



For Immediate Release

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BloomEnjoyYourself.com Launches With Innovative Approach to Shopping for Luxury Sex Toys

New retailer features Sheri Zinn's Minx, Lelo's 24k Inez Vibe and exclusive Bloom Essentials Sets

Vancouver, BC, Canada – May 7, 2012 – Just in time for Mother's Day, BloomEnjoyYourself.com has launched providing the first-ever chic, sophisticated and contemporary online sexuality boutique that celebrates sexual intimacy, exploration and learning. Bloom has been designed to help women "bloom" - by learning about and loving their bodies and themselves through becoming informed, and simply enjoying themselves.

Site visitors are encouraged to discover the beauty, dignity, confidence, strength, and freedom inherent in their sexuality through the extensive selection of luxury sex toys, tips and techniques. The exclusive Bloom Essentials Sets are also featured on the site to enhance women's voyages of erotic discovery. Whether a woman is new to exploring luxury pleasure toys or wanting something new to add to existing collections, Bloom Essentials Sets are curated to be a highly satisfying combination of pleasure and luxury.

"At its most basic, sex is a form of play and an expression of love," says Jillian Bice, Founder of BloomEnjoyYourself.com. "Bloom was designed to allow women to celebrate and embrace their sexuality in an online store that is sophisticated, fresh, tasteful and inviting."



Industry experts, sex therapists and suppliers have already given BloomEnjoyYourself.com high praise for being an innovator in promoting sexual empowerment and wellness while being woman-friendly. Petra Zebroff, Relationship & Sex Therapist and contributing writer for *The Huffington Post* remarks, “What are the needs, wants and desires of middle-age women and their partners? The answers are on the Bloom website along with all the necessary products for enhancing and stimulating sexual pleasure.”

Bloom reinvents and establishes a new standard in the online sex toy market by providing a unique array of toys and products that are tailored to meet the needs of women and their partners at the height of their sexuality. BloomEnjoyYourself.com is a holistic virtual gathering place that offers luxury products as well as the latest information for middle-age women enjoying the new sexual revolution.

“Our collections of luxury adult accessories have been meticulously selected for their beauty, superior engineering and exceptional quality of materials used. Our articles, Sex 101 guides, tips and how to’s are designed to inform, entertain, and plant a seed of curiosity which naturally leads to exploration, “ says Bice. “And, we are allowing women to discover their own inner Goddess with three 50 Shades of Bloom Sets inspired by the E.L. James novel, *50 Shades of Grey*. It’s all online to explore and enjoy at www.BloomEnjoyYourself.com. We invite you to join us and – Bloom.”

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About BloomEnjoyYourself.com

BloomEnjoyYourself.com is a chic, sophisticated, contemporary online sexuality boutique that celebrates sexual intimacy, exploration and learning for women over 40 and their partners. At Bloom we are constantly gathering the latest information and articles created to educate, entertain, and arouse



curiosity. We want to inspire women to explore, realize, and embrace their sexuality – providing a wonderful sense of beauty, confidence and strength.

Shop online at www.BloomEnjoyYourself.com, follow us on Twitter @BloomEnjoy and Facebook for updates and offers.