

SCHOOL OF DOC

VOLUME: 1
DOC JOHNSON®

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SCHOOL OF DOC™
VOLUME: 1 DOCJOHNSON®

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The largest pleasure products manufacturer in the USA. Since 1976, Doc Johnson has consistently produced the finest, most innovative products in the marketplace with new and longtime favorites for men, women and couples.



ASK THE DOC

FREQUENTLY ASKED QUESTIONS

Q: WHEN WAS DOC JOHNSON® FOUNDED?

A: Doc Johnson® was born in 1976 as a founding member of the adult novelty industry by our President & CEO, Ron Braverman. Today our facility is the largest adult toy manufacturer in America, encompassing more than eight acres and employing a team of 500+ people. Not only do we manufacture over 75% of our products in America, we produce many of the highest-quality, most innovative, and most body-friendly products on the market. While other companies continue to move production overseas, Doc Johnson® has only deepened the commitment to American manufacturing in California.

Q: HOW MANY PRODUCTS DO YOU MAKE ON WEEKLY BASIS?

A: On average, we produce a total of 75,000 products every week spanning across our product catalog of 2,500 different items.

Q: WHAT IS YOUR #1 SELLING TOY OF ALL TIME?

A: Our most popular item is the **Original Pocket Rocket®**, a product so influential its name has become synonymous with small clitoral vibrators everywhere. We can also count many more of the industry's most iconic names among our bestsellers, including:

- The Realistic® Cock
- All Star Porn Stars™ Masturbators
- The Original iVibe™ Rabbit
- Our award-winning: Lucid Dream™ No. 14, TRYST™ Multi Erogenous Silicone Massager & the OptiMALE™ Rechargeable Vibrating C-Ring

Q: WHAT IS *ULTRASKYN*™?

A: Formerly **UR3®**, Doc Johnson's famously lifelike material has gotten an upgrade. Now called **ULTRASKYN™**, this updated formula offers the same incredible feel, plus improved elasticity to extend product lifespan. **ULTRASKYN™** is a specially formulated elastomer that mimics the unique feel of skin and warms to the touch. Dual density **ULTRASKYN™** products feature a soft, pliable exterior and firm inner core for added realism. Phthalate-free, body-safe, talc-free, latex-free, and Proudly Made in America.

Q: WHAT IS *TRUSKYN*™?

A: **TRUSKYN™** is Doc Johnson®'s range of silicone products offering the most lifelike feel, and includes dual density and single density items. **TRUSKYN™** products are made with 100% pure **PLATINUM™** health-grade silicone in a special process to make them feel incredibly real inside and out, even warming to the user's body temperature. Because **TRUSKYN™** products are 100% silicone, they are the most durable and hygienic real-feeling toys on the market, and can also be boiled or placed in the dishwasher for cleaning like other silicone products. Hypoallergenic, nonporous, odorless, phthalate-free, body-safe, talc-free, latex-free, and Proudly Made in America.

Q: WHAT IS ?

A: **Vac-U-Lock™** is a unique modular sex system that gives users the ability to pair different attachments like dildos and dongs with different harnesses and accessories to experience a new adventure every time. Recognizing that traditional strap-on designs offered little in the way of stability and comfort, Doc Johnson® created the **Vac-U-Lock™** plug to secure any attachment in place at a 90 degree angle and revolutionized versatility at the same time. **Vac-U-Lock™** was the first of its kind when it was developed over 27 years ago and continues to be the strongest brand in harness systems today.

Q: WHAT TYPE OF LUBRICANT/GLIDE SHOULD I USE WITH MY PRODUCT?

A: PVC is compatible with: water-based, silicone and hybrid lubricant/glide. For all other materials, including **ULTRASKYN™** and silicone we recommend using only water-based lubricant/glide.

Q: HOW SHOULD I CARE FOR MY PRODUCT?

