



OhMiBod: Its Inspiration and Mission

Hip Mom strives to help women feel comfortable with their sexuality

On Christmas two years ago OhMiBod's creator, Suki, a loving mom and wife who worked in product marketing for Apple® Computer Inc. for many years, received from her husband of 16 years two gifts that quickly became her favorite presents of all time - an iPod® mini and a vibrator. After spending time enjoying both, Suki began mulling over how she could combine the classic killer combination of music and sex in a single "toy". At the time, the iPod® phenomena had begun to take on a life of its own. Apple® has sold approximately 42 million of them since their release, creating an accessory market of over \$1 billion. Suki also knew that the "adult novelties" market was at \$1.5 billion in sales. What she had to do was obvious - create an amazing iPod® acsxsory™.

Beyond the tantalizing market data and what it would mean to introduce such an acsxsory™, Suki was determined not to lose site of its meaningful potential. Over the years, she had read a lot of material and participated in numerous frank women-to-women conversations and learned that a surprising number of women have issues embracing their sexuality and achieving orgasm. In fact, according to the Journal of the American Medical Association (JAMA), 43% of American women suffer from some form of Female Sexual Dysfunction – usually placing the blame on themselves for their inability to reach orgasm. Suki felt it was very important that the acsxsory™ she developed help women feel comfortable engaging in self-love. Throughout the creation process of OhMiBod, the first insertable music enabled vibrator on the market, she never lost site of this goal.

"Many of the vibrators that are on the market today are intimidating for an unseasoned user." says Suki, "This is why when it came to designing OhMiBod the direction was to make it extremely approachable by keeping the design elegant and making it intuitive to use. I want OhMibod to be the first socially acceptable vibrator."

Suki felt that linking OhMiBod to the iconic iPod® in both name and design would gain it a level of acceptance that vibrators have not previously enjoyed. She carried this idea of approachability through the entire development and design of OhMiBod - its name, packaging and website. The name OhMiBod is playful and promotes feelings of gratification and pleasure, not embarrassment or uneasiness. The packaging is hip, fun and sophisticated and the website is designed to be a place where OhMiBod users can share, anonymously if they wish, their experiences and playlists.

After dedicating a year of her life to creating OhMiBod, Suki is thrilled to finally be able to make it available to people who love both sex and music. It is designed to be as enjoyable and appealing to "first timers" as to those who have a drawer full of "toys" at home.

"OhMiBod is the first step in achieving my goal to promote the playful use of 'toys' by women," says Suki. "It is not only healthy, but needed!"

