



# OSUGA BRAND INTRODUCTION 2023





## About OSUGA

Found in 2019, we are young and born to bring a new pleasure for female.

We see the indeed desire of women and make it into reality. Cuddly bird is our first design, it was launched out in 2019 and became the best selling sex toy in Taobao in the same year.

OSUGA speaks louder for all women who want to have pleasure with themselves.



# Why OSUGA?

“ Before I met OSUGA, I never thought that I would buy a sex toy! ”

“ I found my pleasure by using Cuddly Bird! ”

“ In China, we don't have many platforms to know more about sex, thanks to OSUGA provides such a safe community for us.”

--comments from customers

We see too many sex toys, they look rough and in a low grade. All of them are designed in male perspective.

OSUGA wants to change this situation. Sex is a wonderful and greatful thing. Sex toys can be elegant and beautiful.

The products we deliver to customers should be an exquisite gift and every woman can taste how good it is.



# A bit more about OSUGA

2020

Cuddly Bird had been sold more than 1M in July

Cuddly Bird won the IDEA award in September

Became the first sex toy brand that sold 10M in Taobao in November

Brand got upgraded as “OSUGA” in November

2019

Found original brand “CW” in February

Cuddly Bird first shown in API exhibition in Shanghai in April

Cuddly Bird won the RedDot award in July

Cuddly Bird became the best selling sex toy in November



# A bit more about OSUGA

## 2021

Kristy Chu, the first brand ambassador in February

The brand spokesman Elephant Dee, the first sex toy brand that makes a celebrity advertising film in June

Moonflow was launched out in August

Lingeries line were launched out in October

Obonny was launched out in December and won DIA award and Goldgreed award.

## 2022

The first art show “ Her sex and sexuality” in March

The candle lamp was launched out in May

Newyogo was launched out in June and won the Reddot award and Golden pin design award.

The first pop up store was held successfully in the A level supermarket in June

Oradio launched out in July

# PRODUCTS



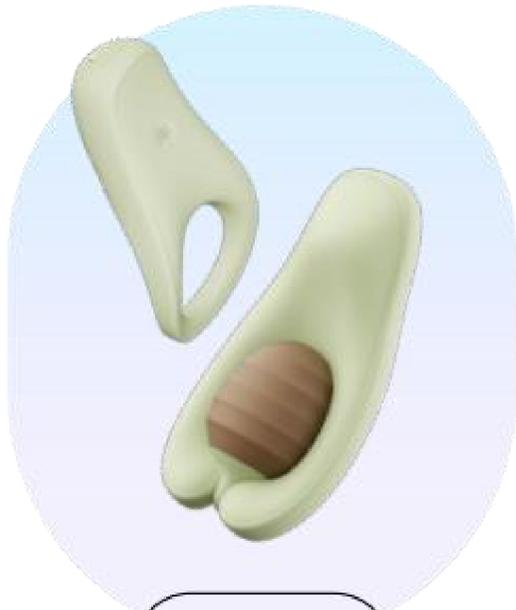
**Cuddly Bird**



**G-spa**



**Moonflow**



**Newyogo**



**OBONNY**



**ORADIO**

OSUGA



**Cuddly Bird**

OSUGA



**G-spa**



OSUGA



**OBONNY**

OSUGA



**Newyogo**

OSUGA



**ORADIO**

OSUGA



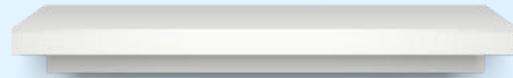
**Moonflow**



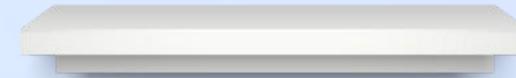
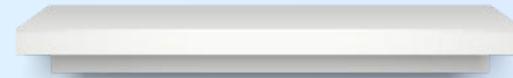
reddot design award  
Winner 2019



GOLDEN  
PIN  
DESIGN  
AWARD



金芦苇  
工业设计奖  
Goldreed  
Industrial Design Award



SHENZHEN DESIGN  
AWARD  
FOR YOUNG TALENTS



BRONZE  
AWARD  
2020





**Certificate of Confor**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20220526006R

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product:** oradio

**Model No.:** oradio

**Test Standard:** J55014-1 (H27)

The EUT described above has been tested by us with the listed standards and found in compliance with this Law. It is only valid in connection with the test report number: DL-20220526006R.

