



#LUBELIFE BRAND OVERVIEW

WHAT: #Lube Life is a high-quality, hypoallergenic, non-sticky lube that uses natural ingredients and that has been FDA-cleared for being safe (non-irritating) and effective (long-lasting). #LubeLife makes both water-based and silicone-based lube. The water-based lube comes in five flavors: strawberry, watermelon, chocolate mint, cotton candy and unflavored. #LubeLife also makes the finest water-based anal lubricant on the market and makes a silicone-based lube specifically for anal sex. The brand contains no parabens, glycerin, wax, oil or added sugar.

The brand also makes adult toy cleaners, in both foaming and misting varieties.

BRAND

PERSONALITY: Fun, irreverent, bold, inclusive

WHERE: The brand is sold online, primarily on Amazon (it is the #1 lube on Amazon), on Walmart.com and on the #LubeLife website (www.lubelife.com)

HOW

MUCH: Flavored #LubeLife 8 oz. bottle is \$10.99
Unflavored #LubeLife 8 oz bottle \$12.99
H2O Anal Lube 12 oz bottle \$12.99
Silicone-based Anal Lube 8 oz. bottle \$14.99
Barely There Silicone-Based Lube 8 oz. bottle \$14.99

WHO: #LubeLife is part of the CC Wellness Company family of brands. CC Wellness is the maker of pharmaceutical grade, OTC and class 2 medical devices and is headquartered in Valencia, California.

WHY: #LubeLife has taken the market by storm since its introduction in 2018. This is because it offers high-quality ingredients, without the bad stuff, and has undergone years of testing and government approvals (one of very few lube brands to do this), all at a fraction of the price of many other high-quality lubes.

The brand is very supportive of the LGBTQ community. This year, it formed a partnership with Campus Pride (www.campuspride.org) to support positive sexual health and awareness programs reducing harmful stigma for queer young adults.