

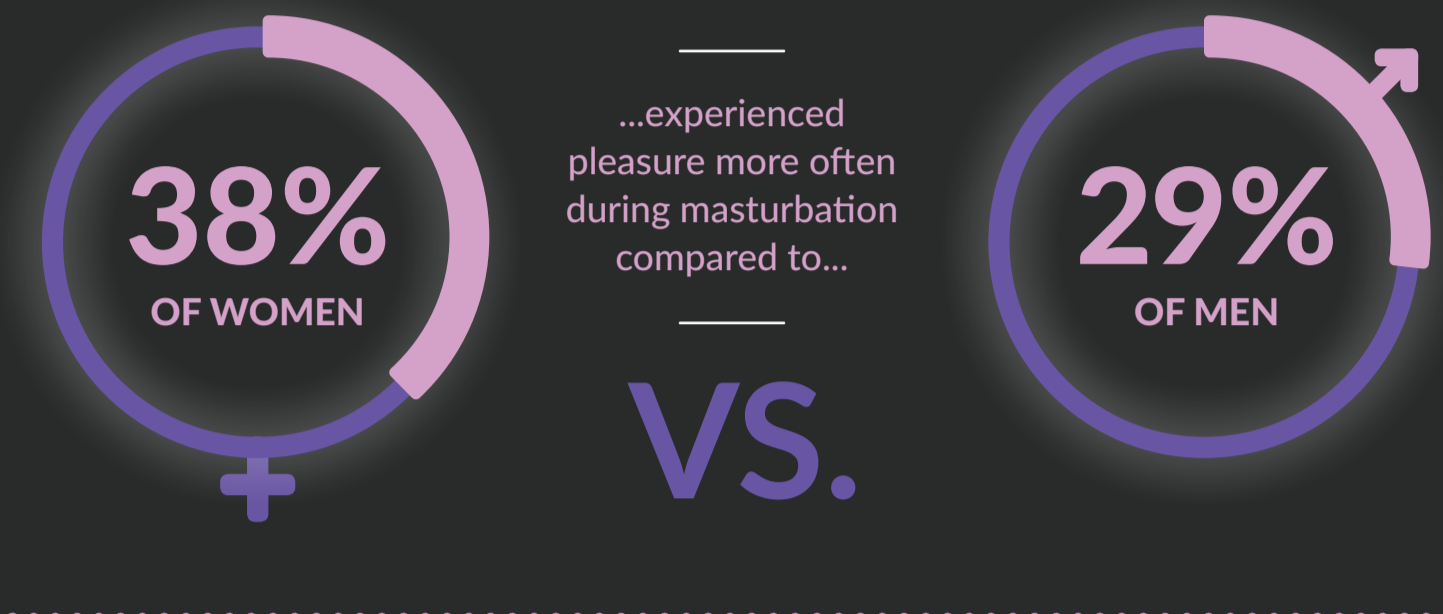
NEW SURVEY POWERED BY TROJAN™ REVEALS GEN-Z WOMEN ARE ENJOYING SELF-PLEASURE MORE THAN MEN

Findings suggest including masturbation in self-care routines can help increase personal pleasure and satisfaction

