

Ann  Summers
QUALITY ASSURANCE

MARKET LEADING QUALITY
FOR MARKET LEADING TOYS

WHEN IT COMES TO OUR TOYS

\ WE ARE **TESTING CRAZY** \
WE WANT YOU TO LOVE YOUR TOY AS MUCH AS WE DO
SO WE TEST TO LENGTHS THAT OUR COMPETITORS DON'T.

\ WE ARE **TRULY WATERPROOF** \
WHAT OUR COMPETITORS CALL WATERPROOF,
WE CALL SPLASHPROOF.

\ WE ARE **100% MATERIAL SAFE** \
ALL OUR PRODUCTS ARE LATEX FREE,
PHTHALATE FREE AND CADMIUM FREE.

WHY?

BECAUSE WE ARE
ANN SUMMERS

OUR QUALITY ASSURANCE MESSAGE

We're proud of our toys and we're proud to put a Quality Assurance message on the side of all of them. There's a lot about our toys that you can't necessarily see but we think you care about.

We have stringent tests that we put all of our toys through.

More so than any other toy maker in the UK.

That's because, simply put, we care about making the best toy we can possibly make. We want to do everything we can to make sure you can enjoy playing with your toy for years to come.

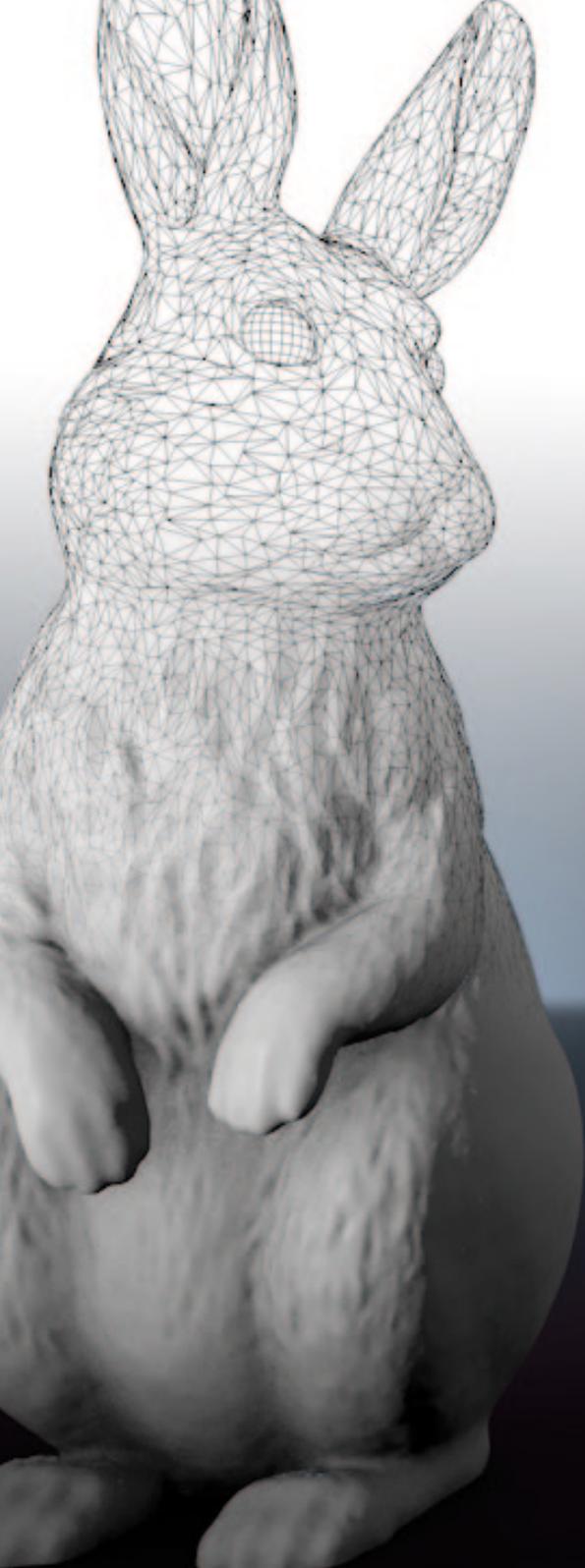
And we care about you too.