**PSE**

Shenzhen DL Testing Technology Co., Ltd.  
101-201, Building C, Shuangshan, No.8, Baoqing Road, Baoqing Industrial Zone, Baoqing District, Shenzhen, Guangdong, China  
Web: www.dl-cert.com E-mail: Service@dl-cert.com Tel: 400-688-3552

**Certificate of Conformity**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20221212011R

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product:** oradio

**Model No.:** oradio

**Test Standard:** IEC62321-1:2013  
IEC62321-3-1:2013; IEC62321-4:2013+A1:2013  
IEC62321-6:2015; IEC62321-7-1:2015; IEC62321-8:2015

The EUT described above has been consolidated by us and found in compliance with the RoHS directive 2011/65/EU its amendment Directive EU 2015/863 marking to demonstrate the compliance with this RoHS Directive. The test report number: DL-20220526006R.

**RoHS**

Shenzhen DL Testing Technology Co., Ltd.  
101-201, Building C, Shuangshan, No.8, Baoqing Road, Baoqing Industrial Zone, Baoqing District, Shenzhen, Guangdong, China  
Web: www.dl-cert.com E-mail: Service@dl-cert.com Tel: 400-688-3552

**FDA Test Report**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20221212011R

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product Name:** oradio

**Brand Name:** N/A

**Model Number:** oradio

**Series Model No.:** N/A

**Prepared By:** Shenzhen DL Testing Technology Co., Ltd.

**Address:** Part One of 301, A-2 Factory Building, Yalijia Industrial Plant, No. 87, Hengping Road, Yuanshan Street, Longgang District, Shenzhen, China

**Date of Receipt:** Dec.12, 2022

**Date of Test:** Dec.12, 2022 - Dec.15, 2022

**Date of Report:** Dec.15, 2022

**Test Method:** Please refer to next page.

**Test Result:** Please refer to next page.

**Test Requested:**

FDA 21 CFR 177.1210-Chloroform-soluble extractive residues	Pass
FDA CPG 7117.06,07-Extractable lead and cadmium	Pass
FDA CPG 7117.05-Extractable lead	Pass
FDA CFR 21 177.1580-Total extractive residues	Pass
FDA CFR 21 175.300-Total extractive residues	Pass

**Prepared (Engineer):** Alisha Song

**Reviewer (Supervisor):** Jade Yang

*This test report is based on a single evaluation of one sample of above mentioned products. It is not permitted to be duplicated in extracts without written approval of Shenzhen DL Testing Technology Co., Ltd.*

Test Report Tel: 400-688-3552 Web: www.dl-cert.com Email: service@dl-cert.com Page 1 of 4

**Certificate of Conformity**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20220531003C

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product:** oradio

**Model No.:** oradio

**Test Standard:** EN IEC 55014-1:2021  
EN IEC 61000-3-2:2019+A1:2021, EN 61000-3-3:2013+A1:2019  
EN IEC 55014-2:2021  
EN 61000-4-2:2009, EN IEC 61000-4-3:2020, EN 61000-4-4:2012,  
EN 61000-4-5:2014+A1:2017, EN 61000-4-6:2014/AC:2015,  
EN IEC 61000-4-11:2020

The EUT described above has been tested by us with the listed standards and found in compliance with EMC directive 2014/30/EU. It is possible to use CE marking to demonstrate the compliance with EMC Directive. It is only valid in connection with the test report number: DL-20220531003C.

