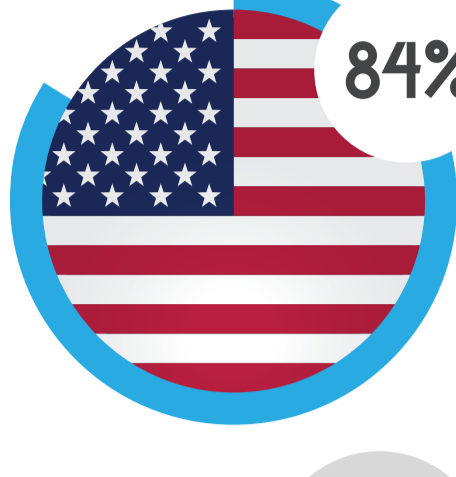
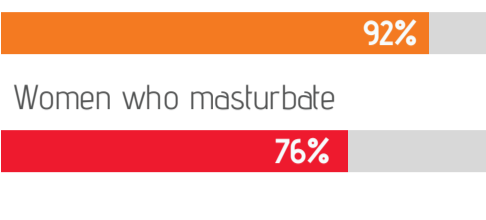


AMERICANS MASTURBATE A LOT, BUT THEY DON'T TALK ABOUT IT MUCH

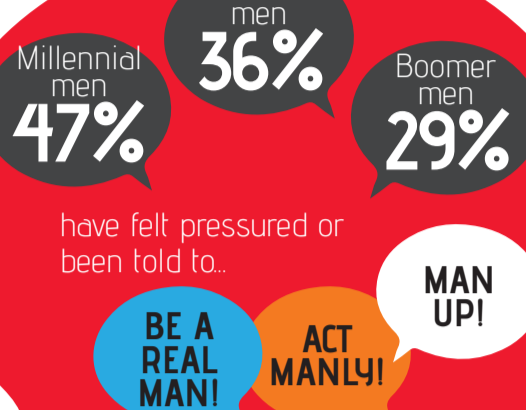


84% OF AMERICANS MASTURBATE



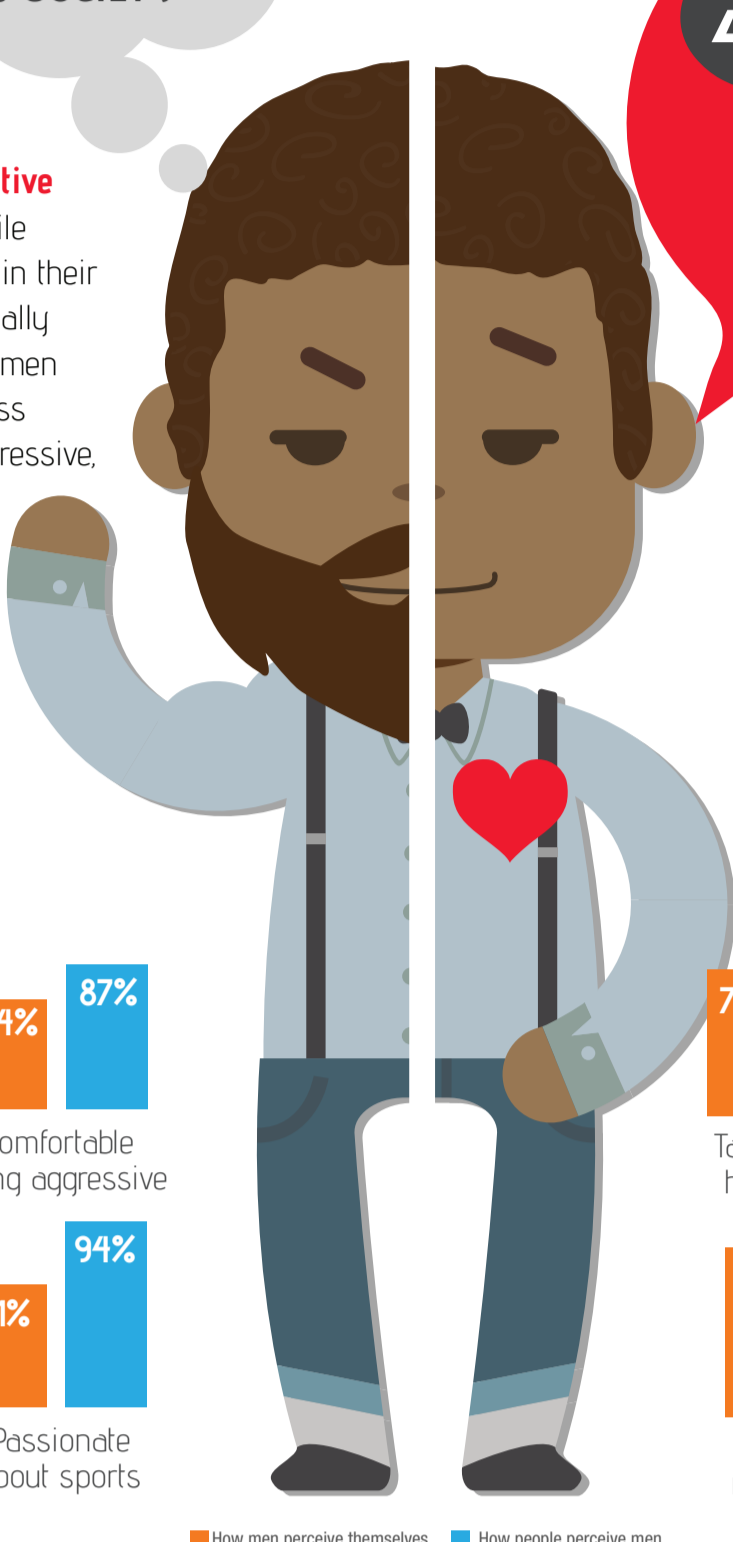
THIS LEADS MEN TO BE QUIET ABOUT THEIR MASTURBATION HABITS AND MISUNDERSTOOD BY SOCIETY