A: ABS & PVC (Popular Doc Johnson Brands Include: Realistic® & Crystal Jellies®): Spray with Doc Johnson® Toy Cleaner or wash with a mild soap and warm water. Allow to dry completely before storing separately from other toys in a cool, dry place.

ULTRASKYN™: Spray with Doc Johnson® Toy Cleaner or wash with mild soap and warm water, pat dry, and dust with Refresh Powder. Store separately from other toys in a cool, dry place.

PLATINUM™ Premium Silicone & TRUSKYN™: Silicone can be cleaned in a variety of ways: 1) Spray with Doc Johnson® Toy Cleaner, 2) wash with mild soap and warm water, 3) boil for 3 minutes, or 4) clean in the top rack of dishwasher. Allow your product to dry thoroughly before dusting with **PLATINUM™** Powder, if needed. Store separately from other toys in a cool, dry place.

Silicone: Silicone can be cleaned in a variety of ways: 1) Spray with Doc Johnson® Toy Cleaner, 2) wash with mild soap and warm water, 3) boil for 3 minutes, or 4) clean in the top rack of dishwasher. Allow to dry completely before storing separately from other toys in a cool, dry place.

***For ALL vibrating items:** remove batteries (or vibrating component - if applicable) when not in use and before cleaning.

Have a question for The Doc? Go to: docjohnson.com/ask-the-doc

DOC BY THE NUM BERS

AMERICA'S LARGEST PLEASURE PRODUCTS MANUFACTURER

- **215,000**
SQUARE
FOOT
FACILITY



- **450**
EMPLOYEES



- **12,000**
POUNDS OF
MATERIAL
POURED DAILY



- **75,000**
PRODUCTS
MADE WEEKLY



- **2500**
SKUS



- MADE IN
AMERICA
SINCE
1976



ANY WAY YOU
ADD IT UP,
THERE'S ONLY ONE
DOCJOHNSON®

MATERIALS OVERVIEW

FIRMNESS GUIDE



1 = Very Soft

10 = Very Hard

PVC (POLYVINYL CHLORIDE):

PVC is one of the most widely used and versatile materials in the world. In the adult market, PVC allows us to make toys in various degrees of firmness and an array of fun, colorful options. You will find many of your favorite Doc Johnson® products are made from this material including dildos, dongs, butt plugs and vibrators!

PLASTISOL

Plastisol is a very rigid form of PVC. We utilize this material in two ways: to develop products that are very firm to the touch, and in a two-step process developed by Doc Johnson® to create a firm exterior shell of plastisol that we fill with a softer PVC core. This creates a product that is firm, yet flexible.

DOC JOHNSON® PROPRIETARY PVC MATERIAL:

Realistic®: Utilized for dildos and dongs, mimicking the look and feel of the real thing in a firmer, heavier product. Phthalate-free, body-safe, latex-free, and Proudly Made in America. **Firmness: 8**

Classic Polymelt®: A mainstay of Doc Johnson® manufacturing since 1976, this specially formulated PVC appears in a number of different Doc Johnson® products including our Classic 8 Inch Dong, one of the best-selling sex toys of all time. Firm, yet flexible. Phthalate-free, body-safe, latex-free, and Proudly Made in America. **Firmness: 7**

DOC JOHNSON® PROPRIETARY PVC MATERIAL (continued):

Jelly: Doc Johnson®'s translucent jelly products, the first of their kind in the adult industry, are available in a multitude of different shapes, colors and sizes for every type of play. Firm, yet flexible feel. Phthalate-free, body-safe, latex-free, and Proudly Made in America.

Firmness: 7

Other Doc Johnson® PVC Materials: Radiant Gems™, **Firmness: 6** & Softee, **Firmness: 5** - Phthalate-free, body-safe, latex-free and Proudly Made in America.

Doc's Favorites:

The Realistic® Cock, Crystal Jellies® Anal Starter Kit, Vac-U-Lock™ 8 Inch Classic Dong, The Amazing Squirting Realistic® Cock, American Bobmshell™ B-7 Tango, The Original iVibe™ Rabbit.

