



CALEXOTICS®

A World of Enhanced Pleasure™

FALL 2025
PRESS KIT

OVERVIEW

CalExotics is the world's leading manufacturer of pleasure products. Since 1994, the company has been at the forefront of research and development of products that enhance the intimate experience and help people find more joy in their lives. With an extensive array of pleasure products in every category, CalExotics services the needs of intimate product retailers worldwide through our distributor partnerships throughout the globe.

HISTORY

Company founder and CEO Susan Colvin envisioned helping people find pleasure through creating more inclusive intimate products over 30 years ago, and led as a female business leader in an industry which was dominated exclusively by men.

CalExotics has revolutionized the pleasure products business, and introduced reliable products with powerful motors backed by an industry-leading warranty.

Today, the company produces a wide variety of the best quality products for all sexual partners, sexual orientations, and price ranges. Every product is designed, tested and manufactured to provide an exceptional experience time after time.

HIGHLIGHTS

As the first sex toy company founded and operated by a woman, and global leader in innovation, there is a long list of accomplishments attributed to CalExotics. Many of these have become industry standards, with their roots traced back to the pioneering spirit of Susan Colvin and her team.

CalExotics was the first to...

- Introduce feminine colors to intimate massagers
- Release a waterproof line of toys
- Introduce remote control egg-style intimate massager
- Offer manufacturer warranties for intimate products
- Have an all-women product development team
- Create 100% premium silicone intimate products
- Introduce rechargeable rabbit-style vibrators
- Manufacture a talking vibrator
- Create pulsating intimate massager made in the USA
- Bring an eco-friendly, solar-powered intimate toy to market
- Design butterfly-style intimate massagers
- Manufacture a wireless charging massager with built-in sanitizing capabilities

A MESSAGE FROM OUR FOUNDER SUSAN COLVIN

CalExotics began with a vision to create more inspiring intimate products that better suited the needs of people looking to enhance the pleasure in their daily lives. I believe the products that we create are a part of a holistic plan to cultivate a happier you.

CalExotics is a "World of Enhanced Pleasure™" with an exciting array of intimate selections that embrace the spirit of self-fulfillment and help us to find more joy in ourselves and in our lives.

COLLECTIONS

With over 125 collections, CalExotics services the needs of people looking to enhance their pleasure through its extensive array of intimate products. Some of our newest and best-selling collections include:



AWARDS & RECOGNITION

2025

Best Fetish Product for Nocturnal Collection Bed Restraints, Xbiz Award

Best Lingerie or Apparel Line for Radiance, AVN Award

Outstanding Remote-Controlled Product for Dual Rider Remote Control Grinder, AVN "O" Award

Susan Colvin, Lifetime Award, EroSpain

2024

Pleasure Products Company of the year, XBiz Award

Outstanding Lingerie Item or Collection for Radiance, AVN "O" Award

Pleasure Product Company of the Year, Storerotica Award

Lupe Martinez, Businesswoman of the Year, Storerotica Award

Congratulations for 30 Years in Business, EAN Award

2023

Progressive Pleasure Product Company of the year, XBiz Award

New Product of the Year for Obsession Lover, Storerotica Award

Product Line of the Year - Bodywear for Radiance, EAN Award

Best in Business, Inc. Magazine

2022

Jackie White, Xbiz Executive Award, Legacy Award

Best Pleasure Products Manufacturer - Large, AVN Award

Jackie White Induction into AVN Hall of Fame

AVN "O" Award, Outstanding Innovation for MyPod

Jackie White, Lifetime Achievement Award, AVN "O" Award

Best in Business, Inc. Magazine

Most Evolving Company, Sign Award

Product Line of the Year Award for California Dreaming, EAN Award

Susan Colvin, Storerotica Hall of Fame, Storerotica Award

Pleasure Product Company of the year, Storerotica Award

2021

Pleasure Products Company of the Year, Xbiz Award

Susan Colvin, Businesswoman of the Year, Xbiz Executive Award

Smartest Pleasure Product Line for Empowered, Sign Magazine Award

Jackie White, Sign Magazine Hall of Fame, Sign Magazine

Award

Jackie White, Storerotica Hall of Fame, Storerotica Award

Jackie White, Lifetime Achievement Award, EAN Award

2020

Best Pleasure Product Manufacturer - Large, AVN Award

Outstanding Internal Stimulator for In Touch™ Passion Trio, AVN "O" Award

Susan Colvin, Legacy Award, Xbiz Legacy Award

Sexual Health and Wellness Product of the Year for She-ology™: 5-Piece Wearable Vaginal Dilator Set, Xbiz Award

