

# PLAY

JANUARY  
2017

## PAPARAZZI ISSUE

PHOTOS OF ALL THE  
HOTTEST RELEASES

## FLESHLIGHT GIRLS

NICOLE ANISTON HAS ARRIVED AT SCALA PLAYHOUSE

## NEW, NEW, NEW!

PIPEDREAM, THE 'DOC'  
AND CALEXOTICS ITEMS

# TOYJOY<sup>®</sup>

for fun!



One of the biggest hits of 2016 - the TOYJOY Drugstore range - is here to stay! This collection of intimate wellness essentials offers premium quality at a price affordable for all. The 'best value for money' lubes and toy cleaner make the perfect up-sell items to any TOYJOY product; just slip them in with any purchase and see your sales figures soar.

The TOYJOY Drugstore range has everything your consumer needs to make their sexual adventures go a bit more smoothly. Whether they want to add a bit of heat with the TOYJOY Drugstore Warming Lube or fancy some extra backdoor glide with the TOYJOY Drugstore Anal Lubricant. The range also includes a great water based lube with a sensual, long-lasting glide that lovers will adore!

For your consumers who want even more smoothness, the TOYJOY Drugstore Silicone Lube is the way to go. Discover all the must-have wellness essentials in the TOYJOY Drugstore range at Scala Playhouse today!

[CLICK HERE](#)

Cleaner Spray 150 ml 3006009511	Anal Waterbased 100 ml 3006010339	Warming Waterbased 100 ml 3006010341	Siliconebased 100 ml 3006010340	Waterbased 100 ml 3006010337	Waterbased 200 ml 3006010338	Waterbased 30 ml 3006010336
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**GO TO SALE**



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# Paparazzi edition

*"For us, 2017 once again promises to be an exciting year full of new product releases, amazing events and many more surprises"*



Dear reader,

Happy New Year! I hope you all had a wonderful holiday period and that 2017 will be a prosperous, joyful and amazing time for you and your business! For us, 2017 once again promises to be an exciting year full of new product releases, amazing events and many more surprises. In this 'Paparazzi' edition of PLAY magazine we're taking a final glance back to our best releases from the past year, highlighting all the must-have products that we introduced in 2016 ([click here](#)). However, we're also casting our lenses forward to the upcoming Bridal season. You might think January is a bit early to start stocking up, but it is actually the perfect time to select your bridal assortment. To help you on your way, our experienced team has created a special 'Bridal' selection ([click here](#)) with all the best picks to make your consumers say "I do!"

This issue of PLAY magazine has many more highlights, such as the in-depth Scala's Guest editorial with Doc Johnson ([click here](#)) and a feature on the brand's newest collection 'The D' ([click here](#)). Another must-read is our 'Voyeurism' themed Scala's Favorites; which let's you spy on naughty things that are normally hidden from sight.

Lastly I would like to tell you that dates and theme for our next Scala Fair have been announced! The Scala Fair will take place on the 12<sup>th</sup> and 13<sup>th</sup> of March in our Almere-based showroom and will feature the theme 'The Big 3-OOOOH!'. We're celebrating 30 years of Scala Fairs and hope you'll join us to party in style. And as it's our anniversary, it's the perfect excuse for us to treat you to some very special offers, entertainment and surprises. We hope you'll mark the dates in your agenda and join us in this special celebration.

Enjoy this 'Paparazzi' edition of PLAY magazine and get inspired by all the wonderful new products 2017 already has to offer!

Berry Koldewijn  
 Director Scala Playhouse



## New 'Bridal' selection

Need inspiration for the upcoming bridal season? Our special online 'Bridal' selection offers a great overview of products suited for newly weds. The selection contains exciting gift ideas that will make any consumers say: 'I do!'. This varies from pleasurable white colored novelties to romantic lingerie from both our own and third-party brands. The selection is your ultimate guide to get your bridal season stock sorted early. [Click here](#) to browse all the exciting options online now and give your brides and groom the wedding night of their dreams.



## Mix and match with Manpower

New in the TOYJOY Manpower assortment at Scala Playhouse: the Super Stroker Mix Pack. This pack is a playful set of six sensational strokers, designed for his ultimate pleasure. The pack includes 6 masturbation strokers, each with its own unique inner texture. Each individual stroker also includes a sachet of TOYJOY water based lubricant and they can be sold individually (each has a unique barcode) or as a pleasurable six-pack. [Click here](#) to learn more.

## New Satisfyers at Scala Playhouse!

Now available at Scala Playhouse: the Satisfyer 1, Satisfyer2, SatisfyerProDeluxe and SatisfyerPenguin. These 4 unique pleasure providers use air pressure to create mind-blowing stimulation. The waves of air give you waves of pleasure; making them truly special addition to any toy collection. The non-intimidating silhouettes and sleek design aesthetics will certainly catch the eye of your design-loving consumers. [Click here](#) to discover them today and give your consumers a chance to experience the Satisfyer satisfaction!