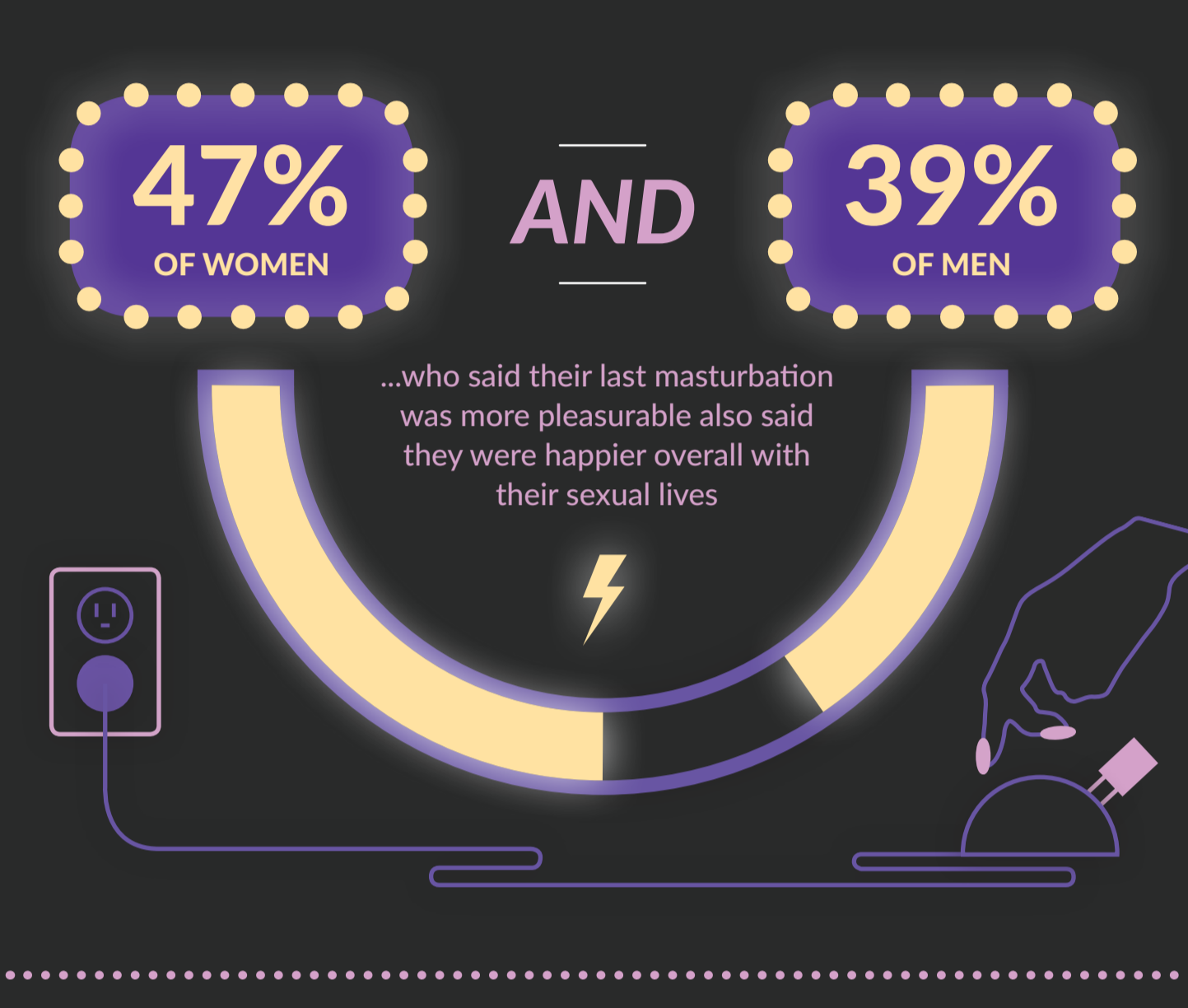
Practicing **self-care** is an important part of our daily routine. **TROJAN™** is encouraging young men and women to incorporate a different type of self-care, or in this case, **self-love**, into their routine – **masturbation**.

In celebration of **International Self-Care Day on July 24**, TROJAN™ and the Sex Information and Education Council of Canada (SIECCAN) have released a new survey on **self-pleasure** and masturbation among Canadians between 18-24 years old.

According to the survey, masturbation is an important source of pleasure and satisfaction for women more than men.



