



LELO makes a full circle and pays homage to its beginnings with LELO LILY™ 3



On the eve of its anniversary, LELO presents the new version of the toy that started it all - the LELO LILY.

Twenty years ago, LELO's first toy ignited the passion and fed the dream of breaking taboos and stigmas around pleasure, at the same time helping usher in an era of sexual wellness and changing the omnipresent narrative at that point - shifting from a male-centric to female-centric perspective. Now, twenty years and billions of orgasms later, [LELO](#) presents the upgraded, more powerful and improved [LILY™ 3](#) - the first product launch of the birthday year.

With LILY™ 3, LELO seeks to go beyond the standard offering and stimulate multiple senses at once, and add an extra dimension to personal pleasure. Every woman is different and looks for different things in their LELOs. By expanding its portfolio, LELO is offering more variety and paving the way for exciting developments. Building on the reputation of the original LILY™ as one of the most beautiful and beloved pleasure products of all time, which completely transformed the sex toy industry on its release, LILY™ 3 is poised to cement its legacy.

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, that leads to a fulfilled intimate life. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



The powerful successor of the already impressive predecessor

LELO has always been an innovator, a pusher of boundaries, and a challenger of the convention. That's what made the company so recognisable. The new LILY™ 3, is not only more powerful than its predecessor but it is also waterproof and comes in three colours to make up a sex toy that elegantly combines sensual stimulation with physical stimulation to create a powerful integrated orgasmic experience.

The LILY™ 3 targets a whole new sense response system in a new and unexpected way. It is a personal massager perfect for solo or couples' play and an evergreen product that has improved from generation to generation, always reliable and ever-present thanks to its small, discreet and ergonomic design. Allow it to guide you on a passionate journey, triggering your senses for an unforgettable experience.

Key features:

- Compact and discreet design allows your LILY™ 3 to be by your side, wherever you go
- LILY™ 3 offers ten different vibration patterns, varying in intensity from a teasing murmur to a satisfying pulse.
- USB rechargeable and fully waterproof allowing unlimited climaxes anytime and anyplace, including the bath or the shower.

To celebrate - LILY™ 3, will be offered at a special price of **79\$/€** (the regular price **159\$/€**) during all of 2023, a year which marks LELO bringing 20 years of pleasure.

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