## Simple & True

New at Scala Playhouse: Simple & True. This brand of adult novelties has a pure approach to intimate pleasure; offering various classic, non-intimidating designs to spice things up in the bedroom. The affordable brand offers great value for money, with affordable novelties with trendy aesthetics and powerful functions. Discover Simple & True at Scala Playhouse by [clicking here](#).

## The Big 3-0000H!

The Scala Fair is turning 30 this year and to we are celebrating big during this next edition. On the 12<sup>th</sup> and 13<sup>th</sup> of March our Almere-based showroom will transform in one big party to celebrate our 'Big 3-0000H!'. This anniversary themed fair will once again feature the best new releases, plus – as it's our birthday – we are treating you to some very special offers and surprises. We look forward to welcoming you there and hope you'll join us to raise the glass on this festive occasion.



## TOYJOY Manpower rings recall

### IMPORTANT ANNOUNCEMENT ON TOY JOY MANPOWER COCK RINGS

- PowerDisc C ring set Black 8713221467287
- Magnetic Power Penisring Black 8713221467317
- Orbit Power Penisring Black 8713221467300
- Vortex Power Penisring Black 8713221467294

Scala Playhouse recently offered these Toy Joy Manpower Cockrings for sale. These products are a copy of the Endless Cockrings made by Shots Media. By selling and delivering our products, we

therefore infringe on the copyrights of Shots Media and act unlawfully against Shots Media. We never received permission for the use of these Toy Joy Manpower Cockrings.

We request that you immediately return to us the aforementioned Toy Joy Cockrings that are in your possession. We will refund the price you paid for the product / products, as well as all costs related to their return.

Scala Playhouse, managing board



Scala  
Playhouse  
**best**  
new releases  
2016

With the start of 2017, we'd like to take a moment to look back at all the brilliant releases from 2016 in our Scala Playhouse assortment. In the past 12 months, we were very fortunate to launch several new TOYJOY brand extensions, such as LIL' BERRIES by TOYJOY and LADOU by TOYJOY, plus introduce many new products to our existing lines. Our team has picked the 'best new 2016 releases' to give you an overview of the brands and products we expect to become even bigger hits this year. Enjoy!



CLICK  
HERE

**LUZ**  
by TOYJOY



CLICK  
HERE

**TOYJOY**  
for fun!



CLICK  
HERE

**Get  
Real**  
by TOYJOY



CLICK  
HERE

**LIL' BERRIES**  
by TOYJOY

The innovative Zare vibrator from the LUZ by TOYJOY collection is a must-have in any assortment! This unique pleasure provider features a special LED-ambience light, which changes color with each sensational function. Made of premium silicone and USB-rechargeable, the Zare offers high-end luxury at a very attractive pricing. Set the mood for some intimate fun in the dark and order the amazing Zare at Scala Playhouse today.

3006010364 - 3006010363

The Private Dancer is a great quality anal plug from the Anal Play range by TOYJOY Classics. The thrilling design is body-safe and made of premium, soft touch silicone. This anal plug offers sensational vibrations at the touch of a button and comes with a flared base for extra comfort. It is the perfect choice for lovers who want to experiment with anal play. Just lube it up and you're ready to start your pleasurable adventures...

3006010358

The re-vamped Get Real by TOYJOY collection now offers even more lifelike pleasure providers for your realistic loving consumers. The Mini Classic Original Vibrator – a highlight from the range – will thrill consumers with its natural curves and pulsing veins. These compact pleasure providers are perfect for beginners and offer easy-adjustable multispeed vibrations. Browse the collection today and discover 2017 is the ultimate time to Get Real by TOYJOY!

3000012983 - 3000012985 - 3000012984 - 3000012986

The playful No.21 from the LIL' BERRIES by TOYJOY collection is pretty, petite and very pleasurable! This compact stimulator might be small, measuring just 10,5 centimeters in length and 5 in diameter; but has all the right skills and thrills to stimulate your hot spots. The sleek design is made of premium silicone and features a uniquely curved tip that provides sensational vibrations. The No.21 is USB-rechargeable and packaged in a contemporary, non-intimidating way.

3000013510



Maximum  
3100005069

Light  
3100005067

Original  
3100005068

New at Scala Playhouse: the JO Premium Jelly and JO H2O Jelly collections. These new lubricants by System JO are designed to provide the ultimate glide, allowing for sensational slippery fun. Each range includes 3 different glides: Light, Original and Maximum.

The JO Premium Jelly collection is silicone-based. The lube is 'designed with a body that starts off thick and then melts into an almost not there silky smooth glide - this product offers a unique touch sensation everyone must try', the brand states. The JO Premium Jelly is free of preservatives and formulated using only the highest quality silicone. Enjoy the long lasting comfort that doesn't dry up and is never sticky or tacky. The JO H2O Jelly range has the same thick jelly-like texture and glide, but is water-based; making it compatible with all your favorite toys. This sleek lube is also PH balanced, paraben free and propylene glycol free: giving lovers a body-safe, carefree session of play. The JO H2O Jelly is easy to rinse off, fragrance free and neutral to the taste.

Discover the new JO Jelly lubricants at Scala Playhouse today and order your favorites from this must-have range now to give your consumers the slippery, sensational glide they crave!