47% of Americans think it would benefit society to talk more openly about sexuality



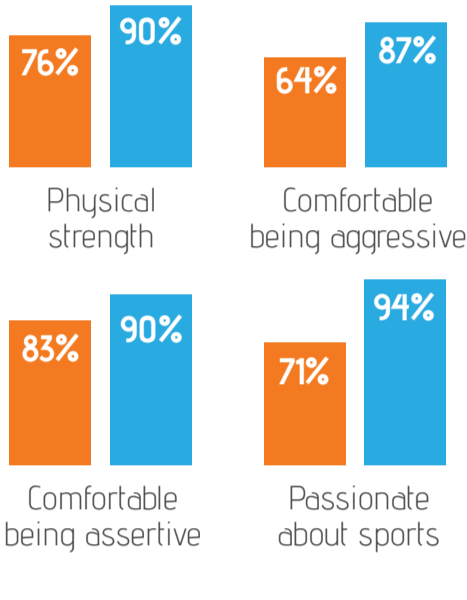
Men are more sensitive than we realize

While Americans think men in their country value traditionally "manly" things, most men said they are much less comfortable being aggressive, and more comfortable talking about their feelings with others.

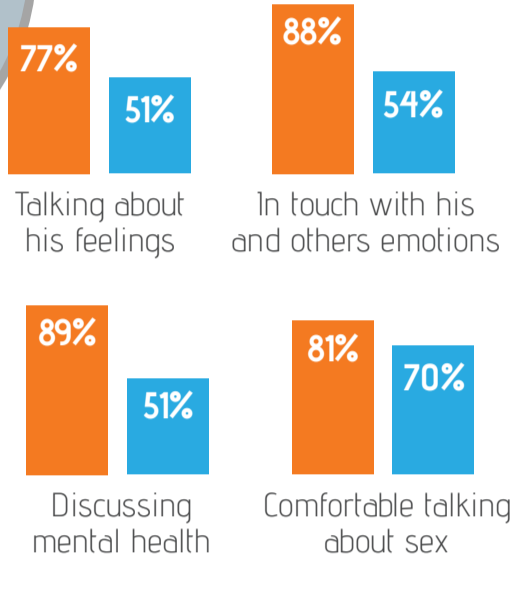


MEN SHOULD BE ENCOURAGED TO "FEEL MORE," IN LIFE AND LOVE!

