



# Media Kit

*“The best things in life empower us to be free - free to explore, free to discover, free to live, free to be. That’s Bedroom Kandi.”*

Welcome to Bedroom Kandi, where people and their partners can pamper themselves with intimate luxury! Our mission is to destigmatize intimacy and self-love, promote sexual wellness and education, and empower entrepreneurs to find success and happiness in the business of pleasure.

With Bedroom Kandi, you can shop for a range of products, from intimate massagers to luxurious bath & body items. You can sign up to host your very own Bedroom Kandi Home Party for yourself and your friends to shop and have fun. And if you want to join us in our mission and our community, you can sign up to be a Bedroom Kandi Boutique Consultant, and start your own business where you call the shots!

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# Company History

You don't hear it often, but what a difference a television show can make.

During the second season of Bravo's top-rated "Real Housewives of Atlanta," Kandi Burruss gave the audience a peek at her weekly relationship show, "Kandi Koated Nights." The audience quickly discovered that KKN was about more than relationships. It was an open forum for all areas of sexuality, including intimate toys and self-pleasure.

This caught the attention of OhMiBod, the female-owned and operated creator of the original iPod® vibrator. One of OhMiBod's core missions is reducing the stigma associated with self pleasure by increasing awareness about the role it plays in one's sexual health and well being. In Burruss, they saw an ideal partner in shifting cultural attitudes, and started looking for ways to connect with the Grammy award-winning star. Little did they know that Burruss was looking for a manufacturer to help create her own line of intimate pleasure products.

Just a few months later, Bedroom Kandi was born.

Designed to bring pleasure to singles and couples alike, the affordable line of luxury, sex-positive products officially launched in October 2011. Less than five months after entering the market, Bedroom Kandi won Best Overall Toy Line at the 29th Annual AVN Awards. Dubbed "the Oscars of adult" by Entertainment Weekly, AVN celebrates outstanding achievements in adult entertainment. It is the industry's biggest night, and the award itself, the industry's highest honor. The recognition helped further Bedroom Kandi and OhMiBod's joint mission of increasing acceptance of personal pleasure and intimate toys.

In August 2012, Bedroom Kandi made waves again when it launched Bedroom Kandi Boutique Parties. The home party program focuses on the sale of the line's boutique collection by a nationwide team of independent consultants. However, BKBP is about more than selling intimate products. It's a chance to spread Bedroom Kandi's message of sex positivity, health, and responsibility across the country. The program also empowers its consultants to become leaders in their communities as they motivate and inspire their peers.

As if August 2012's BKBP launch wasn't enough, that September saw Bedroom Kandi bring home another honor when the popular "Kandi Kisses" won the 2012 AVN "O" Award for Outstanding Debut Product. Bedroom Kandi would go on to be nominated for and receive numerous awards for its products and program, including the XBiz Award for Home Party Company of the year in 2018, and again in 2020.



In 2018, Bedroom Kandi expanded into a lifestyle brand with the introduction of Kandi Koated Cosmetics, a beauty brand initially available exclusively through Bedroom Kandi Boutique Consultants.

Over eight years after its inception, Bedroom Kandi has expanded significantly, having sold over 10,000 starter kits and expanded its product line from five items to hundreds. We are still growing, still going strong, and looking forward to the future!

# Kandi Burruss | Founder, Bedroom Kandi

Kandi Burruss is a mother, singer, songwriter, TV star, executive producer, creator, and entrepreneur.

The risk-taking beauty began her career as a founding member of the multi-platinum girl group, Xscape. Twenty years later, she is a Grammy award-winning artist, star of Bravo's "Real Housewives of Atlanta", CEO of Kandi Koated Entertainment, and creator of the award winning intimate toy line, "Bedroom Kandi" and cosmetics company "Kandi Koated Cosmetics."

"I've always believed that if you can dream it, you can achieve it. I've been blessed with a lot of success. To some, it seems that it has happened overnight, but after 20 years in entertainment, that's hardly the case," states Burruss.

