

# TENGA Unveils the Next Evolution in Pleasure: The FLIP 360 Series

Celebrating 20 Years of Innovation with 360° Stimulation and a Sleek New Design



**Tokyo, November 7th, 2025** – As part of its 20th anniversary celebration, Japan's leading pleasure brand TENGA announces the pre-launch of its latest innovation: the **TENGA FLIP 360 Series**, a complete reinvention of its iconic FLIP line. With a striking, futuristic helical design and 360° stimulation, the FLIP 360 represents the next evolution in TENGA's pursuit of redefining pleasure for all.

## The Future, Redefined

Building on two decades of innovation and award-winning design, the FLIP 360 Series offers a **fully immersive 360° stimulation experience**, allowing users to enjoy pleasure from every angle. Free from the traditional slide-arm structure, this new model features an entirely re-engineered body that maintains the **signature FLIP-Open system** while offering enhanced flexibility, comfort, and control.

The FLIP 360 is available in **two elegant variations**:



**MIDNIGHT PURPLE** : Luxuriously springy and enveloping pleasure.

Bold internal details are packed throughout, enveloping you from every angle, creating an intensely stimulating experience.



**AURORA GREEN** : Boldly defined and dense stimulation.

Intricately sculpted details and dense elastomer embrace you from all directions, providing a gently immersive experience.

## Two Decades of Design and Discovery

Since its founding in 2005, TENGA has redefined what pleasure products can be, bringing sexuality to the forefront for everyone to enjoy. With over **162 million products sold worldwide**, the brand continues to challenge conventions through technology, aesthetics, and inclusivity. The launch of the FLIP 360 marks a milestone in TENGA's 20-year journey, merging sleek design with advanced functionality to offer a product that truly embodies "**THE FUTURE, REDEFINED.**"

**Rika Adachi, Global Marketing Manager for TENGA, says:** "The FLIP 360 represents the culmination of 20 years of innovation at TENGA. It's not only a new design, it's a new way to experience pleasure. With 360° stimulation made possible by the refined engineering of the twisting body, the FLIP 360 invites users to explore sensations beyond the limits of traditional pleasure items."

## Pricing & Availability

The **TENGA FLIP 360 Series** will be available for pre-order starting November 7, 2025, as a special bundle that includes a **TENGA Lotion Regular** and a **TENGA Lotion Refill Regular** offered as a bonus to customers pre-ordering, ahead of its full release in January 2026.

- Available via [TENGA STORE USA](#) at \$159.99

Images available [here](#) / Product video available [here](#)

For more information, interviews or images, please contact  
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## **About TENGA | [Brandsite](#)**

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/>