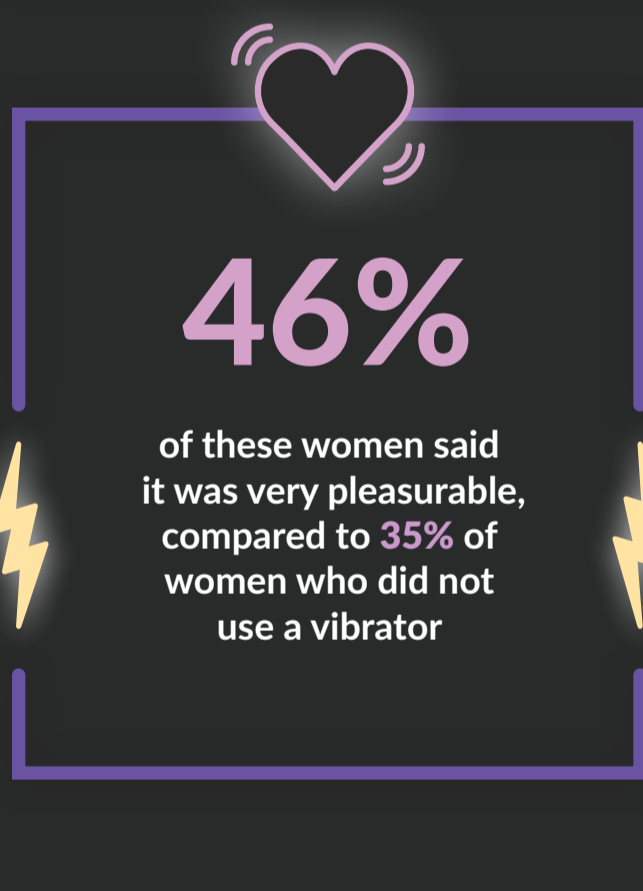
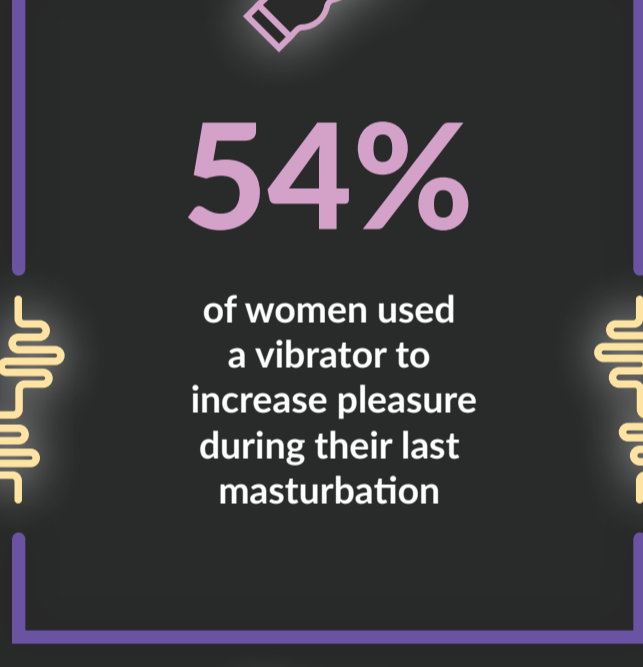
Masturbation contributes to healthy relationships with partners and satisfying sex lives



Vibrators and lubricants can help to enhance these experiences, while allowing you to explore yourself with confidence

