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# *BUYING THE PERFECT SEX TOY*

## **Summary**

1. Sex Toys Industry.....	2
2. Top 10 Male Sex Toys Manufacturers.....	3
Autoblows.....	3
Fleshlight.....	3
RealTouch.....	3
Tenga.....	3
Lelo.....	4
Doc Johnson.....	4
Topco Sales.....	4
Pipedreams Products.....	4
California Exotic.....	4
Dr Joel Kaplan.....	4
3. Male Sex Toys Materials.....	5
4. Male Sex Toys - Quality vs Price.....	6
5. Choosing the Perfect Sex Toy.....	7
6. Health and Safety Concerns.....	8

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## **1. Sex Toys Industry**

The sex toys industry is worth approximately \$4 billion worldwide and is growing by 30% year on year despite the recession. Over 70% of the world's adult sex toys are made in China for some of the world's leading sex toy manufacturers including Doc Johnson, Pipedreams, Good Vibrations, California Exotic and many more. The USA alone accounts for over \$2 billion of the \$4 billion total market.

The massive growth of online sex super stores has rapidly changed the face of the [sex toys](#) industry. Whereas products used to be sold in sex stores located privately and discreetly out of town, or in sleazy red light districts where most people feared to tread, today, sex toys can be purchased anonymously online from the safety and comfort of a bedroom or private study. Plain packaging and fast delivery, plus disguised credit card billings means no one need have any idea that the buyer is into sex toys. Today sex toys are big business. Trusted players such as Amazon now stock and sell a wide variety of adult toys for both men and women.

This new way of trading has opened the floodgates for the production of plastic and silicone sex toys, and a number of new players from Europe, Japan and the USA have joined the market. It's not uncommon on many online stores to have over twenty pages of toys dedicated to just one category such as male masturbators. Because massive warehouses despatch the adult sex toys, small manufacturers no longer have to compete for expensive shelf space in shopping malls to reach their customers, instead they can just drop and ship from a massive warehouse where the toys are despatched.

However the best selling sex toy for men in the world is the Fleshlight, and they opted to manufacture in America and reach the market through a mixture of online stores and their own website. So far well over two million Fleshlights have been sold, and the new range of Fleshlight Girls features a full range of moulded love sleeves directly from the private parts of the stars. Porn star endorsed sex toys have become an important part of the sex toy industry, and an incredibly lucrative venture for manufacturers.

Increasingly new sex toys are brought to market with large product launches at expo's in venues around the world. The largest is in Las Vegas each year, but new sex toy expos are opening up in places like London, Holland, Hong Kong and Los Angeles. Luxury and designer sex toys are also proving incredibly popular and the world's first \$1 million diamond studded vibrator is currently in production.

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## 2. Top 10 Male Sex Toys Manufacturers

There are a number of sex toy manufacturers that cater to both men and women, but where once women's toys dominated, these manufacturers in just a few short years have developed an awesome range of [male sex toys](#).

Here are the top ten male sex toy manufacturers:

### **Autoblow**

The Autoblow Blast is the top selling fully automatic blowjob machine marketed from its own website and not available through the other online sex store channels. This leading blowjob sex toy comes in two size, Autoblow Blast for normal sized guys and Autoblow Max for larger guys.

### **Fleshlight**

Fleshlight is famous for the Fleshlight range of male sex toys including the Fleshlight Original and the Fleshlight Girls series. Founded by former SWAT officer Steve Shubin, the concept behind the Fleshlight is that it is cased in an innocent looking flashlight canister. Open the top and it's an incredible real feel love tunnel male toy and is hailed as the best of the male masturbators on the market.

### **RealTouch**

This is a great leap forward in sex toy technology. RealTouch produce a male masturbator that is linked to your PC. While the screen shows specially processed pornographic movies, the masturbator accurately mimics the actions the user sees on screen. Enthusiastic users have already hailed it as one of the [best sex toys](#) on the market.

### **Tenga**

Tenga is a Japanese manufacturer of sensational sex toys such as the one time use Tenga range of male masturbators, cunningly disguised as deodorant cans or drink cans. Their Tenga Flip Hole sex toys achieved terrific worldwide sales, while one of their own executives recently won the Masturbathon in San Francisco.

### **Lelo**

Lelo is a Swedish sex toy manufacturer, they specialise in up market vibrators for women, but also cater for men with high class products such as the Lelo Billy Prostate Massager, and there are also a range of [sex toys for couples](#), all made to exacting standards of design and craftsmanship.



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### ***Doc Johnson***

Doc Johnson is an American sex toy manufacturer, the company has been around long before the internet revolutionised sales of male sex toys. They are famous for top sellers such as Belladonna's Extreme Pussy & Ass. Their patented life like synthetic skin is called UR3.

