



PICK THE

Perfect

LUBE

TO FEEL MORE PLEASURE



matildas

THE *Ultimate* GUIDE

TO CHOOSING THE RIGHT
PERSONAL LUBE

WHY LUBE IS A GAME CHANGER



Let's clear something up: lube isn't just for when you need it, it's for making good sex even better. The right lubricant reduces friction, boosts sensation, and simply makes everything more comfortable, whether you're with a partner or enjoying time alone.

Here's a myth we need to bust: "Lube is only for medical issues or menopause." Not true. Yes, it helps with dryness, but it's also brilliant for enhancing pleasure, making things last longer, and just making sex feel better overall!

So, how do you choose the right one?
Let's break it down!

THE



LUBE ESSENTIALS

1

QUALITY MATTERS - CHEAP LUBES GET STICKY FAST

Those well-known, “big-brand” lubes might seem popular, or they may be priced like a bargain, but they tend to dry out and turn tacky within minutes. A high-quality lube lasts longer, feels smoother, and doesn’t interrupt the moment with constant reapplication.

2

THE RIGHT LUBE FOR THE RIGHT MOMENT

Choose the right lube for the type of sexual activity you're enjoying! Different types of play call for different lubes - each designed to enhance pleasure and comfort. Masturbation, anal, or shower play all have their perfect match! Understanding the strengths of different lubes helps you get the most out of them.

3

CHECK THE INGREDIENTS

Your body deserves better than harsh chemicals! Avoid lubes with glycerin, parabens, or artificial fragrances that can cause irritation or imbalance. Instead, choose gentle, pH-balanced, natural formulas- they’re kinder to your skin, feel better, and keep everything healthy where it matters most.

4

LESS IS MORE (REALLY!)

You don’t need a lot! Start small and add more as needed, too much can dull sensation or cause mess. A high-quality lube goes further, feels smoother, and keeps things flowing without constant reapplication. Balance is key to keeping pleasure effortless.

5

FIND WHAT FEELS BEST FOR YOU

Lube should enhance your connection and pleasure. Try different textures, sensations, or even flavored or warming lubes to discover what feels amazing for you. Share your thoughts with your partner too, and hear what they like too! This is where the magic starts. In this guide, we'll list the lubes that win our hearts, and suggest the ones that we think you'll like the most...



Get 20% Off Any Lube

We’re *thrilled* to share this journey with you, follow along to the last page to unlock your exclusive treat for embracing better pleasure.



Hidden Costs OF CHEAP

Lube

While a bargain price might be tempting, a low-quality lube can ruin your experience in more ways than one. Here's what to watch out for when considering budget-friendly options:



Lower-Quality Ingredients

Cheap lubes often contain harsh chemicals, artificial fragrances, and unnecessary additives that can cause irritation or disrupt your body's natural balance. Some even include ingredients that dry out the skin, making things worse instead of better.



Fast-Drying & Sticky

One of the biggest complaints about low-cost lubes? They get sticky fast. Instead of a smooth glide, you might end up with a tacky, uncomfortable mess that needs constant reapplication.



Not Always Body-Safe

Not all lubes are pH-balanced or free from potentially irritating ingredients. A good-quality lubricant is designed to be gentle on your skin and compatible with your body's natural chemistry—cheaper options may not meet these standards.



May Not Be Condom or Toy-Safe

Some low-quality lubricants contain oils or additives that can degrade latex condoms or damage intimate toys. If you want peace of mind, always check compatibility before buying.



Can Contain Unnecessary Fillers

Cheap lubes may have unnecessary thickening agents or fillers that don't enhance the experience but instead make the formula sticky, heavy, or difficult to clean up.

Pro Tip: A good lubricant is formulated for performance, not just profit. If you're looking to enjoy your sex life, our advice would be to choose a quality lubricant that suits your sex life.



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MAIN TYPES OF LUBES WATER-BASED LUBES

Water-based lubes are the most versatile and widely used. They're lightweight, easy to clean, and compatible with condoms and toys.

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Pro's

- ✓ Easy to rinse off - just use water
- ✓ Feels natural and non-greasy
- ✓ Safe to use with all materials (including silicone toys)

Con's

- ✗ Can dry out faster than other types
- ✗ Some formulas may need reapplication

★★★★ BEST FOR ★★★★★

Everyday use, couples, toy play, and anyone who prefers a light, natural feel.



Pjur Aqua
100ml



Pjur Woman Aqua
100ml



Liquid Gold
100ml



Fleshlube Water
237ml



Astroglide Gel
113g

2

MAIN TYPES OF LUBES SILICONE-BASED LUBES

Silicone lubes offer a silkier, longer-lasting glide. They don't absorb into the skin as quickly, making them perfect for extended play.

Water-based lubes are the most versatile and widely used. They're lightweight, easy to clean, and compatible with condoms and toys. Water-based lubes are the most versatile and widely used. They're lightweight, easy to clean, and compatible with condoms and toys.

