



LELO launches IDA™ Wave: Take matters into your own hands

IDA™ Wave is a dual stimulation massager created for those curious enough to delve into the search for the sexual awakening of their true self.

Prepare yourself for the next generation of the most significant hype in the industry - app-controlled toys. But, instead of following others, [LELO](#) ups the game and gets even more out of this newest addition to its portfolio - the LELO IDA™ Wave.

LELO IDA™ Wave is primarily a toy for women who take pleasure into their hands and prefer penetrative stimulations to achieve their orgasm. It's a pleasure device for a woman who is curious about her body and willing to explore, one that stimulates her g-spot experience and helps her achieve an otherworldly orgasm. It is for a woman curious about orgasms she never experienced herself, who prefers to test new things alone, all the while knowing it will heighten her experience with a partner.

Unlike any other similar product

The IDA™ Wave design offers a hands-free clitoral stimulation together with WaveMotion 2.0 for g-spot stimulation, bringing you to orgasm so indulgent that you will want it all for yourself.

It combines LELO's unique Wavemotion™ technology for internal stimulation while providing gentle but precise vibrations for the clitoris. This technology is developed for LELO "Wave" pleasure objects that move like a subtle wave. It is inspired by the caress of a lover's fingers, as the vibrator's sculpted tip surges in like a finger massage like no other vibrator, reaching your G-spot with ease. While its generous body rises and falls, the powerful clitoral stimulator creates a blended climax that crashes over you, thus making it the best choice for first-time users, as well as those a bit more experienced (mid-advanced users).

The flexible design, made for a seamless fit, allows you to indulge in the vibrating head and a tail controlled by the Wavemotion™ technology for a natural experience that pleasure will become an integral part of your wellness.

For all PR inquiries: pr@lelo.com

LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, leading to a fulfilled intimate life. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

LELO

Come Together

Our latest app-connected dual vibrator IDA™ Wave emerges as an icon of pleasure that never disappoints, ideal for sexual awakening on your terms. Allow IDA™ Wave to push all your pleasure buttons, with two powerful motors working relentlessly to offer clitoral and G-spot stimulation. Take your time slowly, connect the app to explore more vibrating patterns, and surrender to the updated design that suits all shapes and sizes for a perfect fit. Or perhaps, play with your partner and surrender to the ultimate hands-free stimulation.

IDA™ Wave in a nutshell:

- APP connected. Connect and control your device via Bluetooth for extended pleasure.
- WAVEMOTION™ TECHNOLOGY. A rotating finger-like massage motion is a source of deep pleasuring on the G-spot.
- Dual internal & external stimulation
- Completely re-designed since IDA™ for the best fit for female anatomy
- Waterproof & extra-soft silicone
- It comes in Black and Coral Red

RRP: 189 euros/dollars

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