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PLEASURE AND STRENGTHENING FROM ONE GAME-CHANGING SELF-EXPLORATION TOOL DESIGNED FOR WOMEN BY A WOMAN

The Magic Banana® Launching March 2012

March 5th – The **Magic Banana®**, an innovative new self-exploration tool designed for women by a woman, will be launching in March of this year. Defying categorization as purely a ‘pleasure object’ or a strengthening tool, it is unique in being the best of both worlds, bound to delight women the world over.

“It’s great that women are starting to talk about the need for self-exploration. In recent months, highly influential people in the media, like Oprah and Dr. Oz, have been addressing questions around the G-spot. My hope is that, this amazing tool is encouraging women to explore the joy of their own bodies more and more,” says Janeson Rayne, the creator of the **Magic Banana®**.

Janeson Rayne’s unique background as a yoga educator, veggie chef, fine artist, inventor and mom played an important part in bringing the **Magic Banana®** to life. Her curious nature, along with her deep underlying passion for holistic health and self-awareness, have inspired her journey to create this tool for self-exploration. The **Magic Banana®** features a flexible loop with a gentle upwards curve – a patented design perfected through 30 years of research and development. Squeezing action on the loop provides a unique and pleasurable way to build “inner strength”, while the curve gives extraordinary stimulation for the G-Spot.

Unlike many of the male-centric designs that are out there for either function (strengthening or pleasure), the **Magic Banana®** is an approachable, soft and pliable design, with no mechanical parts and requiring no batteries or charging. It works with women’s own rhythms and is much more in line with the act of lovemaking. “Enhanced muscle control, and knowing how to give and receive orgasmic pleasure from yourself, increases responsiveness and self-confidence, both in bed and in life,” says Rayne.

The **Magic Banana®** idea was first presented by Rayne on CBC’s *The Dragon’s Den* in 2006. However, since then, she has partnered with top international designers to realize her extensively-tested design and has moved production to the UK, noting that quality and safety are paramount when manufacturing a product of this nature. The **Magic Banana®** will launch in March 2012 and will be available at specialty boutiques and online retailers in the US and Canada in 2012. **Sexy Living**, a premier supplier of quality sensual and intimate products, has been appointed as exclusive North American distributor for the product.

In Rayne’s words, “the mission of the **Magic Banana®** is pure: empowering women to empower themselves with inner strength and happiness within.”



About Janeson Rayne International Inc.

Janeson Rayne International Inc. is a women-owned and operated company, based in Canada. - The **Magic Banana**[®], 30 years in the making, is their first product. Janeson Rayne International Inc. is committed to creating safe and lasting products (the **Magic Banana**[®] has a 10 year warranty) that empower women on their journey to self-understanding, pleasure and health.

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