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## Joy Hollywood Improves the Technology of Ecstasy with Erotic Embrace



Chatsworth, CA- Joy Hollywood Wholesale has gone to great lengths to create a new era for the orgasm. Using Elastomer, a medical-grade, phthalate-free material, the company manufactures Erotic Embrace, a toy line that raises the bar much higher for the novelty market.

Elastomer is not only phthalate-free, but is also non-porous, and odorless, with no taste. Unlike toys with silicone, Erotic Embrace products will not stain surfaces, are lightweight and easy to clean.

In contrast to glass or plastic, the product is soft, flexible, and will not crack.

"Erotic Embrace products are designed, manufactured, and built in Japan with attention to detail and incredibly high quality." Said Tony DeSio, head of sales for Joy Hollywood Wholesale. "Erotic Embrace Elastomer has been tested in independent labs. Our product has been rated and displays the 'safe and clean' logo. In addition to our high quality Elastomer, all Erotic Embrace toys are powered with electronic components made in Japan."

Retailers and distributors will find that the Erotic Embrace line raises the bar not only for in product quality, but also variety. Each toy comes in at least three different fashion metallic colors. The standards of plating are very high; giving the toys a deep, chrome shimmer that stands up to vigorous use.

DeSio points out "The chrome plating on our products is very durable. When you hold up one of our vibrators next to a competitor's from China, the difference is obvious. Our plating is thicker, and bonded better to avoid bubbling and last longer.

Erotic Embrace toys are distributed by Joy Hollywood wholesale. Retailers and customers alike will be impressed with the jewel like quality of the Astro - an elegant G-spot vibrator, the Ultra Wabi - a bendable vibe with clitoral stimulation and variable control, or the Winding Widow - a rotating vibe with a comfortable grip and multi-function controls. Joy Hollywood Wholesale also sells Erotic Embrace, cock rings, stimulators, and more.

"We are very proud to be setting a higher standard with adult toys," said DeSio "and are selling a product to retailers that customers can recommend to their friends. These toys will have a good reputation for quality and performance."

Joy Hollywood Wholesale will be exhibiting Erotic Embrace products at business suite B808 during the 2008 Adult Entertainment Expo, January 9th-12th.

To order Erotic Embrace toys for your store, contact Tony DeSio at 818-237-5136 or go to [www.JoyHollywoodWholesale.com](http://www.JoyHollywoodWholesale.com).

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