMMYJANE®

MEDIA KIT 2021



WHO IS JIMMYJANE?

JimmyJane is a design-centric brand founded on the belief that pleasure is power, designing high-tech products that inspire adventurous play and empower your overall well-being. Since launching in 2004, JimmyJane has redefined the context and perception of intimate well-being. Combining sophisticated product development in San Francisco with proprietary technology, our collections resound with luxe-excitement without compromising style.



JimmyJane believes that sexuality is as intricate and individual as a fingerprint. Rather than dictate what is sexy, we imbue each product with possibility, leaving room for exploration and interpretation. With our diverse collections– ranging from decadent massage candles and natural massage lotions to our award-winning vibrating massagers and iconic 24k gold vibrator – we engage each person's unique desires.

AWARDS

Recognized with [AIGA](#), [ID](#) and [IDSA Design Awards](#)





WHERE DESIGN MEETS INNOVATION

Every JimmyJane product is built from the ground up.

We're not re-packagers; every new JimmyJane product begins with a sketch and rendering. With JimmyJane's network of trusted and established manufacturing partners, we're able to strategically source and develop innovative products.

OUR EXECUTIVE TEAM



MATTHEW MATSUDAIRA Chief Executive Officer

Matthew is a serial entrepreneur with previous senior leadership positions at Amazon, Chewy, Nordstrom, and numerous startups. He worked on the Chewy acquisition to PetSmart in 2017 and was a founding member of various lucrative Amazon launches, including Prime Now and Amazon Fire Phone. He was awarded as Greekwire's Entrepreneur of the Year, Techcocktail's Hottest Startup, and SIGN Magazine's Chief Executive of the Year - being one of the largest worldwide industry publications.



MARION DEMELLO Chief Financial Officer & Chief Operating Officer

Marion joins JimmyJane with two decades of CPG leadership experience in marketing analytics, strategy and finance. She has held senior leadership positions across a variety of industries in manufacturing and retail, including prestige beauty, food, beverage and hardware. Marion most recently headed Global Finance and Strategy at Estée Lauder, managing the expansion of their newest acquisition.



TAMI AGUILAR Chief of Staff/VP of People

Tami came to JimmyJane with 20 plus years of experience in HR, working her way up from an HR Assistant while attaining her bachelor's degree, to her most recent position at Amgen where she evolved over a 15-year tenure from HR Manager to Head of Quality for HR. She's honed a range of skills and experiences including performance management, talent management, organizational development, talent acquisition, organizational design, executive coaching, and change management.

BEST SELLERS



FASCINATION
SEVEN-PIECE SET



JJ APEX

FORM 2



TARVOS



DEIMOS

AFTERGLOW MASSAGE OIL CANDLE



Medical Grade & FDA Cleared Premium Cosmetics Assortment



SENSATION LUBRICANT



**ANTIBACTERIAL
TOY CLEANER**

**PURE UV SANITIZING MOOD
LIGHT PLUS LOVE POD TRE**



VOGUE

WEDDINGS

Here’s What a ‘Sexpert’ Wants You to Know About Sex Toys (No, You Can’t Use a Vibrator Too Much)

BY ATALIE GIMNEL
August 10, 2020



The Best Sex Blanket Is a Blanket Literally Made for Sex

Do the nasty without leaving a big mess.

BY SOPHIE SAINT THOMAS

The Best Sex Toy Cleaner



PURE UV SANITIZING MOOD
LIGHT PLUS LOVE POD TRE
\$240

COSMOPOLITAN

The 16 Most Powerful Vibrators Out There Right Now

Jimmyjane Form 2

JIMMYJANE
babeland.com
\$169.99

SHOP NOW

What sets the Jimmyjane Form 2 apart from other clitoral vibrators are the two vibrating motors, one in each ear. Whereas other vibrators have one motor where the vibration is diffused into two ears, the Jimmyjane has double the power. Smooth and sleek with seamless buttons, waterproof, and rechargeable, the Jimmyjane Form 2 is definitely a worthy investment considering the power you get.