### ***Topco Sales***

Is another top American manufacturer. Topco Sales have been around for over 35 years and are known for their outstanding design, quirky packaging and ground breaking technology. Always at the forefront of the industry Topco Sales are responsible for developing Cyberskin, a phthalate free real feel material.

### ***Pipedreams Products***

With over 2000 items on offer at any time Pipedream Products has a bigger sex toy catalogue than any other manufacturer. Pipedream sell a wide variety of male masturbator sex toys as well as novelties such as Beatin' Barack a naughty sex toy based on the current President of the United States.

### ***California Exotic***

California Exotic Novelties is the nation's leading manufacturer of adult toys and novelties. Since 1994, the company has been at the forefront of research and development of products to enhance the sexual experiences of women, men and couples. From its 200,000 square foot operations centre in Chino, California, 'Cal Exotics' maintains a network of manufacturing and distribution facilities around the world.

### ***Dr Joel Kaplan***

Dr Kaplan makes some of the leading penis pump toys on the market including the Premium Megavac Pump System, described as the penis pump system on the market. Dr Kaplan is a qualified sex therapist and all his products have FDA approval.



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### **3. Male Sex Toys Materials**

Men are not noted for being the best shoppers. Variety and choice can quickly become very confusing for them. If confronted by too much choice, with the exception of cars and drill bits, men will simply opt for the product which looks good. That's because men are governed by what they see, in other words visual stimulus rules.

If a woman were ever to choose a realistic vagina the last factor she would consider is the look. First she would feel the type of material, and most importantly, weigh up the cost versus the features on offer.

This makes the whole process of choosing a suitable sex toy online difficult for men, but one of the most important things to look for in a quality sex toy for men is the material from which the toy is made.

Whether you are choosing a pocket pussy or a realistic vagina or any other type of male masturbator, look for either silicone toys or for toys with a phthalate free synthetic skin such as CyberSkin, Futurotic, RealSkin, UR3, FantaFlesh or Loveskin.

These are all brands names used by various sex toy manufacturers to promote a type of plastic that is realistically flesh-like in feel and quickly warms up when it is touched. If you find these are too expensive there are cheaper [male toys](#) made from jelly, but these cannot be cleaned as effectively and can store bacteria on the mould. Because most male sex toys tend to be within a reasonable price range of \$50 to \$200, it's worth spending the extra money to get a good quality material.

All these flesh-like materials require just a wipe clean or a rinse, but bear in mind that the synthetic skins cannot be boiled in hot water or disinfected. The sex toys that can withstand disinfecting at high temperatures tend to be anal toys, where bacteria can easily be spread after use. This would include non porous materials such as toughened glass, stainless steel, stone or silicone.

If the quality of the material is good, the chances are the actual quality of the toy will not be disappointing either.



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## **4. Male Sex Toys - Quality vs Price**

Like many commodities, the price of male sex toys varies greatly from product to product and from store to store. Check several sites for the same model, but bear in mind, high price does not necessarily guarantee the best product even though it is a useful guide. Decide a budget and check out several sex toys in that price range to ensure you are getting the most bang for your buck.

If you are looking for quality, be sure to go with a brand you can trust. These include some of the top American male sex toy manufacturers such as Fleshlight, Autoblow, Doc Johnson, Topco or the Japanese manufacturer Tenga, or Swedish sex toy makers Lelo. Each of these manufacturers has declared that they are in the business for the long haul, and depend for their success on developing top quality products.

When looking on sex toy stores you will see several men's sex toys which are endorsed by top porn stars. This is a good clue to quality versus price. You are going to pay a premium over a generic male sex toy, but by the same token, no porn princess wants to develop a reputation for pushing a cheap low quality product, so if you are paying up to \$200 for your sex toy or maybe more, you can be assured of quality if it has a star's name attached to it.

Another sign of quality is a multi-speed controller with a detachable love bullet. Bullets and multi-speed controllers abound, so check if your male toy has one because it will add to the appeal of the product.

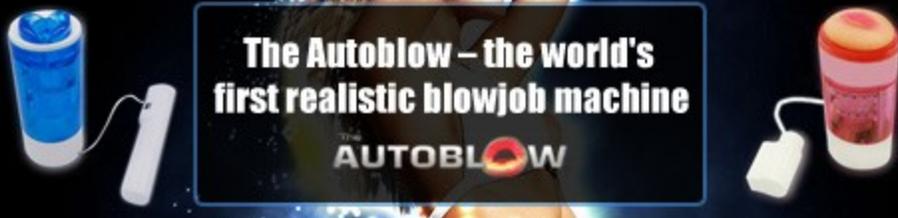
Of course one of the best ways to determine a great product is to read from those who have already paid out good money for the male sex toy and have decided to write a review. Many of these reviews from the more reputable online [sex toy stores](#) are genuine, and these guys are going to tell the truth, in fact they are likely to be brutally honest. If the sex toy has quality issues, you will soon get to know if the male sex toy is worth the money – and where the problem lies.