We use the best materials. All of our products are latex free, phthalate free and cadmium free so they are kind to you and kind to the environment.

But the other reason we do all this is because 'We are Ann Summers'.

We don't make toys for anybody else. We only put our name to the best and we only want you to have the best.

It's what makes our toys the best and sets us apart from the pretenders to the crown.



QUALITY ENGINEERING

Ann Summers products are made to be durable and dependable and are certified by independent laboratories to Ann Summers safety and quality standards.

Each new toy must meet Ann Summers strict code of safety and is risk assessed, both by Ann Summer product technologists and independent laboratories during development. Only once is the new product classed as safe and 'fit for purpose' will it be developed as an Ann Summers product and carry the CE mark

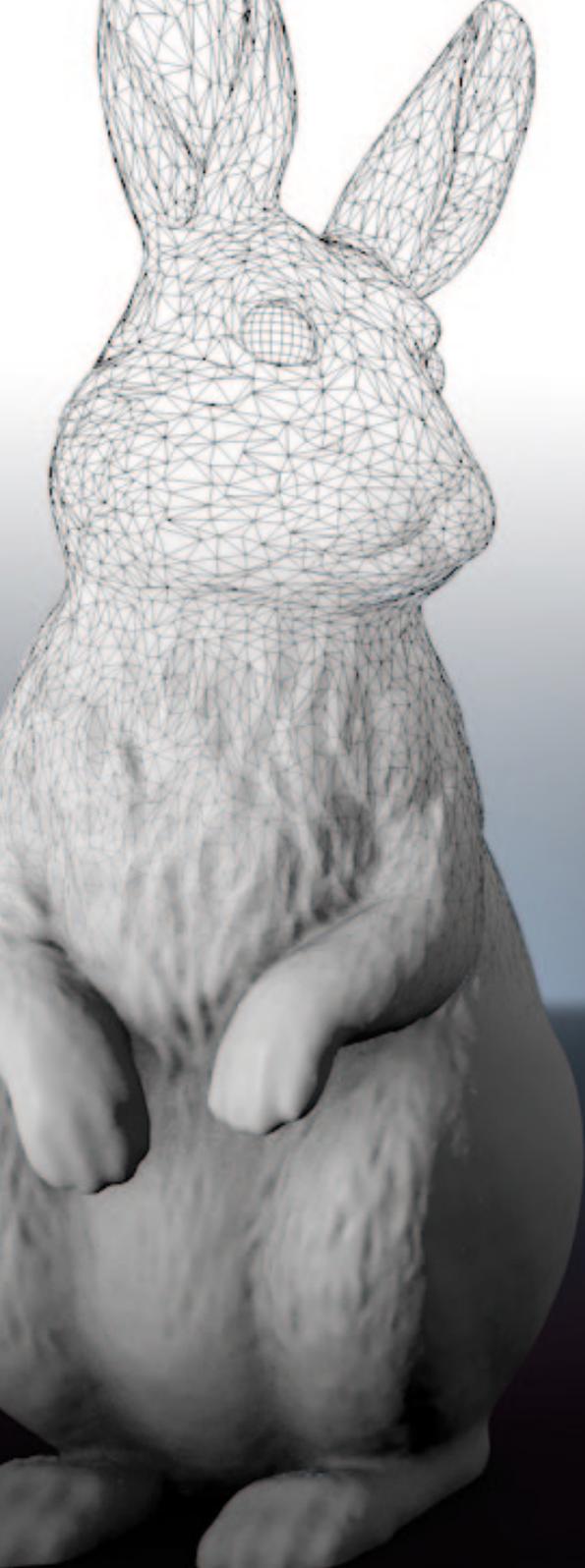
We demand high standards of performance from our toys.

When developing our range we have a list of qualities that we are constantly looking to improve on.