[CLICK HERE](#)



Original  
3100005071

Light  
3100005070

Maximum  
3100005072

# Mini Marvels

BY CALEXOTICS

Flicker  
3002440940



The Mini Marvels collection by CalExotics is a unique range of pleasure providers that proves that good things really do come in small packages. The range offers four adorable stimulators to tease and please her to seventh heaven. All made of premium silicone and USB-rechargeable, these compact stimulators each have their own unique skills and thrills. Packaged in a very modern, fashionable way, these little gems are the perfect presents for any romantic occasion. Let's discover more...

Bunny  
3002440930



The Mini Marvels range offers four distinct designs: the Marvelous Bunny; with sensational flickering ears, Marvelous Flicker; with a powerful flickering tip, Marvelous Eggciter; a naughty ridged love egg and the Marvelous Massager; with two vibrating sides. These petite beauties fit effortlessly in the palm of your hand, giving you ultimate control over your intimate fun. They make the perfect travel-companions

thanks to their discreet size and whisper-quiet vibes; simply slip them in your luggage and get ready for a pleasurable trip of a lifetime. Each stimulator comes in a very unique, pop-art inspired packaging that makes them instantly gift-ready.

Massager  
3002440920



To help you boost sales of the Mini Marvels collection to marvelous heights, we have some unique POS materials available, for example: an amazing Mini Marvels POS Display. Browse our monthly POS brochure – available for download via the Scala Playhouse website after customer log-in – today for more details or contact your Account Manager for further information.

Eggciter  
3002440910



[CLICK HERE](#)



**TOYJOY**  
for fun!

# SUPER STROKER MIX PACK

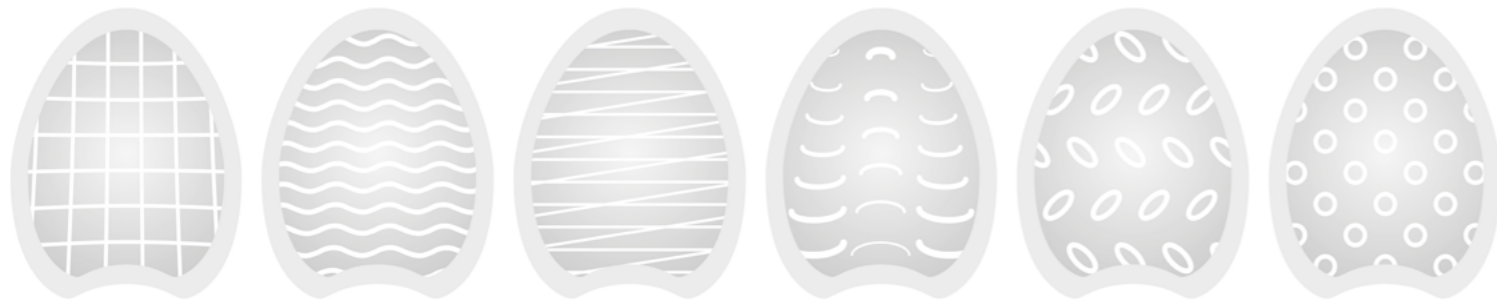
New in the TOYJOY Manpower assortment at Scala Playhouse: the Super Stroker Mix Pack. This must-have new addition to the quality TOYJOY Manpower range is a great value set of six sensational strokers, designed for his ultimate pleasure. The playful pack includes 6 masturbation strokers, each with its own unique inner texture. Discover the Wave, Bumb, Web, Spiral, Turbo and Twister; and get swept away by their incredible stimulation. The strokers are made of quality TPE and can be rinsed and re-used, meaning you can enjoy them over and over again. Each individual stroker also includes a sachet of TOYJOY water based lubricant to add a sensational slippery dimension to your intimate fun. Packaged in a fun six-pack, the strokers can be sold as a set, or individually (each has a unique barcode).



Super Stroker Mix Pack  
3000013514

Discover the new Super Stroker Mix Pack at Scala Playhouse today and give your consumers the chance to explore their masculinity by getting adventurous with the TOYJOY Manpower!

[CLICK HERE](#)



swan<sup>®</sup>

# SQUEEZE CONTROL

The amazing Swan Squeeze vibes are now ready to order at Scala Playhouse. These innovative pleasure providers by Swan put the pleasure right in the palm of your hand: simply squeeze the toy to increase and control the powerful vibrations. Choose between 3 beautiful silhouettes: the Swan Kiss, Swan Hug and Swan Curve, and squeeze your way to pure ecstasy. The vibes are USB-rechargeable, fully submersible and made of virtually seamless silicone. Get your hand on these unique Swan Squeeze vibes at Scala Playhouse online today.