**CE**

Shenzhen DL Testing Technology Co., Ltd.  
101-201, Building C, Shuangshan, No.8, Baoqing Road, Baoqing Industrial Zone, Baoqing District, Shenzhen, Guangdong, China  
Web: www.dl-cert.com E-mail: Service@dl-cert.com Tel: 400-688-3552

**Supplier's Declaration of Conformity**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20221215019C

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product:** oradio

**Model No.:** oradio

**Test Standard:** FCC Part 15 Subpart B  
ANSI C63.4:2014

The EUT described above has been tested by us with the listed standards and found in compliance with FCC Part 15 Subpart B. It is possible to use FCC marking to demonstrate the compliance with FCC Part 15 Subpart B. It is only valid in connection with the test report number: DL-20221215019C.

**FCC**

Shenzhen DL Testing Technology Co., Ltd.  
101-201, Building C, Shuangshan, No.8, Baoqing Road, Baoqing Industrial Zone, Baoqing District, Shenzhen, Guangdong, China  
Web: www.dl-cert.com E-mail: Service@dl-cert.com Tel: 400-688-3552

**WEEE REPORT**

Shenzhen DL Testing Technology Co., Ltd. Report No.: DL-20220536005R

**Applicant:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Manufacturer:** Shenzhen Youxing Technology Co., Ltd.  
Room 703, 7th Floor, Block B, Bojin Business Plaza, No.1 Tairan 7th Road, Chegongmiao, Tianan Community, Shatou Street, Futian District, Shenzhen

**Product:** oradio

**Model No.:** oradio

**Test Standard:** EN 50620:2012

The EUT described above has been tested by us with the listed standards and found in compliance with WEEE Directive 2012/19/EU. It is possible to use WEEE marking to demonstrate the compliance with WEEE Directive. It is only valid in connection with the test report number: DL-20220536005R.

**WEEE**

Shenzhen DL Testing Technology Co., Ltd.  
101-201, Building C, Shuangshan, No.8, Baoqing Road, Baoqing Industrial Zone, Baoqing District, Shenzhen, Guangdong, China  
Web: www.dl-cert.com E-mail: Service@dl-cert.com Tel: 400-688-3552

# Professional Certification



前戏 女上位 性冷淡 女人 三十如狼，四十如虎 插入 性行为 女人说不就是要 追 3.8 前戏 女上位 性冷淡 女人三十如狼，四十如虎 插入 性行为 女人说不就是要 追

妇女节 | 作为女性，我想重新解释这些词

YES, I Love Me More.

招募6名全深圳最勇敢的女生，做我们线下店长。  
线下快闪店真的来了。

与妈妈谈“性”的经历...