Don't be in a hurry to buy, check out several sex stores online because the price can vary quite substantially for the same product. Bear in mind you can also buy some perfectly good generic sex toys such as pocket pussies or realistic vaginas and pay several dollars less for the privilege.



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## 5. Choosing the Perfect Sex Toy

Due to the vast amount of choice, buying a sex toy, especially a male sex toy, can be a confusing and frustrating experience. What makes it more difficult is that unlike a new jacket or a new pair of shoes, you are not going to be invited to use the toy and put it through its paces even in a mall, let alone in a virtual environment such as an online sex store. Therefore you have to make judgements based on criteria other than touch and feel. But you can cut through the clutter in minutes by ensuring your sex toy meets your expectations by working to this shortlist:

**Porn star endorsed:** Think of your favourite porn star actress and she probably has a sex toy named after her. There are several porn stars with sex toys on the market that are moulded directly from their own private parts, and if you have always wanted to discover what your favourite star would be like in bed – this is probably about as close as you are likely to get. If you know which star you really want you can simply Google her name and add the words 'sex toy'. If she has a sex toy on the market you will find it straightaway.

**Materials:** Of all the materials to choose for toys such as male masturbators or pocket pussies, the phthalate free synthetic skin products are probably best. These quickly warm to the touch and provide an incredibly life-like feel as you use the sex toy. All the best male masturbators will have their own brand of synthetic real feel skin. If you are going to use [anal sex toys](#), you are best to opt for non porous materials such as Silicone, toughened glass, stainless steel or stone.

**Love tunnels:** Separate pussy and ass love tunnels mean a better experience as you use these [toys for men](#). The [best male masturbators](#) have separate love tunnels for the anus and for the vagina so that the experience is as authentic as possible for either orifice. You can also look for love tunnels with a range of exciting and titillating beads, nubs, air pockets and ticklers that enhance the sensation.

**Position:** Decide which way you want to experience your sex toy, many of the realistic vagina toys are moulded in the good old fashioned missionary position, but if you want something different such as jackhammer or doggy style, it's all out there waiting to be explored.

**Size:** You need to decide on the right kind of sex toy for your lifestyle. If you live alone and have the luxury of being able to guarantee complete privacy you can opt for a large realistic vagina male sex toy that can weigh up to 10kg or more or even a love doll in excess of 30kg. If on the other hand you are constantly on the move or sharing an apartment where people drop in unannounced, you'll be better with a small pocket pussy you can slip away somewhere where it won't be found.

**Bullets:** Check for a motor or multi-speed controller with a detachable bullet if you want vibes.

**Price:** Shop around extensively once you have made your choice because prices vary greatly (read our article [Quality vs Price](#))



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## **6. Health and Safety Concerns**

First the bad news, there is very little scientific data on the safety and health implications of using sex toys and at the moment the sex toy industry market their products as novelty items so they are not required to submit their [adult sex toys](#) to a body such as the FDA for checking and/or analysis.

It's worth bearing in mind that while most sex toy manufacturers are responsible and want to offer their customers sex toys that are safe, 70% of all adult sex toys are made in small, sweaty workshops in China where standards of health and safety can easily be compromised and may be practically non-existent.

In terms of materials used for adult sex toys, non porous materials such as silicone, stone, toughened glass and stainless steel are recommended for anal sex toys. This is because these toys can carry bacteria once they come into contact with the anus and such material can be safely boiled and disinfected.

For male sex toys such as pocket pussies and realistic vaginas, the range of synthetic skins such as CyberSkin or FantaFlesh are popular. They claim to be phthalate free, which means they do not contain cancer causing agents, but there is simply no data available when you purchase the sex toy to tell you exactly what the composition of the toy may be.

Also, while it's currently true to say that silicone is one of the safest materials to use, we have no idea if in the future scientists might discover that silicone is a dangerous material for use in adult sex toys. Scientists are constantly learning more about how the chemicals we use can impact upon our health and safety so if this is a cause for concern you need to keep yourself informed.

But here is the good news; the vast majority of customers have enjoyed years of trouble free enjoyment with sex toys by following some simple rules. What are the rules?

1. Always, always use a good quality water based lube with all sex toys
2. Always clean and rinse the toy after each session and let them dry naturally
3. For added safety use a condom during any adult sex toy session
4. Always disinfect anal sex toys and never insert them so far that they become lodged inside – especially with motors that can run hot.
5. Never share sex toys unless they are cleaned thoroughly
6. Never insert a sex toy in the vagina after it has been in the anus, it can spread harmful bacteria

Always store sex toys in a cool secure place hidden from children.



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