

Erotic health care



Journalists in Sweden have noted an upcoming health and beauty segment – erotic health care. Viamax operates under the philosophy that sex is good for your health. The organic products are based on aphrodisiac herbs used for thousands of years. They offer benefits of smoother skin, reduced stress, deeper sleep and improved mood.

Why it matters

Viamax has moved erotic products out of underground sex shops into health and cosmetic boutiques. Can a recipe of organic ingredients, stylish packaging and a healthy philosophy shift people’s perceptions of an entire category?

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