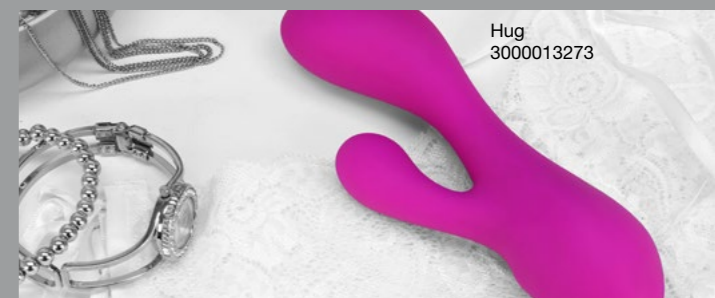
Pssst: Did you know we have some amazing Swan Squeeze POS options available to help you boost your sales? Browse our monthly POS-brochure (available for download after customer log-in via the Scala Playhouse website) or contact your Scala Playhouse Account Manager for more details...



Kiss  
3000013269



Curve  
3000013272



Hug  
3000013273



[CLICK HERE](#)





# Stock up for the Bridal Season

New at Scala Playhouse: the 'Bridal' selection. This special online selection contains Scala Playhouse's best picks for the upcoming bridal season, ranging from own

brands to third-party products. With a great choice in product categories, such as lingerie, toys and drugstore, the 'Bridal' selection has all the essentials to make your consumers say 'I do' to a naughty purchase!

May, June and September are the peak months when it comes to weddings; however, we've noticed that consumers start shopping for bridal novelties from January onwards. With stag and hen parties being planned, and gifts being bought months in advance, our advice is to get stock sorted at the beginning of the new year. The sooner you have your bridal products in store, the more prepared you are when the wedding hype hits. The Scala Playhouse 'Bridal' selection contains a great range of products for every budget and every experience level. A large portion of the products are picked because they stimulate the 'joint experience'; meaning both partners can enjoy them simultaneously, or play with them together. For example: sensual massage oils, tasty body paints, luxury share vibes and trendy designer toys. The 'Bridal' selection also features many seductive lingerie looks, all picked due to their delicate, feminine fabrics that will make any woman look and feel amazing. We've selected products that are great 'value for money', non-intimidating and for each entry-level. The selection also includes products for each budget and preference, meaning there is a perfect 'Bridal' pick for every couple.

Browse the special 'Bridal' selection at Scala Playhouse online today and order your favorites now to be ready to spoil newly weds during the upcoming bridal season!



Emma Lace Halter Teddy  
Available from S/M to M/L 3244700450



Magic Massager  
3000000263

[CLICK HERE](#)



Warming Massage Vanilla  
3100002965



Honeymoon Bondage Kit  
3000007801



Hero Couples C-Ring  
3006010261



S1 Lay On  
3000011937





Vanilla  
3100005073

Strawberry  
3100005074

Peppermint  
3100005075

**HOT**

London - Miami - Tokyo

New in the Scala Playhouse assortment: the Oral Optimizer Blowjob Gel by HOT. This stimulating gel gives a refreshing feeling, whilst providing a delicious flavoring along with the oral pleasure. The Oral Optimizer Blowjob Gel is available in 3 flavor varieties: Vanilla, Strawberry and Peppermint. Will your consumers go for sweet and seductive, or fresh and tingly? Whatever flavor they pick: it will definitely add a whole new dimension of tasty lust to their blowjob fun. The Oral Optimizer Blowjob Gel by HOT comes packaged in a simple, non-intimidating bottle, perfect for mainstream in-store presentation. Discover this must-have product in oral play at Scala Playhouse now!

[CLICK HERE](#)

**Fantasy**  
LINGERIE

Fantasy Lingerie has added various new tantalizing designs to its amazing assortment at Scala Playhouse, such as the sensual Sherry Lace Halter Teddy. This beautiful design for plus-sized ladies (size XL/XLL) is made of pretty two-tone lace and soft mesh fabric. The teddy offers a comfortable fit with an elastic under-bust support, adjustable halter neck tie and a snap closure for extra convenience. The trendy look has a figure-flattering cut to highlight her best assets and will make any plus-sized woman look and feel amazing. Browse the Sherry Lace Halter Teddy and the other new, fashionable designs by Fantasy Lingerie at Scala Playhouse online and order your flirty favorites today.



[CLICK HERE](#)

Sherry Lace Halter Teddy  
Available from XL/XXL to 3XL/4XL 3222403254

CLICK  
HERE



### Ice Lady Crystal

The Ice Lady Crystal masturbator by Fleshlight offers a tantalizing view of your intimate pleasure. The masturbator has a realistic, vulva-shaped orifice which leads to a sensationally ribbed tunnel, providing a realistic penetrative experience. The masturbator case and inner sleeve are translucent, allowing you to view every angle, every bump and every sensual thrust. Made of quality TPE and packaged in a contemporary box, this see-through delight will definitely catch your consumers' attention.

Fleshlight 3000009595

CLICK  
HERE



### Crystal Glass Plug

Add a touch of translucence to your backdoor pleasure with the beautiful Crystal Glass Plug by NS Novelties. This sleek anal plug is made of premium glass, giving you a very sinful peek at your most intimate areas during play. The Crystal Glass Plug is curved for maximum stimulation and comes with a flared base for extra safety and comfort. Packaged in a sleek, modern packaging, this transparent pleasure provider is a must-have in any anal assortment.