TPE TPR (THERMOPLASTIC ELASTOMER/RUBBER):

The unique strength and ease of manufacturing TPE/TPR make it the ideal material for a wide variety of adult products. Most notably TPE/TPR is extremely tear-resistant, can be made very soft without the product breaking down, making this the material of choice for Doc Johnson® products like masturbators, dildos, and dongs.

DOC JOHNSON® PROPRIETARY TPE/TPR MATERIAL:

ULTRASKYN™: Widely accepted as the most realistic material in the world, **ULTRASKYN™** is specially formulated to mimic the unique feel of real skin. Our **ULTRASKYN™**

material is also used to create products with dual density composition – soft on the outside, with a hard inner core. Phthalate-free, body-safe, talc-free, latex-free and Proudly Made in America. **Firmness: 3**
Dual Density Firmness: 6

Doc's Favorites:

*The Realistic® Cock ULTRASKYN™ selection – available in vibrating & non-vibrating, American POP!™ 7 Inch Slim (*each feature dual density composition), All Star Porn Stars™ Collection, OptiMALE™ ULTRASKYN™ Vibrating Stroker, Lucid Dream™ No. 14*

SILICONE:

Silicone is a hypoallergenic, nonporous, inert material used to make toys in various degrees of hardness from ultra-soft to very firm. Silicone is extremely durable and is considered the most hygienic material available as it is nonporous and can be cleaned at high temperatures, unique qualities reflected in its higher price point. Silicone is used for a variety of products including vibrators, dildos, and butt plugs.

DOC JOHNSON® PROPRIETARY SILICONE:

PLATINUM™ : The highest quality material available. Our **PLATINUM™** health-grade silicone is especially suitable for consumers looking for durable, hygienic, and odorless products. Hypoallergenic, nonporous, phthalate-free, body-safe, latex-free, and Proudly Made in America.
Firmness: 8

TRUSKYN™: Ultra-soft silicone with a realistic feel. Dual density **TRUSKYN™** products feature a soft outer layer and a firm inner core, both made of 100% **PLATINUM™** health-grade silicone. Hypoallergenic, nonporous, odorless, phthalate-free, body-safe, talc-free, latex-free, and Proudly Made in America. **Firmness: 3,**
Dual Density Firmness: 6

Doc's Favorites:

PLATINUM™, The C-Rings, The Gal Pal, The Cuffs, TRUSKYN™ The Tru Ride, The Tru Touch, The Tru Stroke, The Tru Plug, Vac-U-Lock™ PLATINUM™ Pegging Set, TRYST™ Multi-Erogenous Silicone Massager, OptiMALE™ Rechargeable Vibrating C-Ring.

ABS (ACRYLONITRILE BUTADIENE STYRENE):

ABS is a strong lightweight hard plastic used in manufacturing due to its impact resistance, toughness and ability to be injection-molded and extruded. Many of Doc Johnson®'s most popular vibrators are made with ABS.

Firmness: 10

Doc's Favorites:

PLATINUM™, The C-Rings, The Gal Pal, The Cuffs, TRUSKYN™ The Tru Ride, The Tru Touch, The Tru Stroke, The Tru Plug, Vac-U-Lock™ PLATINUM™ Pegging Set, TRYST™ Multi-Erogenous Silicone Massager, OptiMALE™ Rechargeable Vibrating C-Ring.

Since 1976, Doc Johnson® has committed to remaining in America as a leader in our industry. While other companies continue to take their production overseas, we've dug our roots deeper and expanded our operation to enrich our community. Keeping our manufacturing close to home allows us to keep our focus on quality, innovation and value. It's a longstanding approach that we believe in.



VIBR ATO RS 101



Vibrators come in many shapes, sizes, and materials, with distinct functions and vibration patterns. In this guide, we break down the most popular categories of vibrators on the market today.

