



**'Lust in the USA'  
Canada's sexiest company and hottest adult-novelty newcomer, Lust  
Cosmetics Inc., is coming to America.**

CANADA – (Mar, 2009) The Toronto-based sexual wellness brand, which already distributes its all-natural line of sensual products promising to “put the play back in foreplay” throughout Canada, Europe and the UK, has partnered with US distributor, Entrenue, to debut Lust’s complete line in adult novelty stores and boutiques across the USA. One of the fastest growing specialty distributors in the US, Entrenue will ensure Lust’s line of body lotions, massage oils, lubricants and pleasure-balms will be available from coast to coast beginning this Spring.

“Entrenue’s company philosophy is perfectly aligned with ours – we both want to provide buyers with beautiful and unique products,” says Jordan Benson, Lust’s Director of Marketing and Sales. “We’re excited to have the opportunity to work with them to allow US retailers easier access to our product collection.”

Lust will team with Entrenue to officially launch the partnership at the LAS VEGAS International Lingerie Show, the largest of its kind held in the United States, from April 20 to 22 at the Rio Hotel in Las Vegas, Nevada. Lust Cosmetics specialists will be on hand to provide interview opportunities, answer questions, and satisfy adventurous consumers with product info and demonstrations. Visit [www.lustcosmetics.com](http://www.lustcosmetics.com) or contact Jordan Benson for further details.

Lust Cosmetics Inc. is a Canadian company bringing innovation to the bedroom with high-quality, value-priced sexual wellness products made and manufactured in Toronto. Lust's stimulating line of balms, creams, lotions and sprays feature all-natural ingredients that encourage sensuality and promote healthy libidos. Lust is committed to enhancing men and women's intimate sensory experiences. The Lust team believes sex isn't just for Saturday night! For more information please visit [www.lustcosmetics.com](http://www.lustcosmetics.com).

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