There is but one certainty in adult retail: Lube is life. But in this Special Focus, we will highlight the liquids, creams and lotions that are everything but that one essential item, including massage and body oils, masturbation creams, delay sprays and enhancement lotion. Consider them lube’s second cousins, but still must-have items for any adult store—and any bedroom.

To be included in this Special Focus, or for focus-specific ad rates, contact SE’s Kristofer Kay or Caroline Ashe at (727) 723-8827 or email kris@storerotica.com or caroline@storerotica.com