

LARA PACK

FOUNDER AND CREATOR OF ELIXIR PLAY

marie claire
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ABOUT LARA PACK

Lara Pack is the creator and founder of Elixir Play, a sexual wellness company helping people take control of their pleasure and sex lives through toys made with your anatomy in mind. After experiencing excruciatingly painful sex with no explanation Lara set out to find a cure of her own. This is when Elixir Play was born, to help people of all backgrounds enjoy solo and partnered sex, no matter their sexual history.


With her creative products, Ruby and Amethyst Lara has helped survivors of sexual assault, and women who have experienced severe vaginal pain achieve orgasms, and enjoy sex, often for the first time in their lives. The products were made with input from health care professionals. Lara understands purchasing a sex toy is an intimate, and sometimes intimidating, process. That's why Elixir Play mixes pleasure with education, to provide an easy and enjoyable experience for all.

Lara lives in Sydney, Australia, and is a graduate of Monash University, where she holds a Master's Degree in Business Management and Marketing. Her business has been featured in Marie Claire, The Urban List, and The Sydney Morning Herald.

When Lara isn't breaking barriers and smashing stigmas in the sexual wellness industry, you can find her baking gluten-free cakes, and spending time with her two daughters.

ELIXIRplay

 www.elixirplay.com

 @elixir.play
1K followers

EXPERT TOPICS

- Sexual health and wellness
- Finding pleasure
- Product research and development
- Manufacturing
- Women's health



"Never felt confident with self pleasure and wasn't sure where to get started. I read the reviews and started here. I was pleasantly surprised at my experience and have enjoyed using to discover what I like."

KG



"Hubby bought this for me to spice things up. At first I was weary, but OMG. We are having so much fun and it has made sex more intimate for us both."

Millie

