



## **Bluemercury Leads Normalization of Sexual Wellness in Prestige Beauty Retail with Vella**

New York, NY. (April 2022) – [Vella Bioscience, Inc.](#), the femtech company driven to put science in service of every woman's sexual empowerment, today announced a new retail partnership with the leading luxury beauty retailer bluemercury. This partnership will allow shoppers to purchase Vella's flagship Women's Pleasure Serum both online and in stores at 46 locations across the United States beginning this April. The innovative serum promotes more frequent, intense, and satisfying orgasms for cis women and will be the first sexual wellness product to be available within bluemercury's cutting-edge portfolio of beauty and wellness offerings.

"We are honored to partner with bluemercury and expand the Vella retailer portfolio to reach their engaged consumer base," said Nial DeMena, Chief Executive Officer of Vella Bioscience, Inc. "As we look to pursue our mission to support women's empowerment through sexual pleasure, our partnership with bluemercury is a critical component to make conversations around women's sexual wellness increasingly mainstream."

Founded by a team of medical researchers, scientists and beauty industry experts, Vella leads the intersection of proprietary science and luxury beauty for sexual wellness. Dr. Harin Padma-Nathan, the lead Principal Investigator for Viagra® and Cialis®, alongside esteemed chemist and Chief Product Officer Dr. Michael Frid, saw the opportunity to simplify female sexual wellness strategies. With proprietary nano-encapsulated CBD technology, the two industry pioneers created Vella Women's Pleasure Serum that works deep beyond the skin to relax the vaginal and clitoral smooth muscle tissue, making cis women orgasm ready. In just one year since its launch in May 2021, Vella has made strides in empowering women to take ownership of their sexual pleasure.

"bluemercury is always looking for the next innovative product as our mission is to offer more options and solutions for our customers' holistic wellbeing," says Tracy Kline, Head of Merchandising at bluemercury. "We're incredibly excited to partner with Vella and create more access for our customers to discover a broader spectrum of their wellness needs."

In addition to being available for purchase online, shoppers will be able to shop Vella Women's Pleasure Serum in person at bluemercury store across the country beginning in May, including:

- New York
- Chicago
- San Francisco
- Los Angeles
- Washington DC
- Atlanta
- Boston
- Philadelphia
- Jacksonville
- Charleston
- Tampa

Vella Bioscience, Inc. continues to revolutionize the sexual wellness category with their range of retail partners and new products in the pipeline. In addition to bluemercury, the Vella Women's Pleasure Serum is also available nationwide at luxury retailers, including Nordstrom, Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, and local boutique stores Shen Beauty, Lemon Laine, and select Cos Bar locations.

To learn more about the product visit <http://www.vellabio.com> and [www.bluemercury.com](http://www.bluemercury.com).

###

#### **About Vella Bioscience, Inc.**

Vella Bioscience, Inc. is a femtech company driven to put science in service of every woman's sexual empowerment. At the company's core, women come first. Founded by a team of medical researchers, scientists and industry experts, Vella Bioscience, Inc. leads the intersection of proprietary science and luxury beauty for sexual wellness. Vella Bioscience, Inc. launches with its flagship, category-first product, Vella Pleasure Serum, which is designed to give women power over their pleasure. The first-of-its-kind serum features proprietary nano-encapsulated CBD technology, which serves as the company's platform technology to advance a product portfolio of radical innovations further strengthening the promise of sexual empowerment for all women.

#### **About Bluemercury**

Bluemercury is widely recognized as the nation's largest and fastest-growing luxury beauty products and retail spa chain. Bluemercury was created as a haven for beauty lovers—a place for them to receive honest, expert advice and to find the best beauty products in the world, right in their neighborhoods. Bluemercury joined Macy's, Inc. (NYSE: M) through acquisition in March 2015. The retailer now boasts more than 180 specialty stores nationwide. For more information or to become a member of BLUEREWARDS, visit [www.bluemercury.com](http://www.bluemercury.com) follow @bluemercury on social media.

Bluemercury Press Contact:  
Kaplow Communications  
[bluemercury@kaplow.com](mailto:bluemercury@kaplow.com)

Vella Bioscience Press Contact:  
Magrino Public Relations  
[Vella@magrinopr.com](mailto:Vella@magrinopr.com)