hi there,

Welcome to Cake. We believe that sex is a vital part of a happy, healthy life. We’re all about new experiences, good vibes, and having fun while you have sex. That’s why we’ve created Tush Cush, a water and premium silicone based jelly designed to make anal sex easier and more comfortable for both partners. It creates a thick barrier of gliding, cushiony surface that is perfect to use with condoms, toys, or skin-on-skin.

Maybe you’ve been curious about bringing some butt stuff into your sex life, but didn’t know exactly how to start. Tush Cush is the answer—whether you’re a person with a prostate who wants to try some solo anal play or a couple exploring anal sex. Anal stimulation can feel great for people of all genders and sexualities.

We want to help you have a great experience, so here’s our quick-and-not-so-dirty guide to anal sex.

have fun,
Cake
how to use

1
Apply the jelly to the area you want some cushion or lube (it will stay in place, so you can put it on a penis, condom, and/or sex toy).

2
Start to play, but go slow, continuously checking in with your partner. Breathe deep and relax.

3
Enjoy! Clean up with wipes or warm water.
Can you reapply as needed?

Yes! Tush Cush should last a good long while, but feel free to use more if you need it.
...but there’s so much more to know. Here’s our tips and tricks for successful anal play.
Before you go whip out your bottle of Tush Cush, you’ve gotta get everyone on the same page. It’s key to make sure all partners are on board with trying anal sex. While some people find it really hot, others may be nervous, anxious, or just plain shy. Have a good conversation (or several!) about bringing anal penetration into your sexual relationship. Remember to be honest, open, and willing to be heard and seen by your partner.

**Our favorite lines to get the conversation started:**

“Are you ok with the idea of trying something new in our sex life? Anal play could be an option. How do you feel about that?”

“I’ve been hearing a lot about prostate stimulation and I’m curious to try it. Is that something you might be open to exploring?”
check your heart before you start

...and only give full enthusiastic consent if you’re ready to try. If so, make a plan for when and how you’ll try it—we recommend that you set aside some dedicated time. Anal sex is not a spur-of-the-moment-we-were-bored-one-Saturday night kinda deal. Be intentional, then make some boundaries so everyone feels comfortable.

Some helpful things to say:

“Are you ready to try this?”

“You control the pace and the pressure.”

“We will go slow.”
Anal play can be an intense sensation for both parties involved, so it’s key to start slow and to use plenty of Tush Cush (which is specially-formulated just for anal sex).

Our biggest tip (pun intended!) is to go slow. Go slower than you’re thinking, and then slow it down just a bit more. Yeah, like that. To get used to the feeling of having something in your butt, some people find that it helps to insert a finger into the anus first.

As you go, remind your partner (and yourself!) to breathe and relax. The anus does open with relaxation, although it might take a few minutes.
let the receiving end set the pace

We recommend the receiving party back up onto the penis or toy (rather than the person with the penis or toy inserting into the anus). This lets the receiver control the timing and intensity, at least at the beginning. The person inserting often feels amazing at the start, which can cause them to want to speed up or go faster. But for the benefit of the person receiving, they should hold off for a few minutes. Once the anus opens a bit, more movement and friction may feel ok for both people (or not—and that’s ok too).

*Communication is key. Check in with your partner throughout the experience.*
On the following pages are a few comfy positions we’d recommend for people giving anal sex a go for the first (or first few) times.
receiver on top

This fun position allows you to control the speed and depth of penetration. Being on top can ease you into the experience.

spooning

This allows for shared control of the movement...plus it’s cuddly and intimate.
**legs up**

The receiver puts their legs up and/or wraps their legs around the penetrator. This helps open up the anus and allows partners to connect through eye contact and shared movement.

**doggy-style**

The classic anal sex position, doggy-style allows the penetrator easy entry. It can feel very intense for first-timers, so maybe reserve this one for when you’ve got your anal sex routine down.
More things to consider for butt stuff. And some of the most commonly asked questions, answered.
Worried about poop? We get it. While it’s totally normal to worry about encountering poop while having anal sex, chances are nothing is going to come out of a butt while something is going in. That said, it is a good idea to get as clean as you can before an anal sex session.

About an hour before you have sex, try to have a bowel movement (just to clean out the digestive tract) then take a shower and thoroughly wash your genital area, including your anus. If you can’t do a full shower, Cake’s ‘Feel Fresh’ wipes are designed to do the trick.

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Do I need to douche my anus before sex?

If it makes you feel more comfortable, you totally can. Anal douching involves applying warm water into the rectum via a douching product (available at most drug stores). We’d recommend you stay away from any harmful chemicals—just water, ok? And to be frank, we don’t think it’s entirely necessary...just a personal preference thing.
going it alone

Want to explore your own butt? More power to you. Knowing yourself before you know another is definitely an approach we dig. The same rules apply to self butt play: go slow, relax, breathe, and don’t push if it doesn’t feel right.

We recommend testing the waters with a finger. Start by rubbing small circles around the anus before going in. Once in, continue to go slow. Avoid going in and out until your finger is inserted, you’re relaxed and all feels good. Massage inside. If you want more, moving in and out will take the sensation to the next level.

Why does prostate stimulation feel so good for people with penises?

The prostate, sometimes called the “male G spot” or the “P spot”, is a small gland located below the bladder and surrounding the urethra. Its main job is to produce semen, so it’s already involved in penile orgasm—hence why it feels good to have massaged, rubbed, or otherwise stimulated by a toy or penis. People say it feels like the beginning of an orgasm.
anal for all!

If you and your partner both dig anal sex, you can always turn the tables—everyone's got a butt! Girls can try penetrating guys with toys and vice versa. Pegging (when a partner is using a strap-on or other penetrative toy) is becoming more and more common. Tush Cush works great for this!

Can you go back and forth between the butt and the vagina?

No, it’s really not a good idea. Any stray fecal matter that might linger on a toy or penis can cause infections, itching, and other nastiness in the vagina. If you want to switch to vaginal sex, thoroughly wash your penis or toy off before starting. Another option is to use a condom throughout the anal sex session, so your penis or toy is clean for vaginal penetration.

Do I need to use a condom?

Even though pregnancy isn’t an issue if you’re having anal sex, it doesn’t mean that you should skip protection. After all, condoms are the only way to prevent sexually-transmitted infections. Bonus: condoms make for easier clean up after butt play.
It’s good to try new things. Anal may become a standard part of your repertoire—or it could be an occasional special experience.

Either way, kudos to you for making your sex life a priority. Go forth and spread the love.