NS Novelties 3000010497

CLICK  
HERE



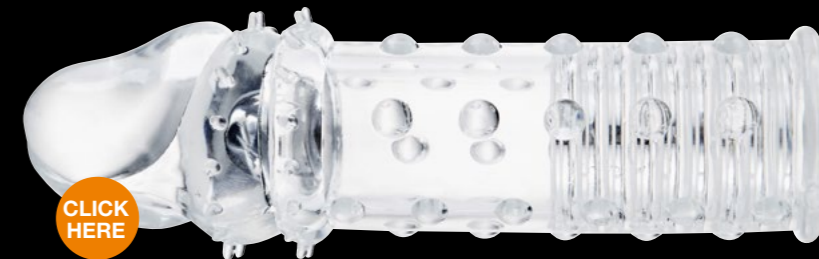
### CB 3000 Chastity Cage

The CB-3000 Chastity Cage by Mister B is extremely transparent, giving a very intimate view of your BDSM pleasure. This chastity cage is ergonomically curved to make it virtually undetectable under clothing, allowing lovers to keep their chastity a true locked-away secret. The cage is made of highly durable polycarbonate, making it light weight and adding to the comfort. It comes with vents for air drying and is adjustable to fit most sizes. Discover this very sexy cage, a dream come true for BDSM-lovers who also like a bit of voyeurism, at Scala Playhouse today.

Mister B 3000010960

Indulge your consumers who like a bit of voyeurism with one of the sexy translucent choices by Scala Playhouse. With these unique designs, lovers can spy on their partners, or themselves, in a very pleasurable way; making these the ultimate voyeur must-haves. Explore all the sexy choices for this naughty fetish in this edition of Scala's Favorites...

CLICK  
HERE



### Power Stud Sleeve

The Power Stud Sleeve is a great value translucent penis sleeve designed for dual pleasure. The transparent, studded sleeve provides him with a snug fit and extra stimulation, while giving his partner more girth to enjoy. The flexible sleeve is body-safe, a one-size-fits-most and made of quality TPE. Explore his masculinity together and get adventurous with this must-have voyeurism accessory by TOYJOY Manpower!

TOYJOY Manpower 3006010315

CLICK  
HERE



### Flutter-Ring Vibrating Ring

Crave some voyeuristic pleasure, but you're on a budget? Don't worry; we've got something for everyone. Flutter-Ring Vibrating Clear is a playful, translucent cock ring with multispeed vibrations by TOYJOY Basics. The ring comes with a unique butterfly clit stimulator, which has a textured surface and a vibrating function to provide endless intimate pleasure. It might be from the TOYJOY Basics collection, but this sleek translucent ring is quite extraordinary in every single way!

TOYJOY Basics 3006009346

CLICK  
HERE



### Ass Tunnel Plug Silicone

Open your love life to some gaping pleasure with the unique Ass Tunnel Plug Silicone Clear by Perfect Fit. This special butt plug allows lovers to open it during use, creating a naughty tunnel hole that exceeds your deepest voyeur fantasies. The quality Ass Tunnel Plug is made of a unique blend of silicone and TPR – also known as a PF Blend – making it slightly stretchy and very durable. Discover this voyeur plug at Scala Playhouse now.

Perfect Fit 3000013783

# scala's favorites

# FLESHLIGHT *Girls*®

## INTRODUCING **NICOLE ANISTON** *THE PERFECT FIT*

The new Nicole Aniston Fleshlight Girls has arrived! This unique masturbator now comes with the innovative new Fleshlight Fit sleeve, the newest sensation that is so good, you have to feel it to believe it! The Fit sleeve is designed to test your stamina and endurance, featuring sexy ridges and bumps to provide maximum stimulation. How long can you last before Nicole Aniston's delicious intimate curves drive you over the edge? The masturbator is made of Fleshlight's famous SuperSkin material, giving you the most realistic stimulation imaginable. Molded on Nicole's actual anatomy, the Nicole Aniston Fit is the ultimate chance for your consumers to get up-close and personal with the porn sensation. The true Californian beauty is well-known for her amazing athletic body, piercing blue eyes and thrilling erotic talent. So why only watch her, when you can also experience her?

The Nicole Aniston Fit masturbator is great to pair with some extra Fleshlight up-sell items. When your consumers want to take Nicole home, simply slip in some Fleshlight Renewing Powder to keep the sleeve feeling as amazing as it did the first time. You can also seduce consumers to heat things up with the sensational Fleshlight Warmer; a heating rod that warms the internal texture of your Fleshlight to a pleasurable, realistic body temperature. Don't just sell a masturbator; sell the whole Fleshlight experience with the amazing Fleshlight assortment at Scala Playhouse!

[CLICK HERE](#)

Nicole Aniston Fit  
3000013837



# DOC JOHNSON®

AMERICAN PLEASURE PRODUCTS



**Scott Watkins** VP of Sales and Marketing at Doc Johnson

Scott Watkins is responsible for managing the sales and marketing departments at Doc Johnson. Since he joined the team in 2013, Scott has infused the company with the latest corporate strategies, along with a focus on streamlining procedures while continuing to expand business. He brings 14 years of hands-on sales, business development, and management experience, and is always looking for ways to deliver great products and elevated customer satisfaction while strengthening the global presence of Doc Johnson. Under Scott's leadership, Doc Johnson has further strengthened its position as the world's market leader for American made pleasure products.