TRADITIONALLY "MANLY" TRAITS



MORE "FEELING" TRAITS



How men perceive themselves | How people perceive men

THE EMERGENCE OF MEN WHO "FEEL MORE"

MEN WHO "FEEL MORE" ARE MORE IN TOUCH WITH THEIR OWN FEELINGS AND DESIRES AND THOSE OF OTHERS

THE BENEFITS OF FEELING MORE

MEN WHO "FEEL MORE" LIVE BETTER LIVES, PHYSICALLY AND SEXUALLY

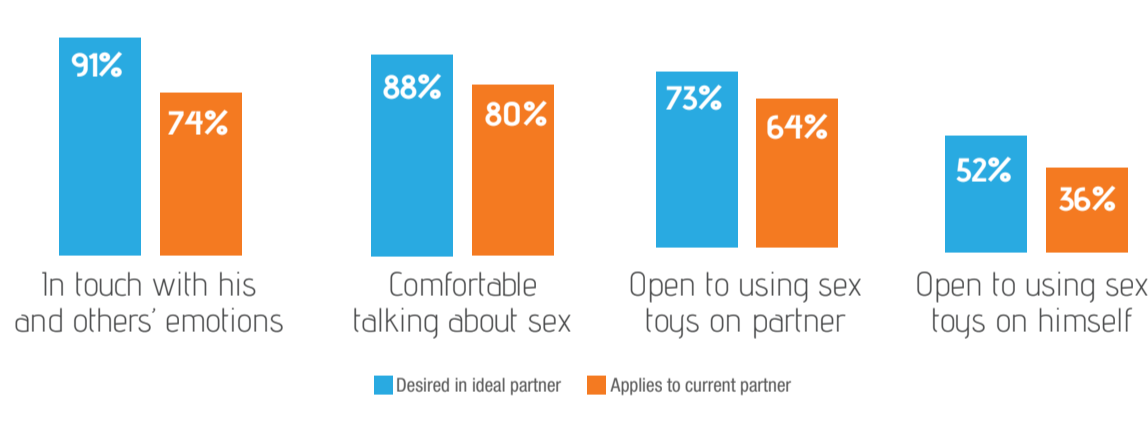
Compared to other men, men who "feel more" experience:



MEN WHO "FEEL MORE" ARE CLOSER TO THE IDEAL PARTNER

Women and gay men say their ideal man is more sensitive, open to talking about sex, and more open to using sex toys than their current male partner.

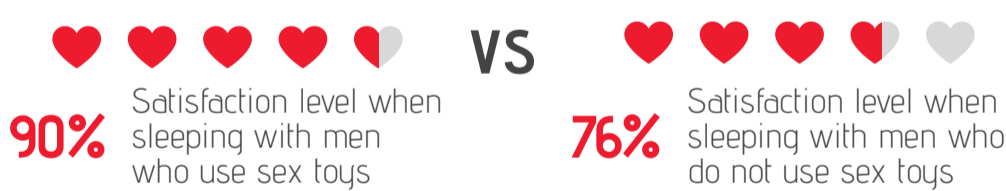
QUALITIES OF AN IDEAL MAN



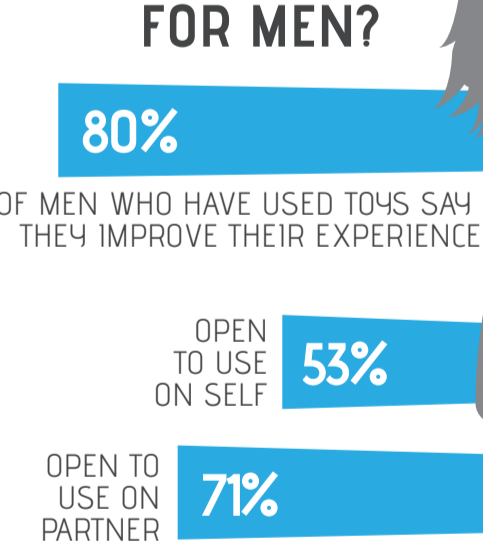
AMERICANS INTERESTED IN MEN NAME THEIR TOP 5 "IDEAL MEN"

