

Japanese Pleasure Brand TENGA Reaches Out to Support Young Adults



- The [PREMIUM TENGA FRESHERS CUP](#) is part of the PREMIUM TENGA Series, which features thicker materials, more refined internal details, and a unique lotion, giving a premium sensation to the user.
- The PREMIUM TENGA FRESHERS CUP is a limited edition pleasure item that is available at the lower price of TENGA's iconic Original Vacuum CUP, to celebrate young adults who are becoming newly independent with a premium experience at an affordable price.
- TENGA is also giving away a FREE COMING OF AGE CUP to students who make a purchase after verifying their Student ID on TENGA STORE USA (<https://usstore.tenga.co>), in addition to the regular 10% Student Discount.

Tokyo - TENGA, the leading Japanese adult pleasure brand, is offering a helping hand to those who are embarking on a journey of making significant changes to their lives, such

as starting or graduating higher education, beginning their first full-time adult job, or moving somewhere new.

THE HIGHEST QUALITY AT A LOW PRICE

Around this time of year, many young adults are moving out on their own to take on new responsibilities, and enjoying their first paychecks with freedom as an independent adult. However, with the burden of household bills, moving costs, or an entry level salary, the large majority may find that there isn't a lot of spending money to play with at the end of each month.

To help ease the pain of this new realm of responsibility, TENGA is lending a helping hand to those fresh-faced adults with the PREMIUM TENGA FRESHERS CUP, a premium quality product from the CUP Series but available at the lower price of the ORIGINAL VACUUM CUP. This special edition TENGA CUP provides an elevated experience with enhanced materials and design, ensuring maximum pleasure for users so they can experience luxury at an affordable price.

FREE CUP WITH ANY ORDER FOR STUDENTS

In a further gesture to celebrate the transition into adulthood, students who log in with a verified Student ID will receive a free limited edition TENGA COMING OF AGE CUP with ANY order, while stocks last.

The TENGA COMING OF AGE CUP is a special edition of the Standard ORIGINAL VACUUM CUP, TENGA's flagship product, coming in a limited "COMING OF AGE" design.

Rika Adachi, Global Marketing Manager at TENGA, says: "The FRESHERS CUP and the COMING OF AGE CUP are our way of celebrating a key life event with our fans. We want to provide everyone with a safe and easy introduction to TENGA, setting the stage for a positive and enjoyable journey of self-discovery."

PREMIUM TENGA FRESHERS CUP Key Features

- Premium Materials: The FRESHERS CUP is part of the PREMIUM TENGA CUP Series that features a luxurious elastomer sleeve 1.5x thicker than the Standard CUP Series, pre-lubricated with our premium internal lotion for the ultimate TENGA CUP experience.
- Enhanced Design: The internal structure has been renewed and redesigned from the original Standard CUP, with more intricate internal details for an elevated experience.
- Affordability: Premium sensations available at the same price as the Standard ORIGINAL VACUUM CUP.

Available from: [TENGA STORE USA](https://www.tenga-store.com)

- Prices start from \$9

COMING OF AGE CUP Key Features



- To mark the transition into adulthood, eligible individuals can enjoy the classic sensations of the ORIGINAL VACUUM CUP for free.
- Not for sale. Only available through TENGA's official E-Commerce, for university students with a verified Student ID while stocks last.
- Tight squeeze upon insertion, unrivalled stimulation from unique internal details, and an air hole on top for suction control.
- Limited Edition "COMING OF AGE" design.

Product Specifications:

- Size (D × W × H): 69 × 69 × 155 mm / 2.72 × 2.72 × 6.10 in.
- Insertion Length: 150 mm / 5.80 in.
- Insertion Width: 45 mm / 1.80 in.
- Weight:
 - COMING OF AGE CUP: 122 g / 0.27 lbs.
 - FRESHERS CUP: 154 g / 0.34 lbs.
- Other Specs: Disposable, Pre-lubricated
- Materials:
 - Insert Sleeve: Thermoplastic Elastomer (TPE)
 - Casing: PE
 - Lubricant Ring: PU

For more information, interviews or images, please contact Alexandre Perron:

alex@tenga.co.jp

TENGA PROMOTIONAL NEWS

CALLING ALL UNIVERSITIES AND STUDENTS

The TENGA UNI is the next-generation pleasure product that is aiming to break the barriers of sexuality, and to help celebrate its launch, Japanese pleasure brand TENGA is giving away

FREE TENGA UNIs to university events and gatherings around the world. The **‘TENGA UNI University Tour’** aims to raise the awareness of the importance of pleasure for all, through a range of sponsorship activities ranging from sample packs to tailored games, prizes, and freebies. Any student or student union can apply by filling out a simple entry form [here](#) and help remove the stigma around pleasure, whatever your gender!

TENGA has long had the vision of "Creating happiness by enriching the sexual lives of people around the world." From 2007, TENGA has expanded its business globally, beginning with neighboring Asian countries and then expanding to the United States and Europe, offering more than 200 products and satisfying the various needs of our customers.

The company sells its products in 73 countries around the world, together with iroha, a brand specializing in women's self-care and pleasure products, and TENGA Healthcare (THC), a brand with the aim of creating a society free of sexual concerns and issues.

In 2023, TENGA achieved a significant milestone by surpassing 10 billion yen in worldwide sales in a single year. In 2022, the company opened able! FACTORY, an employment support facility actively involved in aiding individuals with disabilities, so they may focus on the joy of making. As part of its diverse business activities, TENGA adopted the purpose of realizing a world where life is enriched with pleasure, continuing to operate as a company that supports all aspects of life, for the happiness of everyone around the world.

<https://tenga-group.com/en/>