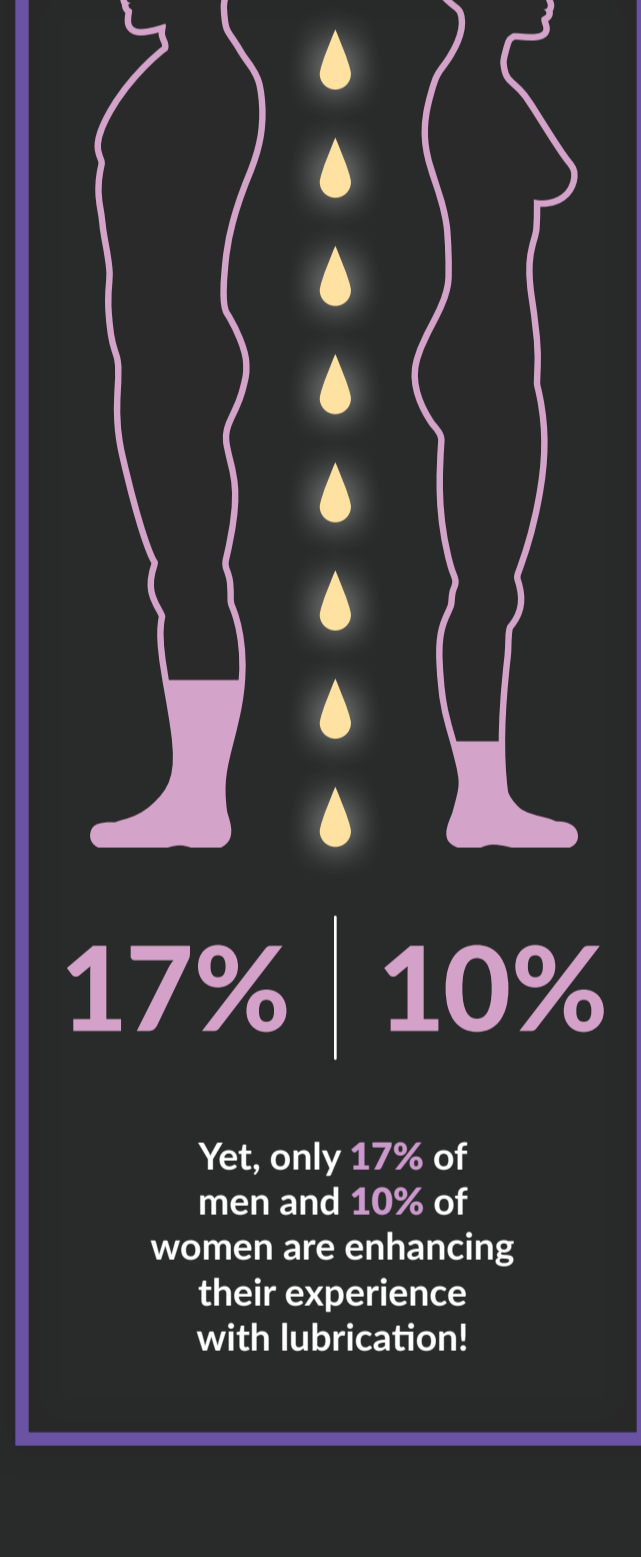
Vibrators

The use of vibrators can improve sexual satisfaction among women



Lubricants

Lubrication is a critical component of sexual satisfaction and can help enhance intimacy and pleasure



Water and silicone-based lubricants are designed to enhance intimacy and pleasure during masturbation and sex with a partner

TROJAN™ Lubricants are Free from Parabens, Fragrance and Dyes



TROJAN™ H2O SENSITIVE TOUCH
Infused with Aloe & Vitamin E

- Water-based formula feels more natural
- Infused with Aloe & Vitamin E
- Gentle on skin
- Non sticky & mess-free



TROJAN™ Arouses & Intensifies

- Silicone-based for uninterrupted long-lasting pleasure
- Non-sticky and mess-free
- Intensifies sensations during intercourse

Massagers and vibrating rings offer unique features that help enhance sexual pleasure



TROJAN™ Vibrating Bullet

- Perfect for self-pleasure or partner play
- Multi-speeds with various pulse patterns



TROJAN™ Tandem Couples Vibrating Ring

- For Her... an invigorating vibrating massager with stimulating textures to thrill and excite!
- For Him... a ribbed tactile stimulator with extended reach to provide pleasure at the same time!
- Powerful vibrations last up to 20 minutes

Self-pleasure through masturbation is an important aspect in self-care and self-love practice!

Explore With Confidence and embrace self-pleasure by incorporating masturbation into your regular self-care routine



The survey was funded by TROJAN™ and designed by researchers at the Sex Information and Education Council of Canada (SIECCAN) and the University of Guelph. The survey was conducted by Leger Marketing.