toy wonder

a ‘how to’ guide for toy fun
Welcome to Cake. For us, good sex is self-care. That’s why we created Toy Wonder, a lube 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.

Toy Wonder can be used au naturel or with your battery-powered or phallic toys. It’s ultra-thick (so it never drips off of vibrators or dildos), aloe-based (ahhhmazing on your sensitive parts) and compatible with everything from bare skin and condoms to cyberskin, silicone, and metal.

Our biggest tip for using Toy Wonder? Let go—allow your brain to wander and your body to take the lead. No second-guessing, no stress, no shame.

Self-care is important. Enjoy yourself.

have fun,
Cake
how to use

1
Apply Toy Wonder directly onto your toy or hand

2
Start to play*

3
Clean up with soap and warm water

*Can you reapply as needed?
Yes! Toy Wonder should last a good long while, but feel free to use more if you need it.
Toy Wonder is safe for use with:

All toy materials, including silicone, rubber, plastic, latex, metal, skin and/or skin-like materials and even more. That includes some of our go-to toys, like vibrators, dildos, prostate massagers (for him), butt plugs, and anal beads.
solo vaginal play
it’s totally normal

Solo sex play is 100% normal. And as a matter of fact, it’s actually healthy. Touching yourself promotes relaxation and stress relief. There are so many benefits to engaging in this easy way of loving yourself: no risk of pregnancy or STI, no awkward conversation or clumsy foreplay with a partner. Also: totally free.

Give yourself permission to make self-sex part of your self-care. Go at your own pace to learn what makes you feel the most pleasure.

the original “toy”

The best tool for solo play is your own hand. Toy Wonder works well as a lubricant for good old finger-to-clitoris self-play. There’s no need to invest in any fancy sex toys unless you actually want to, so check in with yourself and your desires. However you want to do it, a couple pumps of Toy Wonder will help things feel appropriately amazing.

toys of today

Toys are specifically-designed to provide pleasure your fingers can’t, so let the buzzing, vibrating, or other special features do their job.
the female orgasm
People with vaginas are uber lucky because they’re able to experience three different kinds of orgasms. Here’s the low-down (and how to get things going when you are playing on your own).

the g-spot orgasm

Named for the German gynecologist who documented it, the “Grafenberg” spot is located on the inner wall of the vagina. To find it, insert your finger two to three inches, and then angle it towards your belly button and make the “come here” motion with your finger. It should feel slightly rougher, or perhaps a slightly different texture than the rest of your vagina. You may have to move around a bit to the right or left to find it, as everyone’s anatomy is different. And on that note, not everyone has one, so if you find that you’re not feeling much, you’re not doing anything wrong. Our tip for good G: a sex toy with a curved tip may make it easier to find your spot. Use it doggy-style for extra-deep stimulation.
the clitoral orgasm

With approximately 8,000 nerve endings, the clitoris is the only body part that exists solely to make you feel good. It’s the powerhouse of pleasure for people with vaginas. It feels like a little button or nub, usually right at the top of your vagina, where your labia meet.

Our tip to get the clit lit: While rubbing the nub is often buzzy enough, different movements can really put pleasure over the edge. Try tapping, pressing, flicking, or a circular motion, including in the area around the actual clitoris.

the cervical orgasm

The cervix is the entrance to the uterus, shaped sort of like the neck of a vase, and is stimulated by really deep penetration—and we mean really deep. Stimulating the ectocervix (the outer portion) can feel amazing for some, while others find it uncomfortable. Note that where you are in your menstrual cycle will have an effect on the position of your cervix, so this type of touch might feel better at different times of the month.

Our tip for cervix bliss: Make sure to really get in there with penetration—toys that are designed to mimic penises are best for this. Squat, sit, or try putting your legs in the air to maximize cervical stimulation.
press here
for clitoral orgasm

go deep (carefully)
for cervical pleasure

go 2-3” for some
G-spot fun!
our tips for ‘o’
change positions

There’s probably a way you’re used to doing self-play, and we’re not knocking it. But changing up positions can be a fresh way to feel new sensations.

facedown fun

*It’s simple, but try getting it on while you lay on your belly.* *Prop yourself up with a pillow, use a toy and your hand, use both hands, grind against the bed...whatever works. The weight of your own body is sure to make things feel sexy.*

level up with lotus

*Sit on your butt and place your feet together (like the lotus position in yoga). It gives you amazing access to your clitoris and vagina—plus, the position puts your pelvic floor muscles in a different configuration, which can intensify orgasm.*

toy press

*Place your toy on a piece of furniture that’s about level with your vagina, like a chair or a couch. Then, stand or kneel in front and rub or rock back and forth against it.*
**set the mood**

This is all about you and your pleasure. Own that! Set the mood by adjusting the lighting, putting on a fave playlist, changing into underwear that makes you feel sexy, and/or setting your phone to silent. Watch a bit of porn, look at photos of people you find attractive, or read a super hot sex scene in a favorite book. Take a moment to center yourself, breathe, and relax.

