



welcome to minna

At minna, we believe that pleasure is as unique and personal as every individual. We create brilliantly simple products that make it easy for individuals and couples to play, explore and discover pleasure of their own design.

...and welcome to the mainstream

Vibrators and other pleasure products are rapidly making their way out of the shadows and into the mainstream. The already \$15B global market is exploding as these products arrive on shelves of mainstream retailers from Brookstone to Walgreens. This change, as well as increasingly widespread media attention (e.g. Oprah, The New York Times, Cosmopolitan, Women's Health, Redbook, etc.) is reflecting and strengthening changing attitudes and helping eliminate remaining taboos.

Demographic data strongly supports this shift. Recent studies have found that upwards of 50% of US women (age 20-59, encompassing 84M+ people) have used a vibrator. Furthermore, pleasure products are increasingly becoming part of a healthy sexuality for couples: over 80% of female users have received a vibrator from and/or used it with a partner. And most importantly, both men and women with a history of vibrator use report higher sexual functioning and happiness than those without.





our background

Minna was founded by a group of Stanford-trained mechatronics engineers, product designers and sexperts who are devoted to bringing Silicon Valley's innovation and good design to the world of pleasure products.

Taking advantage of San Francisco's unique location at the intersection of sex-positive expression and world-class engineering, we dove into the challenge of creating innovative, elegant, and, above all, fun products to help everyone improve their sexual experience.

We've spent the last 4 years working to understand how people interact sexually with each other and themselves and creating products to help them increase pleasure, intimacy and enjoyment of and with their own bodies and their partners.

our history

Minna was founded in 2009 and launched Ola, our award-winning first product, in 2011. We are based in San Francisco, with help from people and companies all over the US and the world. We launched our second product, Limon, at the end of 2013.

contact us

general inquiries: hello@minnalife.com

sales inquiries: sales@minnalife.com

press inquiries: media@minnalife.com

our approach

Our design philosophy is simple: technology should make the world less complicated. We believe great products are so intuitive, so fluid in the way that they improve the human experience, that you hardly notice they're there.

A healthy sexuality is fundamental to human happiness, and we believe that pleasure products should be innovative, thoughtfully designed, and beautifully crafted. Given our background, it is no surprise that our approach to developing products centers around fundamentally innovating on the technology used and then making it invisible, for a natural experience that's different every time.





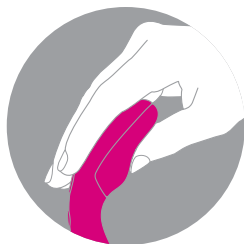
ola: your new main squeeze

Ola is Minna's award-winning first product and showcases a number of unique and revolutionary features.

Wonderfully easy-to-use, with its brilliantly simple squeezable interface – the harder you squeeze, the stronger the vibrations. This makes controlling vibration intensity in real time natural and intuitive – never fumble with buttons to change speeds again!

Ola is **perfect for couples!** Giving your partner the ability to control vibration intensity in real time (just like how they might do *other* things faster/slower or harder/softer...) creates an experience that is both more interactive and more fun for both partners.

Compose, record and play back custom vibration patterns with customizable Smart Memory – everyone's body is unique and everyone deserves the ability to create a totally personalized pleasure experience every time!



ola is also



USB rechargeable



Completely waterproof and fully submersible



Lovingly constructed using 100% phthalate-free, Class VI medical grade silicone



awards

IDEA Award – Design Excellence 2012

Spark Award – Design Excellence 2012

EAN Award for Best New Technology 2012

Fleshbot – Sexiest Technology 2011 and named #1 sex toy of 2011



limon: fresh squeezed

Launched in late 2013, Limon is Minna's second product and brings Ola's revolutionary technology to a new, beautifully approachable form factor while introducing some innovations of its own.

Limon introduces Minna's new Rumble Motor Technology, which concentrates energy in the tip and makes the vibrations **incredibly strong!**

Designed with aesthetics and ergonomics equally in mind, Limon comes in a **beautiful, functional and approachable form** that feels as good as it looks.

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