

“We love these very special oils and hope to communicate our feeling about them to our customers.”

What has Exsens been up to this year? Nathalie Vernin tells us



Nathalie Vernin,
Sales Manager at Exsens

It has almost been one year since French company Exsens launched their first lubricants and massage oils. After a busy and successful year, Exsens present another collection with three massage oils at eroFame 2015. The special thing about these products: Each massage oil contains a gemstone. In our EAN interview, Nathalie Vernin explains the positive effects these stones have on the user, and we also learn about the other developments at the company.

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Exsens is about to release a new collection of massage oils. Their special feature is that you have added gems to the product. Can you tell us more about it?

Nathalie Vernin: Indeed. In October 2015, Exsens will launch three massage oils with more than 90% organic and 100% natural ingredients and gemstones.

AMBER JOJOBA : Harmonising massage oil with natural AMBER.

GARNET ARGAN: Sensual massage oil with semi-precious GARNET stones.

AMETHYST SWEET ALMOND: Relaxing massage oil with semi-precious AMETHYST stones.

All the team worked hard for more than one year to combine the properties of stones and organic oils to create the most creatively original oils with real "WOW" factor.

It is said that certain gems have special properties that can affect people. Which properties do the stones possess that you have chosen?

Nathalie Vernin: You are right, since ancient times, gemstones have been used by people. People believe that "just as we are influenced by our surroundings, the weather, the food we eat, the colour we wear, so are gemstones and crystals. So when we wear gemstones or have them in our living space, they will "emit energy vibrations that bring a sense of well-being on all levels". It

seems that amber dispels bad moods and generates positive energy, that's why we used it for our harmonising massage oil. Garnet stimulates the senses and banishes fatigue. That is the reason why you will find it in our sensual massage oil. As for amethyst, this stone promotes relaxation and well-being. Hence, our relaxing massage oil contains amethyst.

Did you also make changes to the formula for these oils? Which properties do they have?

Nathalie Vernin: The R&D team formulated these oils to synergistically reinforce the properties of stones and natural oils. We used polished gemstones that have been tumbled with water and sand, thus giving them a smooth rounded surface.

Do you offer POS materials or other support for retailers, who want to pick up your new line? How should it be presented to create the best turnover for the retailer?

Nathalie Vernin: Of course, we provide retailers with training lessons, technical data sheet for our products, and posters/banners. We love these very special oils and hope to communicate our feeling about them to our customers. It is no a secret that people live a stressful life today. With our massage oils with stones, we wanted to bring them a little bit of harmony and relaxation, thus increasing feelings of well-being.

"Garnet stimulates the senses and banishes fatigue."

The gemstones in the Amber Jojoba massage oils are intended to neutralise negative emotions



Other new items you introduced to the market more recently are the „Let's Celebrate" and „Let's Travel" kits. What is inside these kits and why did you choose to bundle your products in such a way?

Nathalie Vernin: "Let's Celebrate" and "Let's Travel" kits include EXSENS gourmet massage oils (also for oral pleasure). We wanted to create one "cocktail" and one "fruity" travel kit. You will also soon get to discover our dedicated kits for Christmas and Valentine's Day.

Recently, you were one of the few European exhibitors at the AAE Show in Hong Kong. How did the show go for you and how important is the Chinese market for Exsens?

Nathalie Vernin: Indeed, it was our first time at AAE Show in Hong Kong. We were very happy to present EXSENS together with our Asia team based in China, Hong Kong, and Malaysia. We won two awards: "New pleasure products company of the year" and "Fascinating package

design of the year". It was an excellent opportunity to celebrate these awards with the team. As you know, EXSENS is part of an international industry group and we develop our brand in all markets where we are present. The Chinese market and Asian markets in general represent an important growth potential – people there yearn for harmony just as much as people in Berlin, Paris, Moscow or Hong Kong.

You will also have a booth at the eroFame. What do you have in store for the visitors there, and why should they not miss out on visiting your stand?

Nathalie Vernin: Thank you for this question. Yes, this year is our 2nd time at the eroFame Trade Show. We are all very happy to participate and present our products - in particular our new cooling stimulation gels: RASPBERRY MINT, FRESH GINGER LITCHI, and HOT VANILLA ESPRESSO. Last year, eroFame was the launching event of EXSENS so eroFame will always have a special place in our hearts. Visitors will be

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able to measure our progress since last year as our products will be presented at several other exhibitor stands. The whole European EXSENS team will be present, and we would love to share with everybody our experience and our feelings about sensual products, the market, and the latest trend – more female-oriented products.

As you mentioned, we had our last interview for eroFame a year ago when Exsens was a fairly new brand in the market for erotic products. How would you evaluate your success in the past year? Did Exsens hit the targets you wanted to achieve, and where do you see room to grow?

Nathalie Vernin: The past year was very intense, interesting, and hard at the same time for the team! We created new partnerships with distributors, introduced the brand to many new love stores and lingerie boutiques throughout the world, created fascinating products, participated at shows, popped up stores and events. Many new projects are in the works for the next two years - there are so many things to do! 