



**EMBARGOED UNTIL APRIL 9, 2021**

## **ROYAL'S NEW BODY WASH IS SLEEK, SUSTAINABLE AND SEXY**

*Company Remains Committed to Eco-Friendly, Pleasurable Experiences*

DAYTON, Ohio, April 9, 2021 – [Royal™](#), an all-natural sexual hygiene and body care company, today announced the launch of its first-ever bath product – body wash. The company, first appeared on the scene in 2017 with its acclaimed vegan-friendly condoms, has come a long way in the past couple of years – adding a water-based lubricant in 2019, cleansing body wipes in 2020 and now, a nourishing body wash to its growing lineup.

“Some folks may be wondering why a company that is known for its sexual hygiene products is expanding into bath care,” said Neil Mehta, M.P.H., Founder and CEO of Royal. “It’s because we are focused on bringing eco-friendly, *pleasurable* experiences to all people – and that doesn’t always mean sexual activity. Sometimes all it takes to feel super sexy is a long, sensual shower with some hot water, silky-smooth body wash and a fluffy loofah. When you expand your definition of physical pleasure in this way, body wash presents itself as a natural progression.”

### **What Makes this Body Wash so Sexy?**

Where to begin? Sexy is subjective, of course, but fans of the brand would say three things.

1. **Healthy is Sexy.** Royal’s body wash is vegan, cruelty free and contains no parabens, sulfates and phthalates. It contains conditioning aloe extract and natural oils, vitamins E and B5, and is pH balanced. Its gentle fragrance is both citrusy and nostalgic while far from overpowering to a sensitive nose.
2. **Inclusivity is Sexy.** Many bath care products on the market are binary, meaning they are developed for and/or marketed toward either men or women. One or the other. (Just walk down the aisle at the drug store and you’ll see this in action.) Royal is *not* that brand. Royal’s body wash – and its other products, for that matter – are for everyone.
3. **Passion is Sexy.** Finally, it’s worth noting that Royal’s founder is a 31-year-old, minority, first generation business owner. By following his passion and bringing sex and pleasure to the forefront of conversation, Mehta is staring in the face of a massive community taboo and choosing to march onward. As it turns out, passion is more powerful than fear, and in many cases, it can also transform naysayers into loyal customers.



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Royal is committed to offering luxury products at an affordable price. A 10.1 ounce bottle retails online for \$20.00 at [www.alwaysberoyal.com](http://www.alwaysberoyal.com). And for those who are wondering if Royal will be introducing additional bath care products in the future, the answer is an enthusiastic yes! The company will be releasing its next product, body lotion, later in 2021 and has several other body care products on the horizon for 2022 and beyond.

### **About Royal**

Royal is the provider of all-natural, high quality, non-toxic sexual wellness and body care products. Since launching in 2017, the company has been transparent about the ingredients used in each product because knowing what's going in and around your body is not just smart, it's sexy. For more information, visit [www.alwaysberoyal.com](http://www.alwaysberoyal.com).

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