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Ky massage oil walmart

Walmart Family Values: At Walmart, K-Y Touch Massage Oils hit the top 10 new health and beauty products for the year 2005. Produced by another mainstream and conservative company, Johnson & Johnson, according to AdAge.com, J&J doubled K-Y sales with products such as heating lubricants and new marketing approaches that include a cartoon promotional brochure titled The Modern Girl's Guide to K-Y. For the full report, go here (you need to sign up for AdAge to read it); for comment from John Dicker (I'm not making up the name!), here. K-Y Jelly was invented in 1917 (and then as Jelly Personal Lubricant). According to Wikipedia: It does not react with latex condoms or silicone-based sex toys. In addition, it can also be used for lubrication purposes when taking body temperature from the rectum. It has a thick consistency and a tendency to dry during use, but can be reactivated by adding saliva or more water. CINCINNATI (AdAge.com) - That sex sells is no surprise. That now selling pretty nicely at Wal-Mart Stores - the naughty-magazine-yanking retail nanny - can come as a shock. K-Y's growth comes from new advertising strategies aimed at the middle-American consumer base. Clinical problem solution ads did not resonate with this group, but a message about enhancing intimacy between committed partners. Mainstream sex ads Suddenly at the forefront of making sexual aids mainstream, conservative marketer Johnson & Johnson almost overnight has doubled sales of its once sleepy K-Y brand for the second time in four years thanks to the blockbuster summer development of a new line of massage oils. And nowhere has this success been greater than at Wal-Mart, where K-Y Touch Massage oils have hit the list of the top 10 new health and beauty products of 2005, according to J&J VP-Personal Care Marketing Jim Peterson. Now that it's in full distribution, the message line sells in front of the rest of the K-Y brand, Mr. Peterson recently told a workshop at the 2005 HBA trade show in New York. This follows a three-year period in which J&J doubled K-Y's sales with products such as heating lubricants and new marketing approaches that include an animated brochure titled? The Modern Girl's Guide to K-Y.? Change marketing message Not that J&J suggests something kinky. K-Y's growth stems from a study of the mid-American consumer base, where it found clinical problem-solution ads were resonating, but marketing to enhance intimacy among committed partners? Could Mr. Peterson. TV ads from the Interpublic Group of Cos.? McCann Erickson, New York, show a smirking woman lifting her partner off a snooze couch with the term "warms up contact." Universal McCann's brother handles media programming and buying. K-Y has gone from a corporate exile to a plum assignment? at J&J, Mr. Peterson said. "Part of our biggest challenge is just to have We need to talk about this to our company. It's not easy to do consumer research. We had to go into the subculture and understand the patterns and behaviors that are out there, which are more common than you think." Sexual Vacation Turns out to get perky with value-added lubricants quickly becoming as American as apple pie. J&J has found that heating lubricants are well sold not only for Valentine's Day, but also around Remembrance Day and the Fourth of July. "We dubbed this sexual vacation," Mr. Peterson said. "And we are trying to align all our promotional efforts around them." Church & Dwight Co. is also getting into fun at a growing business that Jim Daniels, VP-sexual health marketing, calls "intimacy care." Having rekindled the Trojan in recent years with Warm Sensations lubricants and Twisted Pleasure condoms, C&D launched Elexa in August, a Trojan-approved brand for women that includes intimacy gels and vibrant condom rings. Elexa has managed to escape lightly moving condom displays in favor of female care corridors, Mr. Daniels said. "We found women wanting to shop for sexual health products, but in their department of the store." Less vulgar Elexa's ads from Publicis Groupe's Kaplan Thaler Group, New York, take a tawdy approach from sometimes bawdy Trojan ads. They broke earlier this month during prime time on UPN, on female-oriented cable networks and in women's magazines. Still, Middle America isn't ready to let it all hang out. Vibrating condom rings are banned from stores in eight states, including Texas, Mr. Daniels said although they have become popular with Amazon and other online retailers. Ignite your intimate connection to the magic of touch Features of the Heating product Leaves your skin feeling silky smooth Non-sticky Perfume free latex condom compatible Also available at: 148mL The spark is back. Touch is the most vital part of a relationship, so it's important to make every touch count. K-Y TOUCH® 2-in-1 HEATING® Oil and Personal Lubricant lets your fingers lead the way. Ideal for massages throughout the body, even in your most personal areas. The K-Y TOUCH 2-in-1 WARMING Oil and Personal Lubri Lubricant is a 2-in-1 massage plus personal lubricant that allows you to discover a whole new way to connect with your partner. This lubricating massage product is heated in contact with your skin, leaving it feeling silky-smooth. Store at room temperature - 25°C. A relaxing massage can be made even more stress relief through the use of massage oils. These friction-reducing oils allow a massage therapist's hands to glide over the skin, reducing friction and muscle tension. At Walgreens, our selection of body massage oils can improve the massage experience by providing adequate slippage and sensory therapy in aromatherapy. The determinants that can help you choose the right massage oil include absorption and smell. Massage oil vs massage options are available in lotions, creams and oils. While massage creams and lotions contain oils, they often have additional ingredients added that make for a thicker texture. The benefit of this is that it won't drip or run as easily as massage oils can and doesn't feel as oily. However, creams are not so easily poured into the body and may require rubbing along with your hands to enhance their warmth before applying to the body. Massage oils generally make the skin more slippery, making for better slippage from the start. What's in the massage oil? Many of our massage oil products contain a combination of healing herbal oils. These oils, such as almond, coconut and olive oils, have been used for hundreds of years for various purposes. They are known as essential oils because they are made from natural plant sources and develop a natural aroma. Most oils are made from pressed seeds that release their oils for use in a massage setting. Argan oil is made from crushing seeds of the argan tree. Oils made with almond oil, jojoba or coconut oil tend to be lighter in texture than olive oil. Lighter oils tend to absorb faster. You may need to apply them faster than an olive oil massage option. However, lighter oils tend to feel less oily. Aromatherapy Massage OilsOur aromatherapy options massage options include eucalyptus, which is intended to clean respiratory passages to promote better breathing. Lavender and wild orchid oil has a fresh, floral fragrance that is designed to relieve stress and make the massage experience more relaxing. ©2020 Walmart Stores, Inc. ©2020 Walmart Stores, Inc. ©2020 Walmart Stores, Inc. ©2020 Walmart Stores, Inc. Inc.