CLASSIC VIBRATORS

Beginner-friendly plastic vibrators, perfect for foreplay and vaginal/erogenous stimulation. Typically multi-speed, and controlled by a dial or button at the base of the vibrator. A great starter vibe.

Doc's Favorites:

Velvet Touch Vibe™, The Original Pocket Rocket®, Mood™ Powerful, White Nights™ 7 Inch Vibe



RABBIT VIBRATORS

Provides simultaneous vaginal and clitoral stimulation. Rabbits have multi-function controls, a rotating oscillating shaft, and vibrating “ears” to stimulate the clitoris. The perfect solo vibe.

Doc's Favorites:

The Original iVibe™ Rabbit, iVibe Select™ – iRabbit, iRock & iCome.



BULLET & EGG VIBRATORS

Compact, versatile vibes great for couples to use for clitoral, erogenous stimulation, and foreplay. Excellent beginner and couple toys. Super discreet and travel-friendly.

Doc's Favorites:

iVibe Select™ iBullet, 7-Functions Wonder Bullet™, Black Magic™ Bullet & Controller, Doc Johnson® Vibrating Egg with Controller



G-SPOT VIBRATORS

Anatomically curved shapes designed to maximize stimulating contact with the g-spot for the most intense orgasms.

Doc's Favorites:

Lucid Dream™ No. 14, Mood™ G-Powerful, Mood™ Frisky, Velvet Touch Vibe™ G-Spot



ANAL & PROSTATE VIBRATORS

Specially designed for anal play including prostate stimulation. Can prepare you for anal sex and provide a uniquely pleasurable “filling” sensation. Toys designed for anal play have flared bases for safety.

Doc's Favorites:

PLATINUM™ Premium Silicone The Passion, Kink by Doc Johnson® Vibrating Silicone Butt Plugs, Rump Shakers™, OptiMALE™ Vibrating P-Massager & Men's Pleasure Wand™



COUPLES VIBRATORS (aka WEARABLE VIBRATORS)

Vibrators made to wear on or inside the body with ergonomic shapes and features specially designed to stimulate both users during sex.

Doc's Favorites:

TRYST™ Multi-Erogenous Silicone Massager, OptiMALE™ Rechargeable Vibrating C-ring, Gal Pal Strapless Strap-On



REALISTIC® LIFELIKE, VIBRATORS

Products with the looks and feel of a real penis with internal vibrating components.

Doc's Favorites:

The Realistic® Cock – Vibrating
The D™ – Vibrating



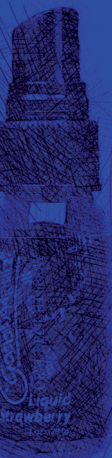
LUBRICANTS & GLIDES



Intimate lubrication products of all types, purposes, and even flavors can add much-needed slickness and an extra dose of fun to a number of sexual activities, and are nearly a requirement for some. With so many options available, it can be a challenge to choose the right product to suit your need. In this guide, we break down the different kinds of lube and glide and the strengths each can bring to the right situation.

LUBES VS. GLIDES

A product is categorized as either a lubricant or a glide based on whether or not the product is certified by the FDA as a 510(k) medical device. This certification is required to brand and market any product as a lubricant. Glides serve the same purpose as lubricants and have many of the same properties and ingredients, but do not have the FDA certification. All Doc Johnson® glides carry PETA's cruelty-free certification.



WATER-BASED LUBRICANTS AND GLIDES



Water-based formulas are the most universally safe and effective, suitable for most toys, condoms, skin types, and activities. Because these products are water-soluble, they are easy to clean from the skin, fabrics, and other materials.

Water-based formulas can be made in different levels of viscosity (thickness) for different uses, and because they are naturally flavorless they provide an excellent base for flavored products.

The only downside is that they can dry up quickly, so keep the container close at hand to reapply as needed!