Swell Warming Vibrators Are the Next Big Thing

DO IT BETTER

by Gigi Engle | 04/07/2021

CRUSHING ON:

WARMING VIBRATORS

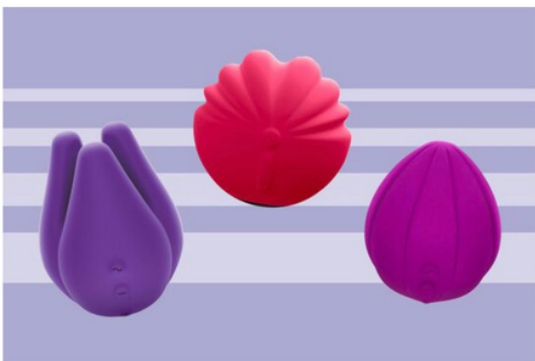
Warming vibrators can help bring you into your body, relax, and enjoy more embodied pleasure.



The way they work is that they have a warming function inside them, activated by an independent button. They heat up on the inside to exactly body temperature and stay warm while the heating function is activated. They charge the same way the rest of the vibe does, using a USB port. The whole vibrator heats as one unit. Just think of it as a normal vibe with one extra button used for heating. Usually when the heater is on, the button turns red. That way, you know it's working.

Allow me to explain my love for these self-warming toys and why everyone needs one ASAP. Firstly, [it](#) helps with pain during sex.

InStyle



Men'sHealth

SUBSCRIBE

SIGN IN

The 10 Vibrator Types You Should Know About

We also have the best sex tips for using each kind.

BY GIGI ENGLE MAR 16, 2021



6. Rabbit vibrators

Dual stimulation toys, usually referred to as “rabbits,” are toys that combine internal stimulation of the G-spot area with external stimulation of the clitoris. They have a shaft to insert and a small curved attachment at the base to stimulate the external clitoral glands. Sometimes the attachment has two little “ears,” hence the “rabbit” nickname.

My go-to favorite of the moment is the [Jimmy Jane Glo](#), a self-heating rabbit that offers up mind blowing orgasms and relaxes the entire pelvic floor. Muscle relaxation AND orgasms, yes f*cking please.

HOME > LIFESTYLE

Share

This High-End Sex Toy Brand Is Having a Major Black Friday Sale — and You Can Shop It Right Now

JimmyJane has deals up to 60% off.

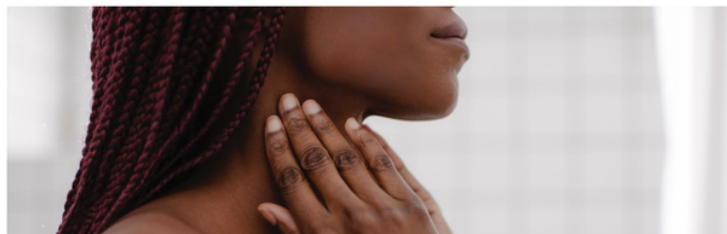
By Amanda Richards | Nov 17, 2020 @ 10:00 pm

WELL + GOOD

ACTIVE RECOVERY

How To Give Yourself a Full-Body Massage If You're Lacking an Extra Pair of Hands

Mary Grace Gans • October 28, 2020



BuzzFeed

Shopping > Deals • Posted on Apr 14, 2020

Here Are 18 Sex Toys On Sale, So You Can Beat Boredom *And* Save Money

Good sex toys: check. Good prices: double check.

by Natalia Brown
BuzzFeed Staff

Be one of the first to comment



We hope you love the products we recommend! All of them were independently selected by our editors. Just so you know, BuzzFeed may collect a share of sales or other compensation from the links on this page if you decide to shop from them. Oh, and FYI — prices are accurate and items in stock as of time of publication.



WHAT CUSTOMERS ARE SAYING



HITS THE SPOT!

"This vibe hits the spot literally lol. I ordered this to spice up the bedroom and have fun when hubby is away on business. Couples play is fantastic, it worked wonders for foreplay and during sex I held it to my clit and came 4 times in a row."

FOCUS ON YOU

"This sonic vibe is just perfect, sometimes you just need to step back and FOCUS on yourself and this vibrator makes that moment magical. Wish they sold extra/different heads to play with."



MULTI-FUNCTIONAL VIBRATOR!

"Got this vibrator a few months ago for the power levels advertised, and so far it has not disappointed! SUPER POWERFUL! I really like that it also comes with the different head attachments."

CONTACT

PUBLICITY

ALAINA@TWENTYONENORTH.CO

SOCIAL MEDIA



WWW.JIMMYJANE.COM