2 friend(s) read

大胆谈性 | 我问妈妈：你有过 X 高潮 吗？  
与妈妈谈谈心，也谈谈性。

大人糖 性·玩具·自我

5 friend(s) read

「玩具被我丢弃了，他也是。」一场关于性与自我的探索。 | 100个女孩的故事 第1期

## OSUGA | Growth, Acceptance, Self-awareness

地铁性骚扰应对指南

《地铁性骚扰应对指南》请查收。  
希望你用不上。

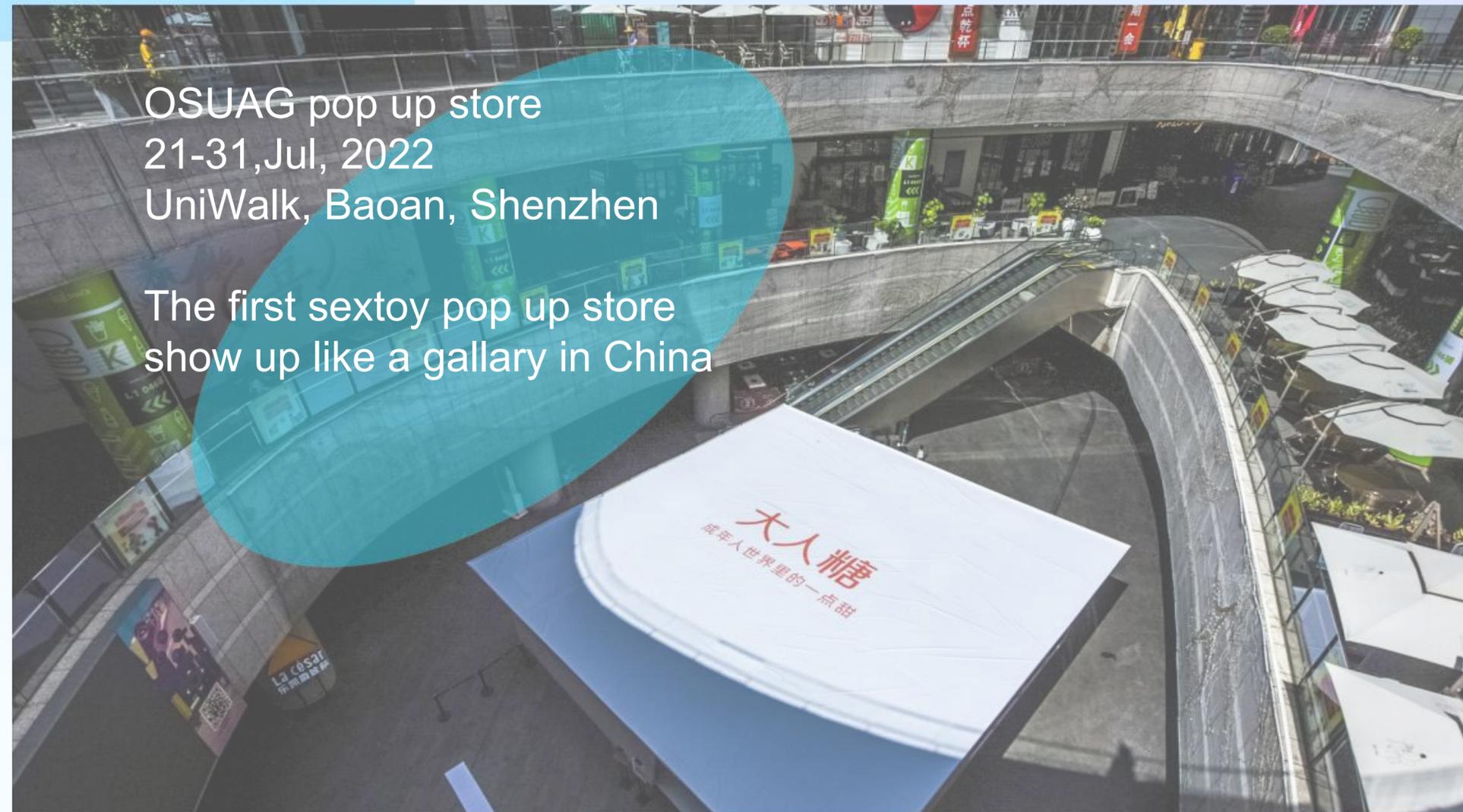
异地情侣之间，要怎么聊爱最「舒服」？

1 friend(s) read

一个专门研究「性」的女生

大人糖 x 菲比 | 我想告诉所有女生，一定要懂性。

# The first themed sexual wellness pop up store in China







# The first sexual wellness brand located in shopping-mall in China



! 大人糖  
OSUGA

成年人世界里的一点甜

仅限成人  
Adults only



OSUGA PLEASURE PARADISE

Pop up store in Shanghai



**First sex wellness brand**  
go in by art show



**Brand influence**  
cover more than  
300m people



**The view counts**  
**more than 50m**  
of the first  
advertising film



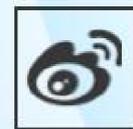
**Rank 4th in wechat**  
**subscription** of brand  
influence



**1000+ customers every day**  
share their stories with OSUGA



The first sex toy brand  
had **sold 10m in Double**  
**Eleven shopping day**



**The first sextoy brand in**  
**the top reach of Weibo**  
with 3600m topic reading



The first sex toy  
brand **own the**  
**celebrity**  
**spokesman** in China

**More than 1000+**  
**customers have**  
**products from OSUGA**  
**everyday**



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OSUGA, new aesthetics sex wellness



OSUGA



THANK YOU