- Quiet** We have constant development in noise reduction in our toys. We want you to be the only one heard - not the toy!
- Power** Constant innovation and development to increase power transfer from the motor to the toy to you.
- Battery Longevity** Developing more efficient battery use to give you a longer buzz
- Design** Exclusive product design only available at Ann Summers
- Functionality** Cutting edge innovation of tomorrow's technology. We are constantly pushing the boundaries on what our vibes can do.
- RoHS** Or to give it it's full title, the Restriction of Hazardous Substances Directive. Restricts the use of 6 Hazardous materials in electrical products (Lead, Mercury, Cadmium, Hexavalent Chromium, Polybrominated Biphenyls and Polybrominated Diphenyl Ether. You won't find any of these in any of our toys.
- WEEE** Waste Electrical & Electronic Directive-2002/96/EC. This is the collection, recycling and recovery of electronic goods. AnnSummers WEEE policy allows customers to return used or unwanted toys for safe recycling in accordance with the Directive.

WEEE and RoHS are closely linked and became EU law in 2003. Look for the WEEE compliance mark on all of our toys.





MATERIAL SAFE

At Ann Summers we always like to use the finest materials, simply because we know our customers are discerning enough to appreciate the quality. We also make sure our materials are safe for you to use and there are two main ingredients that we ensure we never use.

OUR PRODUCTS ARE CADMIUM FREE

Cadmium is a heavy metal with a high toxicity even at very low exposure levels and has acute and chronic effects on health and the environment. Cadmium is not degradable in nature and once released to the environment, stays in circulation.

Chronic cadmium exposure produces a wide variety of acute and chronic effects in humans like kidney damage, hypercalciuria, lung cancer and prostate cancer.

Do we want something like that in our toys? Definitely not. So we have all plastics and pigments used in making Ann Summers branded products independently laboratory tested so they are certified Cadmium Free

OUR PRODUCTS ARE PHTHALATE FREE

Independently Laboratory Tested - Phthalate free materials

PVC contain phthalates which help make plastic flexible. You know that "new plastic smell" loved by so many people? That smell is phthalates. The trouble is, phthalates are highly toxic and small doses migrate from the PVC to anything that touches it - whether it is food, drink, and lube or through skin contact.

Phthalates mimic estrogen in the body and can mimic or block estrogenic effects in the body can cause a number of health problems including breast cancer, prostate cancer, infertility and heart disease.

The plastics and pigments used in making Ann Summers branded products are certified Phthalate compliant to a level below the REACH requirement of 0.1% which is certified as not detected.

Ann Summers only use TPE (Thermoplastic Elastomer), TPR (Thermoplastic Resins), ABS (AcrylonitrileButadiene Styrene), Silicone and Phthalate Free PVC.

ALSO ANN SUMMERS DO NOT USE LATEX OR RUBBER IN OWN BRAND TOYS.

PRODUCT TESTING

Our most visible example of product development was our O-Team project, featured in the TV documentary 'Sex Toy Stories'. In that project we used 8 Ann Summers customers to design a range of toys completely from scratch. We embrace this type of direct involvement from our customers because it helps us to give you exactly what you want, not what we think you want.

All of our products are also put before diligent (and enthusiastic) tester panel. We use 'real use', uncensored feedback from the Ann Summers product tester panel, to make sure all of our products are user friendly, safe, durable and, above all, fun.

If you want to join the team then join the queue but be warned. It's quite a long queue!





WHEN WE SAY WATERPROOF WE **MEAN** WATERPROOF

If the packaging for one of our toys states it is waterproof you can rest assured that it is **definitely** waterproof

Ann Summers waterproof products are designed and engineered to be waterproof - not splashproof as stated on some competitors products.

Whilst our competitors may consider quickly dipping a product in a bucket of water an adequate test, we do not.

If an Ann Summers states the product is waterproof on the pack then the product has been independently tested to work for at least 30 minutes under 1 meter of water.

If the product is the slightest bit damp inside when opened then we do not consider it waterproof and we certainly wouldn't sell it as such.

 Ann Summers
annsummers .com

If you want any further information,
call our Customer Helpline on 0844 441 6969