Nichole Grossmann, Marketing Exec of the Year, Xbiz Executive Award

Pleasure Product Company of the Year, Storerotica Award

Best Novelty Company, YNOT Award

Jacqueline White, Life's Work in the Industry Award, Sign Magazine Award

Best Marketing Campaign, Sign Magazine Award

AWARDS & RECOGNITION

2019

Pleasure Products Company of the Year, Xbiz Award
Lupe Martinez, Business Development Exec of the Year, Xbiz Executive Award
Company of the Year, AdultEx Award
Best LGBTI Range for COLT, AdultEx Award
Gold Award for Outstanding Creative Design for In Touch, 49th Print and Packaging Award
Silver Award for Outstanding Creative Design for Jack Rabbit

Signature, 49th Print and Packaging Award
Retailer Favorite of the Year, StorErotica Award
Austin Ferdinand, Brand Ambassador of the Year, StorErotica Award
Congratulations for 25 Years in Business, EAN Award
Sexual Health Product of the Year for She-ology 5-piece Dilator Set, EAN Award

2018

Best Product Packaging for Mini Marvels, AdultEx Award
Sensual Accessory Line of the Year for Nipple Play, XBIZ Award
Austin Ferdinand, Senior Leadership Award, XBIZ Executive Award
Outstanding Powered Product for Kroma, AVN "O" Award
Retail Education/Training Program of the Year for the CalExotics Institute, XBIZ Award
Silver Award for Outstanding Creative Design for California

Dreaming, Creativity 48th Print and Packaging Award
Best Adult Toy Brand for California Dreaming, SIGN Magazine Award
Best New Product Line, Pleasure Products for California Dreaming, EAN Award
Pleasure Product Company of the Year, StorErotica Award
Best Pleasure Product Brand, ETO Award

2017

Best Sexual Health and Wellness Range Award for Inspire, AdultEx Award
Bronze Package of the Year Award for the Universal Toy Cleaner and Premium Lube, NACD Packaging Award
Best Pleasure Products Brand, ETO Award
Best Adult Toy Brand, SIGN Magazine Award
Susan Colvin, Lifetime Achievement Award, EAN Award
Gold Award in Outstanding Creative Design for Mini Marvels, Creativity 47th Print and Packaging Awards

BDSM Product of the Year Award for Scandal, StorErotica Award
Paula A. Seidman Award for volunteer service from Living Beyond Breast Cancer
Susan Colvin, Chief Executive of the Year, XBIZ Executive Award
Soft Bondage Product/Line of the Year for Scandal, XBIZ Magazine
Outstanding Packaging for Mini Marvels, AVN "O" Award

2016

Best Fetish Product Range for Scandal, AdultEx Award
Design Award for Silhouette S8, Red Dot
Outstanding Marketing Campaign, Rebranding Initiative, AVN "O" Award
Pleasure Products Company of the Year, XBIZ Award
Jackie White, Senior Leadership Award, XBIZ Executive Award

Susan Colvin, Woman of the Year Award, Free Speech Coalition
Best New Sex Toy for Luxe, Sign Magazine Award
Best Sexual Wellness Product Line for Inspire, EAN Award
Susan Colvin, Business Woman of the Year, EAN Award
Retailer Favorite of the Year, Storerotica Award

2015

Most Innovative Male Product Award for Apollo Alpha Stroker, AdultEx Award
iF DESIGN AWARD for Impress Collection, iF Award
Susan Colvin, Lifetime Achievement Award, AVN "O" Award
Gold Award in Outstanding Creative Design for Silhouette, Creativity 45th Print and Packaging Award
Bronze Award in Outstanding Creative Design for Kits, Creativity 45th Print and Packaging Award

Susan Colvin, Business Woman of the Year, EAN Award
Susan Colvin, Life's Work in the Industry Award, Sign Magazine Award
Pleasure Product Company of the Year, AAE Award
Best New Product Range for Entice Accessories, ETO Award