**Market leader**

In 1976, the Doc Johnson factory in North Hollywood was just 1,500 square feet and had nine employees. Now, 40 years later, Doc Johnson is the largest pleasure products manufacturer in America, with a family of over 500 team members, multiple buildings on a campus of more than 215,000 square feet, and a catalogue of over 2,500 products.

"We're especially proud of the extraordinary results we have achieved while keeping the great majority of our products manufactured in the United States. Today, not only do we produce over 75% of our products in America, but we also strive to create the most innovative and highest quality, body safe products on the market", Watkins states. "People see Doc Johnson as being synonymous with innovative and top-quality pleasure products because that's where we choose to focus most of our energy."

**Constantly developing**

In 2016, Doc Johnson unveiled almost 200 new products to celebrate its 40th anniversary, including the brightly-colored American Pop line, an assortment of Vac-U-Lock™ kits, and The D, Doc Johnson's newest collection of dongs and dildos featuring some of the brand's bestselling shapes, reintroduced in branded clamshell packaging at highly accessible price points. Watkins: "Earlier in 2016, we also announced our exclusive partnership and collaboration with Kink.com; and the reaction to our Kink by Doc Johnson has been particularly overwhelming; it truly stopped people in their tracks at all of our tradeshows in 2016, and has generated an unprecedented amount of interest and pre-sales in the industry."

**The next steps**

Watkins: "In the past few years, we have largely increased our focus on outreach and branding, and that will continue in 2017. It is the job of our marketing department to determine what drives our consumers, and how we can make our products more accessible to the public. In 2017, we will also be more aggressive about marketing our key differentiators, and why consumers should buy Doc Johnson products. We know that our brands are differentiated from our competitors in terms of material, safety, construction, design, social awareness, and so on; and we will be strengthening our marketing efforts and messaging around the value propositions of each brand, and what makes our products unique in the marketplace. We will also sharpen focus on leveraging our content to emphasize these messages across all marketing and social media channels, and identifying ways to drive revenue through our portfolio of brands."

Watkins sees new opportunities in the changing market: "The pleasure products industry is unquestionably on the brink of revolutionary change, and through our innovation, R&D, and industry know-how, Doc Johnson will be the company that shapes that change. 2016 has been one of our biggest product launch years in the history of the company, and we will continue to invest in our portfolio of new products in 2017. Future success will be based on continuing to anticipate new market trends and identify the biggest and fastest-growing opportunities that are moving the industry forward. As we look ahead into 2017, and into the next five years, we will stay ahead of the market by focusing on the innovation, design and creativity that our customers love."



# The D™

BY DOC JOHNSON®

Now available at Scala Playhouse: 'The D' by Doc Johnson. This new collection of dildos and dongs features some of the brand's best-selling shapes, reintroduced in an eye-catching clamshell packaging. The best part? 'The D' collection offers consumers a very attractive pricing, making these Doc Johnson favorites affordable for all. Doc Johnson's VP of Sales and Marketing Scott Watkins said: "The D offers customers the best of both worlds - our most luxurious formula of rubber in crowd-pleasing designs, with top-quality construction and affordable price point", emphasizing that these thrilling novelties truly offer a fantastic 'value for money' experience. The collection features over 40 different products, ranging from sleek dildos to girthy dongs and naughty double dongs. The designs come in three colors: Vanilla, Caramel and Chocolate. Browse this new, must-have collection of pleasure providers by 'the Doc' at Scala Playhouse today and order your 'The D' favorites now.

[CLICK HERE](#)



The Shakin D  
3001170108

The Super D  
3001170001

The Ragin D  
3001170012

The Ragin D  
3001170011

The Ragin D  
3001170010

The Perfect D  
3001170105

# Scalpa's

## ACADEMY

### Somebody's *watching me*

Did you know that the name Peeping Tom, a common term for a male voyeur, originates from the Lady Godiva legend? The legend tells the story of Lady Godiva, an English noblewoman who felt pity for the people of her town. They were oppressed by her husband's heavy taxes. She asks him time and time again to lower these taxes, but he refuses again and again. At her last desperate attempt, her husband caves and he will grant her request on one condition: she must take off all her clothes and ride naked on a horse through the streets of the town. Lady Godiva accepts this demand but asks her people to stay in their houses and keep all doors and windows shut. And so she rode, bare naked with only her long hair to cover her up. All inhabitants of the city obliged to the request of keeping everything closed. Except for Thomas, known as Tom, who bore a hole in his shutters in the hopes he might see Lady Godiva. When she passes Tom's house, Tom peeps through the hole and is struck blind. Lady Godiva's husband keeps his promise of lowering the taxes, so all ends well, except for Peeping Tom.