Burruss' songwriting talents played a key role in selling more than 60 million records worldwide for iconic stars such as Whitney Houston, Mariah Carey, TLC, Destiny's Child, and Alicia Keys. Writing hits for some of the biggest artists in the business also helped her amass a number of high profile music awards, including two Grammys and the ASCAP "Songwriter of the Year." Burruss was the first woman to receive this honor.

These experiences gave Burruss the confidence to take her knack for creating and expand her empire to a number of ventures, including:

- Bedroom Kandi
- Kandi Koated Cosmetics
- T.A.G.S.: Trendy Atlanta-based boutique that provides affordable, quality threads for style-conscious individuals
- Old Lady Gang restaurant
- "Kandi Koated Nights" on Ustream and Bravo - a series about sex and relationships



Burruss was also recently the first woman ever to win *The Masked Singer* celebrity musical competition!

Even with so many projects underway, she's always looking ahead and planning her next move. "So many people are afraid of failure, but not me," Burruss says. "The only way you're going to be successful is if you're fearless. I try to go into everything with that state of mind."



# Our Product Line

## BEDROOM KANDI

Bedroom Kandi's product line started with just five items when we launched in 2011, and has expanded to include hundreds of items in a multitude of categories! Our product line includes:

- **SEX TOYS** - Bedroom Kandi has developed a broad assortment of vibrators and toys for a variety of forms of stimulation. Whether you prefer a clitoral vibrator, g-spot stimulation, dual-stim, back door play, or something else, Bedroom Kandi's diverse toy collection likely has a beautifully-designed toy that will fit your needs.
- **LUBRICANTS** - We pride ourselves in carrying only top-tier, all-natural vegan lubricants made with quality botanical ingredients.
- **SENSUAL PRODUCTS & FOREPLAY FUN** - Foreplay is every bit as important as the main event, as is setting the mood! We carry arousal gels, erotic creams, sexy dice, massage oil candles, chocolate body paint, and more!
- **SOFT BONDAGE & POSITIONING AIDS** - We have an award-nominated DARK DESIRES soft bondage collection perfect for exploring beginner kink, our MYSTIQUE collection of BDSM-inspired fashion, and a number of positioning aids from straps to swings to help you explore new horizons.
- **SEXUAL EDUCATION & BOOKS** - We carry a number of books focused on sexual education and exploration, as well as erotic inspiration!
- **BATH & BODY PRODUCTS** - We believe in self-care as an aspect of self-love. In addition to our intimate products, we have a full range of bath & body items dedicated to personal care and feeling your best. When you feel clean, comfortable and confident, you are primed for success! You can try out our SHINE hair care line of argan-oil infused hair products, our SEDUCE ME collection of pheromone-infused bath products, our BK FOR MEN bath collection, our WELLNESS collection, and more.



## KANDI KOATED COSMETICS

The Kandi Coated brand was developed and launched in 2018, and is available through Bedroom Kandi. A luxury cosmetics brand, Kandi Coated is 100% cruelty-free, with vegan, paraben-free, and gluten-free options available. The line is designed to compliment all skin tones, with colors for casual daytime wear, and knockout evening looks. We aim to celebrate the diversity of beauty by making sure there's something for everyone!



Kandi Coated carries products for face, eyes, and lips, with pencils, lipsticks, concealers, blushes, eyeshadows, glosses, and more. To learn more, visit [kandikoated.com](http://kandikoated.com)

