so-low lotion

a ‘how to’ guide for solo fun

hellocake.com
Welcome to Cake. We're big believers in self-care. And yes, self-care can equal self-pleasure. That's why we created So-Low Lotion, which is designed to help you have the best possible sex...with yourself.

Science has proven regular self-play can decrease stress, help you sleep better, and improve your overall mood. We think solo play is a healthy part of a happy life—important for both your body and your mind.

So, this booklet is our quick guide for how to get the most out of a self-play session.

Our biggest tip? Let go—allow your brain to wander and your body to take the lead.

Self-care is important. Enjoy yourself.

have fun,
Cake
how to use

1. Apply a generous amount of So-Low Lotion (we’re talking the size of a half dollar—don’t be stingy!).

2. Notice how the formula transforms from a cream to a moisturizing lotion to a gliding lubricant as it warms.

3. Enjoy yourself!

Notice how moisturizing the lotion is?

Yeah, that was on purpose. The skin on your penis is some of the most sensitive on your entire body, so we wanted So-Low Lotion to do that skin some serious good, along with making you feel good.
We know there’s a way you usually get it done, but hey, routines can get old.

Here’s our recommendations to push past the norm.
When we started this little endeavor called Cake, we thought we knew all the different ways to touch yourself. Turns out, you can really up your self-play repertoire. Try different strokes, techniques, and ways of touching your penis. Be open to breaking out of the ordinary as you discover what feels good.

This is 100% about you and your own pleasure. Recognize how important that is. Take an extra minute to adjust the lighting, get any supplies that you might want, and settle into a comfortable spot. Start to think about people and situations that turn you on. Don’t rush—embrace the moment.

change positions
You’ve probably heard this before, but we’re including it because it works. Most people with penises have their “go-to” position. Switch it up from time to time—because new positions lead to new feelings.

try different strokes
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pressure can be fun
Twisting, tugging, pressing and caressing... or all of the above! These are all great ways to experience some new sensations during self-play. Try applying pressure to different spots, like the testicles and the perineum (that spot behind your testicles).

set the mood
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**under cover**

You love the delicious feeling of skin-to-skin contact. But have you tried rubbing yourself through your shorts, your underwear, or even a sheet? It’s a totally different sensation.

Is this counterintuitive to what we’re selling? Most definitely. But it’s fun and it feels good, so feel free to ditch the lotion and try this simple technique.

**say it out loud**

There’s nothing wrong with a quick and quiet session. But saying your fantasies out loud, describing what you’re doing or pretending you have a partner to talk dirty to is mighty liberating (and hot). Verbalize as you play.

**trust us. thrust.**

Grinding and thrusting can help increase your pleasure overall. Just move your hips in a circular or back-and-forth motion, and then increase the speed as you get closer to climax.

**a helping hand**

Even though our lotion is meant for your time with yourself, if you happen to have a consenting partner, then by all means you can share the wealth. The lotion will work well on their hands too (but only the hands—this product is not meant to be used for penetration of bodies).
try edging

Want to prolong those good feelings? Incorporate the start-and-stop method into your solo session. Orgasm control, also known as “edging,” draws out the pleasure so you can have a longer, more explosive experience.

If you’re into it, start by stroking your penis until you’re about to ejaculate, then stop. Slowly, begin stroking again and increase speed until you’re almost at orgasm again, and then stop. Keep repeating this until you can’t take it anymore. The anticipation is worth it, we promise.

butt stuff

You’ve heard the rumors—and we’re here to let you know that they’re true! Stimulation inside the butt can be amazingly sexy, even when you’re alone.

The “male G-spot” is the prostate, which is accessible with anal stimulation (also called massage). This kind of massage can increase the intensity of orgasms.

Intrigued? Start by slowly rubbing the lotion outside and inside your anal opening with your finger. Insert your finger and massage your prostate with gentle pressure, slowly increasing your speed as the pleasure builds.

check yourself out

Get in front of a mirror, a camera, or record a quick phone video for your own use. It may really turn you on to watch you enjoy yourself. This is about self-love, after all.
Solo-play is self-love.
Be proud you took the time
and energy to love yourself.

Now, go forth and spread
the love.