Satisfyer Pro 2  
3000013496

CLICK  
HERE

### Review: *Satisfyer Pro 2*

My first thought when my Satisfyer Pro 2 arrived was: "Wow that is a lot bigger than I expected!" This special stimulator isn't as compact as I would have liked, as due to its size and shape. However, the sensations it provides are truly mind-blowingly good. I thought long and hard about a word to describe the unique stimulation it provides and it has to be: intense. The Satisfyer Pro 2 is without a doubt the most intense toy I've ever tried (and believe me, I've tried a lot of clitoral stimulators and vibrators). The device creates a vacuum around your clitoris, meaning the suction and vacuum pressure stimulates your most intimate area instead of standard vibrations. If you're looking for a toy that is completely unlike anything you've experienced before: this is it. I wouldn't use it on a daily basis, as the whole experience was very intense (and I already climaxed after 30 seconds, whilst I would have liked to enjoy it longer), but I am definitely using it again when I am in the mood for something more adventurous. The downside, besides its size, is that it's not whisper-silent. It may not be that discreet, but hey – if you just tell your neighbors or roommates you're 'hovering' – nobody will know you're vacuum sucking secret.

Aimee (29)

LIL BERRIES NO14 Duostim  
3000013509

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### Review: *LIL' BERRIES*

The No. 14 from LIL' BERRIES by TOYJOY is a small, purple clitoral stimulator that almost looks too cute! It's packaged in a contemporary way, with a handy euro-lock for in-store presentation. When I opened the box I was impressed by how nice and soft the silicone of the No. 14 feels. It is USB-rechargeable and comes with a pretty stand that would look nice on your bedside table. The stimulator itself has a strong engine or actually two; one in each tip of the stimulator, even the lowest type of vibration / pulsation is already pretty powerful. It is easy to turn on by pressing the plus button. In use, depending on how long you press the buttons, you can switch vibration and pulsation mode. Intensity can be adjusted by pressing the + and - button shortly. Because it hugs the clitoris instead of direct stimulation only, this vibrator stimulates the clitoris completely. Though the No. 14 from LIL' BERRIES by TOYJOY isn't whisper-silent, it brings you to a quick yet powerful orgasm.

Sarah (33)

JO Gelato Salted Caramel  
3100005025

JO Gelato Tiramisu  
3100005026

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### Review: *JO Gelato H2O*

I was very excited to try the JO Gelato H2O Flavored lubricant, as my partner and I had never tried lubricant before. I wasn't quite sure what to expect, but was pleasantly surprised by the fun dimension this amazing product added to our intimate play. The lube itself was easy to apply and provided a pleasant glide that lasted all throughout our session. Afterwards it's easy to rinse off in the shower and it doesn't get sticky or tacky. Where the fun really starts though, is with the flavor! I got to test both the Salted Caramel and the Tiramisu flavor; both are truly delicious. The flavors are exactly as I would want them to taste; realistic, sweet and indulgent. I had expected them to maybe have a bit of a chemical after-taste, but this definitely wasn't the case. They are yummy, so delicious that I had to restrict myself from applying more than needed, simply because they taste so good, haha. Overall I am very happy with my first lubricant experience, as I think I hit the jackpot trying out the System JO Gelato H2O lubes. My partner and I can't wait to try the other flavors in the collection, as this experience definitely has given us a taste of how fun lubricant can be.

Denise (27)

Faux Leather Corset Top  
One Size 3211320200

Faux Leather Halter Teddy  
One Size 3241000200

# Naughty

BY  ALLURE LINGERIE®

Faux Leather 4 pcs Set  
One Size 3212500200



Add some flirty sex appeal to your lingerie assortment with the newest designs by Allure Lingerie. The brand's latest selection of designs to arrive at Scala Playhouse features some playful fringed detailing, perfect for flirty fun! The erotic outfits are all made of premium faux-leather, combining trendy design with a kinky twist. So for a seductive corset or naughty teddy, there is an outfit for each style preference.

One of the highlights from the new Allure Lingerie arrivals is the Faux Leather 4 Pieces Set. This alluring product features a sexy fringed collar with a Velcro neck closure, an adjustable fringed garter belt and kinky cuffs; all connected with glamorous silver chains. The set also includes a matching G-string and some sinful nipple pasties. One of the more daring looks from the collection, this amazing set is designed to bring out your wildest desires.

Discover the kinky Faux Leather 4 Pieces Set and the rest of the fringed Allure Lingerie looks at Scala Playhouse today and order your favorites now for the most alluring choice in intimate apparel!



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# KING CÖCK®

pipedream®



The new Hollow Strap-on Suspender System from the King Cock assortment by Pipedream is now available at Scala Playhouse. This thrilling design is perfect for consumers looking for an extreme hollow strap-on with incredible results. The unique strap-on system features two adjustable, heavy-duty nylon shoulder straps that easily support the weight of the impressive hollow King Cock dildo, along with an adjustable nylon waist strap to fit most sizes. The design also has a sturdy metal O-ring to keep the dong in place during use, whilst a Velcro strap which wraps around the shaft of the attachment to give even more support.

The Hollow Strap-On Suspender System is ready to order in 3 sizes: 10 inches, 11 inches and 12 inches, and 3 colors: flesh, brown and black. Discover these must-have new additions in the King Cock collection by Pipedream at Scala Playhouse today and get strapped-in for some mind-blowing pleasure.