**say it out loud**

There's nothing wrong with getting it done quickly and quietly. But verbalizing your fantasies out loud, describing what you're doing, or pretending you have a partner to talk dirty to is mighty liberating (and hot). Don't be afraid to use your voice.
venture beyond the v

Don’t forget your other erogenous zones while you’ve having solo sex. The nipples, inner thighs, venus mound (that area where your pubic hair grows), and the buttcheeks and anus can all be incredibly satisfying to explore.

slow it down

Much of our cultural exposure to self-play shows it happening really fast and rhythmically, even for people with vaginas. Don’t feel any pressure to get yourself off so quickly—it’s not a race! Slow it down, and then go even slower than that. See? Savoring makes a difference.
play with a friend
find your go-to, then share it

Got a routine down? Learned a spot that always makes you feel tingly? Use that knowledge to share the wealth with your partner(s). Most people want you to have just as good a time as they are during sex, if not better. But people don’t know what they don’t know—so share your expertise on your own body. Chances are, sharing how things go when you engage in self-play will lead to better partnered sex.

If your partner is on board, bring your toy into bed. It may be a fun one-time thing, or it may be the toy will become a regular part of your sex life. Or maybe using a dildo turns into an opportunity to deepen your connection through greater pleasure and communication. Bet you didn’t know sex toys were that powerful ;)

Toys don’t have to be the center of the sexual session, either. Use one at the beginning to get things really hot, and then proceed without it. Or bring it in at the end to finish things off. Go with the flow!
Remember, communication should happen before, during and after sex. Check in with each other and make sure you’re in tune. This is about what feels good for both of you. Yes, the goal is getting off, but make sure you’re also respectful and kind.

Q: if my partner wants to use a sex toy, does it mean they’re not satisfied with me?

Definitely not. People have different desires and fantasies, and sometimes, using a toy is simply part of an unseen side of their sexual nature. Chances are, they are hoping to use a toy to deepen their sexual relationship with you—to appreciate you even more, in a way. But if you have any doubts or fears, talk them out with your partner before you have sex.
Bring up the idea in an open and honest conversation. Before you whip out your brand new bottle of Toy Wonder, you’ve gotta get everyone on the same page. It’s key to make sure all partners are on board with bringing toys into the equation. While some people find toys sexy, others may be nervous, weirded out, or just plain shy. Have a serious conversation (or several!) about bringing toys into your sexual relationship. Be honest, open, and willing to be heard and seen by your partner.

Q: How do I introduce my partner to the idea of using a sex toy?

One way to bring it up to your partner: “I’ve been hearing a lot about vibrators and I’m curious to try one together. Is that something you’d be open to exploring?”
toy use 101
how often do I clean my toy?

Before and after every use. We know that’s a lot to ask if you’re enjoying the afterglow (or, you know, checking your phone...no judgment here) but making cleaning part of your post-sex routine will ensure things stay hygienic. It’s also a good idea to rinse or wash it again before the next time you use it. Get rid of that dust before it comes into contact with any of your pleasure parts.

In addition, check the info that came with your toy for specifics about care and cleaning. There may be additional cleaning recommendations depending on what the toy is made out of. In general, warm soapy water is appropriate for most toys.

is Toy Wonder a cleaner?

No, it’s a lubricant to use during sexual play. You should wash your toy in warm soapy water or according to the manufacturers recommendations.

No matter whether you’re playing alone or with a partner, use Toy Wonder to keep things comfy. Lube up generously, and do not be afraid to reapply.
is it “kinky” to use sex toys?

It’s normal! Seriously—totally normal. Vibrators, dildos, butt plugs, nipple clamps...you’ll find these dwelling in the nightstands of all kinds of people. Sex toys are part of a normal, healthy sex life. That said, there’s nothing wrong with kink, either, and if you bring toys into your kinky practices, more power to you!

do I need to use a condom?

Some toys are made of porous materials, which ups your risk of bacteria growing on them (Ew). For that reason, it’s never a bad idea to use a condom. Be sure to check the manual of the toy to find out what it’s made of.

If you’re using the toy with multiple partners, definitely use condoms. If you’re using a toy to go between vaginal, oral, and/or anal, ditto. We recommend you still wash the toy, even if you do use a condom—sex juices have a way of making their way into unplanned places, you know? Always better to be safe.
Solo-play is self-love. Be proud you took the time and energy to love yourself. Now, go forth and spread the love.