# Our Commitment to Quality

## OUR PRODUCT PHILOSOPHY

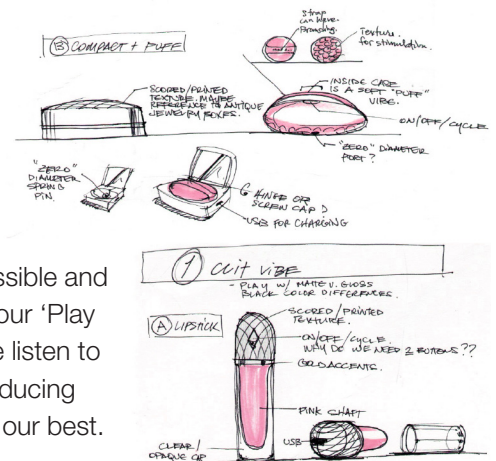
Bedroom Kandi is an inclusive company, and we are dedicated to meeting the needs of all our customers, no matter their gender, sexuality, size or shape. While most of our products can be enjoyed by anyone, we have developed products with men and women in mind, as well as products developed specifically for the LGBTQ+ community.

We are committed to creating beautiful, high-quality, safe and reliable products, and to supporting a diverse community with a positive impact on the world. Whether we're ethically sourcing shea butter for our Giving Tree line from women's cooperatives in Ghana, or providing you with locally-made bath and body products free of animal testing, we care about where our products come from every bit as much as where they're going.

## OUR PRODUCT DESIGN

The innovative mind behind Bedroom Kandi's toys is Mathieu Pung, an industrial designer with a wealth of experience from a wide range of industries. His exciting designs combine usability and ergonomic comfort with beautiful and elegant shapes, for physical and aesthetic pleasure.

In keeping with our dedication to diversity, we also design our products to be accessible and enjoyable for a wide range of users. We product test positioning products such as our 'Play with Me' positioning strap to accommodate a variety of sizes and body shapes. We listen to customer feedback, and we are always looking to improve our product line by introducing new items and re-imagining existing ones so that we are always providing you with our best.



## MATERIALS MATTER

Not all adult toys are created equal. Cheap materials not only break down and decay, but they can pose a risk to your health. When you buy Bedroom Kandi, we know you're trusting us with one of the most intimate parts of your life, and we take that trust seriously.

All of our toys are made of premium-grade hypoallergenic, non-toxic, non-porous silicone and ABS plastic. They're latex-free, and phthalate-free. We use natural, vegan-friendly ingredients wherever possible in our lubricant and bath and body lines, and all our lubricants are glycerine and paraben-free.

- **Why is phthalate-free important?** Phthalates are a softening agent contained by many plastics. But in addition to making the plastic softer, they also make it porous, which can allow bacteria to develop and build up. This in turn places you at risk for infection! The US does not currently regulate phthalate usage, but we have taken the initiative to drive them out of our product line, putting only high-end, body-safe products into the market.
- **Why is glycerine-free important?** Glycerine (also glycol and glycerol) is a humectant found in many lubricants. It is also a sugar derivative, which can be a source of UTIs and yeast infections, particularly in individuals already prone to those conditions. Instead of glycerine, our lubricants are made with natural, organically-sourced plant cellulose!
- **Why is paraben-free important?** Parabens are common preservatives used in many cosmetics. Some studies have shown a high amount of parabens present in biopsies of breast cancer tissue; while there's no definitive proof of causation, and parabens remain legal in the US, several countries in the EU have begun to phase them out of use. We decided to join them in getting ahead of the curve, and avoid risking the health and wellness our our consumers.



# Home Party Program

## THE RELATIONSHIP BUSINESS

We are in the business of relationships! Not just intimate relationships, but the relationships we have with ourselves, our desires, and the people we can talk to comfortably about these personal subjects.

Kandi has always been a trailblazing entrepreneur, and that is something she and Bedroom Kandi wanted to share with others. We launched our Bedroom Kandi Boutique Parties program in 2012 to turn shopping for intimate products into something that wasn't simply an impersonal online shopping experience, but an opportunity for connection and a mutually-beneficial experience that builds relationships between shoppers and independent entrepreneurs.