- George Clooney
- Brad Pitt
- Tom Hanks
- Barack Obama
- Denzel Washington

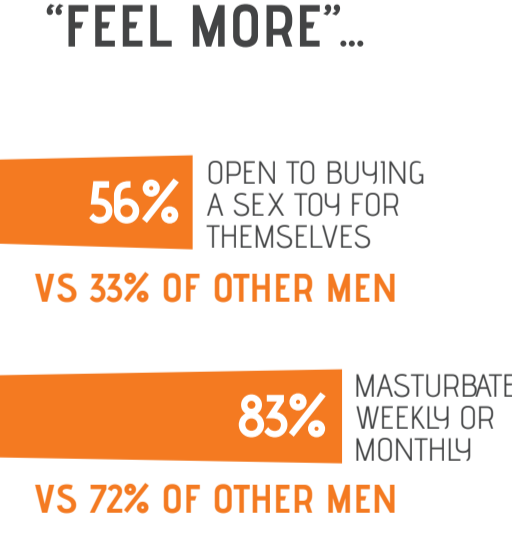
AMERICANS SAY MEN WHO USE SEX TOYS ARE MORE SATISFYING LOVERS



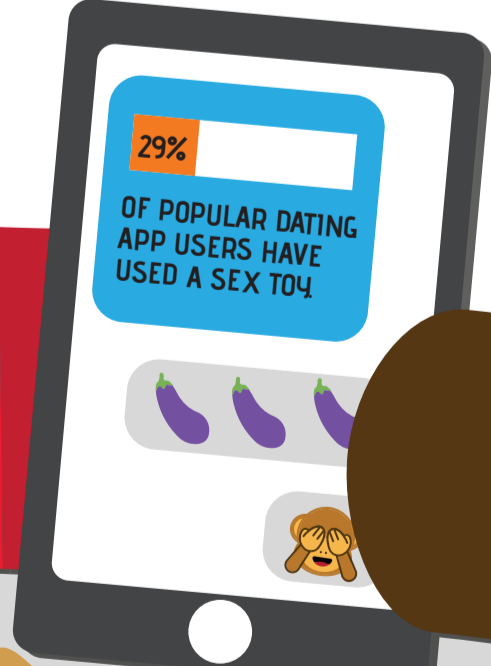
SEX TOYS FOR MEN?



MEN WHO "FEEL MORE"...



FUN FACTS ABOUT SEXUALITY IN THE UNITED STATES



TOP 5 CELEBRITIES AMERICANS FANTASIZE ABOUT WHEN THEY MASTURBATE

- Beyoncé
- Jennifer Lawrence
- Kim Kardashian
- Taylor Swift
- Kylie Jenner
- Brad Pitt
- Johnny Depp
- Chris Hemsworth
- Tom Cruise
- Chris Pratt

SEE HOW YOU CAN "FEEL MORE"

TENGA

NEW ADULT CONCEPT

BE POSITIVE, BE SMART, BE FREE PLEASURE, THE WAY IT SHOULD BE

FEELMORE.GLOBAL

TENGA, in partnership with PSB, surveyed more than 13,000 men and women aged 18-74 across 18 countries that make up 57% of the world's population about their habits and views toward self-pleasure, sex, gender dynamics and sex toy usage. The survey was completed February - March 2018.

\*For the purpose of this study, we defined "men who feel more" as men who agree they: are in touch with his own emotions and the emotions of the people around him, are comfortable talking about his feelings or personal challenges, are open to trying new sexual experiences, are comfortable interacting with people of all sexual orientations, and believe women and men should have equal roles in the workplace.