

TAOI - THE ART OF INTIMACY

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Modern, adventurous, independent and sexually liberated; words used to describe the women of today? Or their counterparts in the 1890's, when they popped along to their beauty salon for a genital massage.

The electromechanical vibrator was invented in 1880 recommended by doctors it was thought to be a cure for anything from sweating to temper tantrums. The use of vibrators was promoted as a palliative for female complaints and was extensively advertised in women's magazines throughout the early part of the 20th Century.

During the 1920's trends changed and it wasn't until four frank talking females hit the small screen back in 1998, that vibrators or intimate massagers became a hot topic and fashionable again. From a rampant rabbit to a diamond encrusted stone, sex toys were no longer the saucy novelty at hen parties.

As with most trends we have now gone from the ridiculous to the sublime. Women now want discreet, sensual products to enhance their sexual well being; products that women can use on their own or with a partner. TAOI is just such a range.

All the products in this range have been developed exclusively for women. They are sensual, natural and soothing, containing ingredients such as fruit extracts and Aloe Vera. The products can be used on their own or in combination with each other.

TAOI PRODUCTS

The Pure Vibes Intimate Massager: this product owes its development to disgruntled women travellers who became disillusioned at having to 'explain' the interesting contents of their bag when passing through customs. Inspiration came in the form of this discreet hypo allergenic, latex free, disposable massager. Designed to look like an orchid, has variable speed control and runs in total for 45 minutes. Price £12.45.

Pure Pleasure Intimate Lubricant Gel: water based, fragrance free, this non-sticky gel contains 15% Aloe Vera and is available in tube or individual sachet form. Price £7.45

Pure Pulse Intimate Stimulant Spray: the fruit extracts combined with menthol mean this water based spray is naturally stimulating. Fragrance free and non-staining. Price £12.45

Pure Passion Intimate Stimulant Gel: extracts from the Bay Tree, Laurus nobilis, combined with soothing Aloe Vera provide the natural warmth found in this stimulating gel. Price £12.95

TAOI TALES:

A few sexual tit bits:

- In 2006 before the Football World Cup the sales of vibrators increased by 60%
- Greeks don't just produce Gods, they produce Sex Gods. The Greeks have sex 138 times a year. The official global average is 103.
- 23% of adults around the world have had sex using vibrators
- The Taiwanese are most likely to use vibrators 47% followed closely by the Americans and the British.
- In New Zealand 60% of people use a lubricant during sex, whilst more than half the Bulgarians use pleasure enhancing condoms.

For product details and on line shop please visit: www.the-art-of-intimacy.com

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For more information, samples and images from Taoi please contact:
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