

## ***Vella Bioscience Announces Launch of New Universal Lube for Ultimate Comfort for All***

*The Super Slip & Slide continues the brand mission of helping consumers to have power over their pleasure*

New York, NY. (September 2022) -- [Vella Bioscience, Inc.](https://vella.bio), the femtech company driven to put science in service of sexual empowerment today announced the launch of their first universal product – **The Vella Super Slip & Slide**. This is the first product from the brand developed for anyone and everyone who wants to maximize pleasure and minimize discomfort during intimate play.

The Super Slip & Slide will revolutionize the sexual experience for all. The silicon base provides just the right texture for exceptional glide while skincare hero squalene moisturizes and soothes. Developed for all bodies and all kinds of play, this lube provides a long-lasting and versatile experience. Following the other products in the Vella portfolio, the Super Slip & Slide continues to elevate the sexual wellness space with the sleek packaging. Vella encourages their consumers to proudly display Vella products on their nightstand, not hidden away, to bring sexual empowerment into the open.

“Our team is incredibly honored to be able to expand our sexual wellness portfolio to such a wide and engaged audience just a year after launch” says Nial DeMena, Chief Executive Officer of Vella Bioscience, Inc. “We’re constantly looking for innovative solutions that support empowerment through sexual pleasure and health, and with this product, we can reach new demographics that we had yet to with our hero products.

At launch, the Super Slip & Slide will be available on [vella.bio](https://vella.bio). Vella is now also available at luxury retailers, including bluemercury, Nieman Marcus, Bergdorf Goodman, Saks, Cos Bar, Lemon Laine, The Allure Store, and Shen Beauty. Additional product information can be found below:



**Vella Super Slip & Slide**

- 15ml SRP \$15.00
- 70ml SRP \$40.00

To learn more about the products or brand visit <http://www.vellabio.com>.

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

Vella Bioscience, Inc. is a femtech company driven to put science in service of 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. launched 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 encapsulated liposomal 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.

Vella Bioscience Press Contact:

Magrino Public Relations

[Vella@magrinopr.com](mailto:Vella@magrinopr.com)