

# Dragons' Den For Sex Toys - Design A Sex Toy And Win £1,000 A Lifetime Of Royalties With LoveHoney's Design A Sex Toy Competition

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Have you got a great idea for a sex toy? Thought of a design that would be more popular than the best-selling rabbit? Enter the LoveHoney.co.uk Design A Sex Toy Competition (<http://www.designasextoy.com>) and you could win £1,000 - and a lifetime of royalties on your sex toy's sales.

Leading online retailer LoveHoney.co.uk (<http://www.lovehoney.co.uk/>) has joined forces with experts from the UK sex toy industry to give bedroom inventors a golden opportunity to turn their sexy ideas into cash. The winner of the Design A Sex Toy Competition (<http://www.designasextoy.com>) will collect a £1,000 first prize - and a royalty when the product is manufactured and sold worldwide.

LoveHoney has assembled a panel of expert judges including TV sex expert and best-selling author Tracey Cox (<http://www.lovehoney.co.uk/brands/tracey-cox/>) and LoveHoney's head buyer Bonny Hall (<http://www.lovehoney.co.uk/tv/bonny-hall/>).

"We're looking for the Dyson of sex toys - the revolutionary idea that's going to sell around the world and earn the inventor thousands, if not millions, of pounds," says Bonny Hall, chair of the judging panel. "Whether you make your mock up out of Play-Doh, sketch it out on a scrap of paper or use a computer graphics program isn't important. If the concept turns us on, then you could be on to a winner."

Full details on how to enter as well as inspirational design tips are available at [designasextoy.com](http://www.designasextoy.com) (<http://www.designasextoy.com>). For background product research and to read sex toy reviews from real people sex toys, go to LoveHoney.co.uk (<http://www.lovehoney.co.uk/>). Closing date: 31 December 2009.

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Hi-res images are available for immediate download (<http://www.lovehoney.co.uk/press/2009/07/15/design-a-sex-toy-lovehoney-press/>) here.

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