[CLICK HERE](#)



Hollow Strap On 10 Inch  
3000013568



Hollow Strap On 10 Inch  
3000013567



Hollow Strap On 11 Inch  
3000013564



Hollow Strap On 11 Inch  
3000013563



Hollow Strap On 12 Inch  
3000013562



Hollow Strap On 12 Inch  
3000013561

# SCALA'S Tips & Tricks

In this Paparazzi-themed edition of PLAY magazine we're featuring a naughty 'voyeurism' inspired Tips & Tricks. As social media, smartphones and the internet have opened our doors to sending each other intimate video's and messages, we can give our lovers a sneak peek of our most sensual experiences. So what is 'Sexting' all about? Let us share our naughty advice...



Faux Leather Under Bust Corset Top  
One Size 3211500200

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## Sexting

Sexting – the sending of intimate photos or naughty messages via your smartphone – is one of the most well-known examples of voyeurism. You literally share a glimpse of your body, mind or desires with someone, without them being present. Sexting can be the perfect way to put some spice back into a long-term relationship. In the beginning stages of every relationship, we feel excited and loved-up due to release of certain chemicals in the brain (dopamine, oxytocin, norepinephrine and serotonin), but as the relationship progresses, these chemicals are often replaced by other feelings like security and trust. Nothing wrong with that! However, if you want to re-experience the thrill from those early days, sexting can be the perfect way to ignite your desire. Simply put on some special, sexy lingerie, snap a photo and surprise your partner with a naughty message. The thrill of the unexpected sexual stimulant will help release the same chemicals that made you feel butterflies in the beginning.

## Sexting accessories

For sexting you only one thing: a dirty mind. However, there are certain intimate accessories that can make your photos, videos and messages even kinkier. Our first tip is to invest in some new, sexy lingerie that your partner has not seen before. Snap a picture of you in a suggestive pose wearing your new set and tell your lover you 'can't wait for them to take it off'. A step further is the introduction of toys to your sexting fun. An example is a small, non-intimidating bullet vibe. Start by sending your partner a picture of the vibe, with some suggestion on how you're going to use it. Then follow it up by sending some photos of you actually holding the toy to your intimate hot spots. Tell your partner with some dirty texts how wild with desire you are and wish he was there, instead of the vibe. The chance of your lovers taking the afternoon off work and rushing home to satisfy your lust is certainly there; giving the rush of 'lust and desire' chemicals that made the beginning of your relationship so full of passion. Other options to add a voyeuristic element to your intimate play are toys like the We-Vibe with the remote controlled 'App' option. This allows your partner to control the vibe from anywhere in the world, simply by using his smartphone. Wear the vibe and let your partner tease you with suggestive messages about 'when he will turn it on'. Then when he does, share a video of how much you're enjoying it via the secure We-Vibe Connect smartphone application. Just get creative and don't be afraid to incorporate toys and lingerie in your sexy play; we guarantee it will only add another pleasurable dimension to your sexting fun.

## Voyeurism in 2017: Sexting

In Scala's Tips & Tricks we do our best to give you new and interesting insights that will help you to serve your customers better! Our in-house sexologist and sex therapist Sara will extend her knowledge to help you boost your sales. This edition will learn you more about sexting.

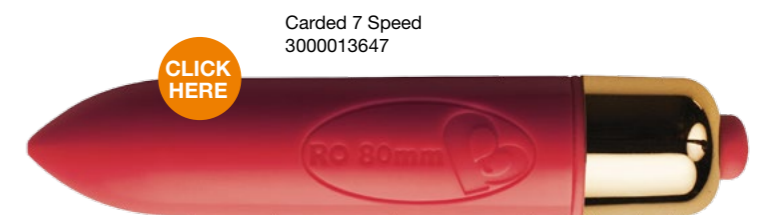
Do you have a pending question or issue that we should cover in one of the next issues of PLAY magazine? Send an e-mail to [PLAY@scala-nl.com](mailto:PLAY@scala-nl.com) with your suggestion.



We-Vibe Sync  
3000013827

## Risky business

Although sexting is massive fun and can really spice up your love life, there is something important to be aware of when sending each other suggestive messages: the risk of exposure. Simply put: the risk of your intimate messages ending up on the World Wide Web, for everyone to see. Now, as you're probably not a major celebrity; the risk of hacking is minimal, but that doesn't mean you can just share everything without thinking about the consequences. Once sent, your photo is suddenly your partner's responsibility; meaning if you guys brake up, he or she might use it for 'revenge' or share it with their friends. Make some clear agreements with your partner about your sexting content. For example: once a month delete all each others intimate messages, only use certain social media channels like Snapchat where content is automatically deleted instead of saved, or only take photos of your body to protect your identity. Whatever works for you, but do discuss it to prevent unwanted situation in the future. So let your dirty mind take control, but do it in a responsible, secure way! Have fun!



Carded 7 Speed  
3000013647

# Coming Soon



the *Rabbits*  
by TOYJOY

# Next Time



the *Scala Fair*  
edition



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