Shoppers and party hosts can turn the act of shopping into a social and educational activity; an entertaining party with friends, or the opportunity to talk with an expert to learn about sexuality and break down stigmas. Throw out the shame, and instead celebrate your commitment to self-care and self-love!

## CONSULTANTS & EARNING

The BKBP Home Party program allows individuals who are passionate about our products to become Consultants -- brand spokespersons, sales representatives, and educators -- assisting customers with online and in-person shopping at home parties (or virtual parties!) to find exactly what they need. Consultants earn commissions in turn, **starting at 40% and earning through home party sales, web sales, and team commissions.**

Consultants are independent business owners empowered with the freedom to operate their own Bedroom Kandi business on their own schedule, as their own bosses -- but with the support and training of the Bedroom Kandi Home Office team.

In addition to commissions, Consultants enjoy perks such as:

- Subsidized Host Rewards Program, with exclusive Host-only deals
- Massive celebrity media exposure
- Lifestyle bonuses, charms, prizes and more!

## CONVENTION & COMMUNITY

Consultants are also invited to join us for our **annual Bedroom Kandi Convention each August**, for a weekend of training seminars, special speakers, exciting announcements, awards, partying, and more! Convention is not only an incredible opportunity for business development, but for building bonds with fellow consultants and being a part of a larger community.

In addition to Convention, there are nationwide training and opportunity events hosted by Consultant leaders for growth and development, as well as regular team calls open to the Bedroom Kandi consultant community.

Consultants are in business for themselves, but never by themselves!



# Ethics & Ideals

## **INCLUSION & DIVERSITY**



Bedroom Kandi believes in supporting and cultivating a diverse community; we welcome everyone to be consultants, customers, or hosts, no matter their gender, orientation, color, or background. We try to reflect this in our charitable commitments (see below), our product development (see p.5) and our actions as a team (we are a regular presence at our local LGBTQ+ Pride celebration since 2016!).

We care about making our community a welcoming place where anyone can thrive, grow, and love themselves. Pleasure, self-love, and self-care are for everyone!

## **SUPPORTING OUR COMMUNITIES**

We believe in supporting our local communities wherever possible. Whether this means locally sourcing our printing, or supporting small marginalized entrepreneurs in product development (such as the development of our award-nominated PURE activated charcoal body bar!).

We also believe in encouraging and equipping our consultants to be leaders and educators in their own communities, to improve intimate knowledge, wellness, and relationships with those around them.

## **CHARITABLE GIVING**

We believe in giving back and supporting causes that help others. Bedroom Kandi does regular fundraising each year through raffles, special bundles, and more, and has donated to The Trevor Project, The NAACP Legal Defense Fund, The Movember Foundation, 50 Shades of Pink, The Vinnie Myers Team (reconstructive tattooing for breast cancer survivors), and Kandi Burruss' charity, Kandi C.A.R.E.S.

## **ETHICAL PRODUCTION**

The production and sourcing of our products is another area where we are committed to an ethical standard. To that end:

- All our lubricants and bath & body products are produced in the USA.
- All our products are 100% cruelty-free, meaning we use NO ANIMAL TESTING.
- Our packaging is designed to be recyclable.
- Our toy factory uses 100% renewable solar energy, is a member of SEDEX (Global Ethic Standards), is compliant with all China environmental protection legislation & additional global standards, and is independently audited every year.

## *Social Media*

### **BEDROOM KANDI**

Facebook: @BedroomKandi

Instagram: @BedroomKandi

Twitter: @BedroomKandi

Pinterest: @BedroomKandiBoutiqueParties

### **KANDI KOATED**

Facebook: @KandiCoatedCosmetics

Instagram: @KandiCoatedCosmetics

Twitter: @IamKandiCoated

Pinterest: @KandiCoatedCosmetics

## *Digital Catalogs*

### **BEDROOM KANDI:**

<http://catalog.bedroomkandi.com/>

### **KANDI KOATED:**

<http://catalog.kandikoatedcosmetics.com/>

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