Doc's Favorites:

- *OptiMALE™ Water-Based Lubricant*
- *Sasha Grey Love Spit Lubricant*
- *Mood™ Water-Based Lubricant*

SILICONE-BASED LUBRICANTS AND GLIDES



Silicone lubes and glides are the second most commonly used type, popular because they are more slippery and longer-lasting than water-based products and don't rinse away with water. That makes silicone a great choice for intimate encounters taking place in and around water like the shower or hot tub, or during liquid play.

Be careful using silicone-based formulas around toys, particularly silicone and **ULTRASKYN™** products, as lubes and glides containing silicone may degrade these materials

if it touches them. Silicone lubes may also stain fabrics and have to be washed from the skin with soap or cleanser, so plan ahead to avoid any unwanted results.

Doc's Favorites:

- *Kink by Doc Johnson® Silicone Lubricant*
- *Mood™ Silicone Lubricant*

HYBRID LUBRICANTS AND GLIDES



Hybrid lubes and glides are exactly what they sound like: formulas that contain both silicone and water-based ingredients. These products provide the benefits of both types, like the long-lasting moisture of silicone-based formulas and the easy clean-up of water-based products, and lessen the potential drawbacks of each. Hybrids also have a unique “cushion” feel that users find very pleasurable, and some hybrid products have a consistency or texture similar to that of sexual fluids.

Because hybrid lubes and glides contain silicone, the same precautions should be taken to protect toys and other possessions that may be affected by contact with silicone-based products.

Doc's Favorites:

- *TitanMen® Perfect Fusion Hybrid Glide*
- *Splodge Juice Hybrid Glide*
- *Kink by Doc Johnson® Hybrid Lubricant*

SPECIALTY LUBRICANTS AND GLIDES

ANAL



Lubes and glides designed for use during anal sex are usually thicker formulas that provide greater lubrication for a longer period of time. Some also contain benzocaine, a topical anesthetic which helps ease some of the discomfort associated with anal play. (Using anesthetic anal products is a personal choice; some users like how much easier they make anal play, while others prefer to wait for their body to naturally adjust.)

Doc's Favorites:

- *Anal Lube Natural* (petroleum-based)
- *Kink by Doc Johnson® Anal Lubricant* (water-based)

FLAVORED



Some products, usually water-based, are lickable and infused with different flavors to add another fun dimension to intimate play. Many players use these versatile products as standard lubricants/glides and oral sex enhancers, or for massage. Flavored lubes and glides should not contain sugar as this is unhealthy for many sensitive areas of the body. Doc Johnson's lickable body products are always sugar-free.

Doc's Favorites:

- *CANDiLAND SENSUALS™ Glide in Red Licorice*
- *Motion Lotion™ Elite in Strawberry*

SENSATION PLAY



Sensation play lubes and glides are formulated to produce specific reactions and stimulating effects when they come into contact with the skin, or when a user touches or blows on the area where a sensation play product has been applied. These products can have cooling, warming, and tingling effects that greatly enhance users' experience.

Doc's Favorites:

- *Mood™ Arousal Gels Set: Warm, Tingle, and Intensify*
- *CANDiLAND SENSUALS™ Warming Massage Gel in Cotton Candy*

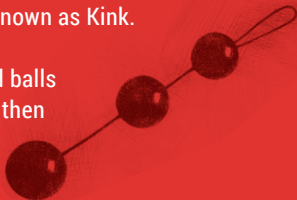
Doc Johnson® lubricants and glides are always made right here in America, using only the highest quality and safest ingredients. To learn more about our lubricants and glides and to browse our full selection, please visit us online at docjohnson.com.

DOCTIO NARY OF PLEA SURE PRO DUCTS

BDSM: an umbrella term for several types of erotic activities among consenting adults. It is an acronym condensing several phrases: Bondage and Discipline, Dominance and Submission, and Sadism and Masochism. Also known as Kink.



BEN-WA BALLS: small weighted balls inserted in the vagina to strengthen and tighten kegel muscles for more powerful orgasms.



BUTT PLUG: insertable toy designed for anal stimulation. Butt plugs, also called anal plugs, provide a unique “filling” sensation that many find arousing, and can prepare users for anal sex. All plugs should have flared bases for safety.

COCK RING: worn around the shaft or at the base of the penis to restrict blood flow, creating long-lasting and more potent erections. Offered in many sizes and materials, with or without vibration. Also called c-rings.



DILDO: product made to resemble an erect penis in a variety of different shapes, sizes, colors and materials. *Fun Fact: the oldest dildo found is believed to date back 30,000 years.



DONG: phallic toy similar to a dildo but without balls or a base. Available in a variety of different shapes, sizes, colors and materials.

GLIDE & LUBRICANT: product to enhance different sexual activities and reduce friction by replacing or supplementing the body's natural lubrication. The most common types are:

Water-based: the most universally safe and effective; suitable for most toys, condoms, skin types and activities. Water-soluble and easy to clean from skin and other materials.

Silicone-based: long-lasting and water-resistant. A great choice for intimate encounters taking in and around water.

Hybrid: contains both silicone and water-based ingredients for long-lasting moisture and easy clean up.



MASTURBATORS: toys designed for penetration by a penis during masturbation or foreplay. Masturbators come in many different shapes and forms and feature unique internal stimulating textures. Many are modeled to look and feel like the real thing (vagina, mouth, or butt). Also called a stroker, pocket pussy or Palm Pal™.



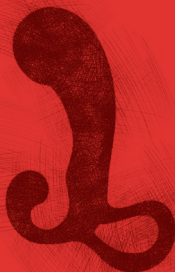
PACKER: designed to replicate the look and feel of a flaccid penis and worn in jockey shorts, jock straps and packing shorts for comfortable all-day wear.

PENIS EXTENDER: sleeve worn over the penis to enhance length and girth for intensified penetration and pleasure. Also called a penis or cock sleeve.



PENIS PUMP: male enhancement tool that helps draw blood flow to the penis, creating rock-hard, thicker and more potent erection.

PROSTATE MASSAGER: designed to stimulate the male prostate gland (p-spot), a practice that enhances sexual pleasure and overall health. Most commonly features a curved design with a bulbous tip. Also called a prostate stimulator.

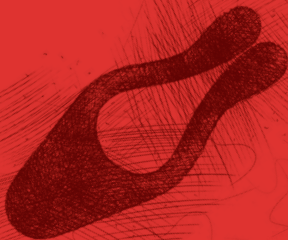


PUSSY PUMP: draws blood flow to the clitoris and labia with suction for increased arousal and sensitivity.



STRAP-ON: a dildo or other insertable pleasure product attached to a harness.

VIBRATOR: a motorized sex toy anyone can use to stimulate multiple erogenous zones during masturbation, foreplay and sex.



The background of the entire page is a dense, monochromatic red with a fine, cross-hatched texture. Scattered across this background are various adult toys and lubricant bottles. At the top left, there's a string of three dark beads. Next to it is a curved, phallic-shaped vibrator. To the right is a hand holding a black whip with long, thin lashes. Below the whip is a coiled black cable with a circular loop at one end. In the center, five bottles of lubricant are lined up. From left to right, they are: a small bottle labeled 'mood', another small bottle labeled 'mood', a medium bottle labeled 'mood', a tall spray bottle labeled 'mood', and a larger bottle labeled 'MOTION'. Below the 'MOTION' bottle is a large, curved vibrator. To the left of the central bottles is a small, bulbous vibrator. Below that is a large, flared vibrator. At the bottom left is a coiled black cable with a rectangular plug. In the center bottom is a long, thin, ribbed vibrator. To the right of that is a small, cylindrical vibrator. At the bottom right is a large, curved vibrator. The 'School of Doc' logo is centered over the middle of the page, featuring the words 'School of Doc' in a stylized, red, outlined font with a small flower-like symbol above the 'o' in 'Doc' and a trademark symbol (TM) to the right.

School of Doc™

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