Pro's

- ✓ Waterproof - great for shower or bath play
- ✓ Silky smooth texture
- ✓ Ultra-long-lasting - ideal for marathon sessions

Con's

- ✗ Not compatible with most silicone toys
- ✗ Can be harder to wash off - needs soap and water

★★★★ BEST FOR ★★★★★

Long-lasting comfort, shower intimacy, and those who want a super-smooth feel.



5 BEST SILICONE-BASED LUBES



Pjur Woman
100ml



Pjur Infinity
50ml



Pjur Med Soft
100ml



Eros Bodyglide
100ml



Pjur Original
100ml



OTHER LUBRICANT TYPES

OIL-BASED LUBRICANTS	PETROLEUM-BASED LUBES	HYBRID LUBES (WATER + SILICONE MIX)
Oil-based lubes are rich and long-lasting but not compatible with latex condoms. They're great for massages and some types of play. ✓ PROS • Super smooth & long-lasting ✗ CONS • Can stain fabrics and degrade latex	These are often found in household products like Vaseline but are not recommended for intimacy. They can trap bacteria and are difficult to wash off. ✓ PROS • Very smooth, thick & long-lasting. • They don't wash off with water ✗ CONS • Not Condom safe. • Not safe for vaginal/anal use • Leaves residue and doesn't wash off easily. • Can stain clothes and sheets. • Often contains irritants that are not body-safe Petroleum-based lubes aren't ideal for intimate use. If you need a long-lasting alternative, silicone-based lubricants offer similar staying power without the risks.	Hybrid lubes combine water and silicone for a balanced experience—long-lasting but easier to clean than pure silicone lube. ✓ PROS • Super smooth & long-lasting ✗ CONS • Some are toy friendly, some are not. Check carefully before using with toys!



Quick COMPARISON

FEATURE	WATER-BASED	SILICONE-BASED	OIL-BASED
TEXTURE	Light & natural	Silky & smooth	Thick & creamy
LONGEVITY	may need reapplying	Very long-lasting	long-lasting
TOY-SAFE?	Yes, with all materials	No, not with silicone toys	No, not with latex-based toys
CONDOM-SAFE?	Yes	Yes	No, can degrade latex condoms
EASY TO CLEAN?	Yes, washes off with water	No, requires soap & water	No, can be hard to remove
BEST FOR	Everyday use, toys, couples	Long sessions, shower play	Massage, non-latex play

Lubes For *Sensitive* SKIN

This is a common concern, especially for women, and especially true when using cheaper lubricants, or lower quality ingredients. If you have sensitive skin, the right lubricant can make all the difference.

A good sensitive-skin lube is designed to be gentle, pH-balanced, and free from common irritants, so you can enjoy intimacy without discomfort. **PH-BALANCED FOR COMFORT** – Helps maintain your body's natural balance, reducing irritation.

We carry a select range of **PH-BALANCED LUBRICANTS** that are fragrance-free, designed with sensitive skin in mind. Whether you experience occasional sensitivity or simply choosing a body-friendly lube, these can help keep things smooth and irritation-free.

5 BEST LUBES FOR SENSITIVE SKIN



Pjur Woman

Aloe Lube
100m



Pjur Med
Sensitive Lube
100ml



Oske
Aqua
Personal Lube



Pjur Med
Natural Glide
100ml



Anara
Personal Lube
65ml

- ✓ **GENTLE INGREDIENTS** – Free from harsh additives like strong fragrances, dyes, and unnecessary chemicals.
- ✓ **HYDRATING & SKIN-SOOTHING** – Many formulas contain ingredients that help prevent dryness and support hydration.
- ✓ **SAFE FOR REGULAR USE** – Designed for people with delicate or reactive skin.

Lubes, *Toys* & CONDOMS

Not all lubes play nicely with intimate toys and contraceptives, using the wrong one can lead to damage, discomfort, or even making your protection less effective. Whether you're using lube with a silicone toy, latex condom, or other personal devices, here's what you need to know.

LUBES WITH INTIMATE TOYS	THE BEST LUBES FOR CONDOMS
Not all lubricants are toy-safe, and the wrong one can damage the material, cause stickiness, or leave behind residue. Here's what to keep in mind:	Lubricants can actually improve condom performance by reducing friction (which lowers the risk of breakage). But using the wrong kind can weaken the material, making it unsafe.
✓ Water-based lubes are the safest choice for all types of toys - including silicone, glass, metal and rubber. ✓ Hybrid lubes (a mix of water and silicone) are generally toy-safe but check the label to be sure. ✗ Silicone-based lubes should not be used with silicone toys - they can break down the material over time.	✓ Water-based and silicone-based lubes are safe to use with latex and non-latex condoms. ✓ Check the details provided with contraceptives before using lubes. Some lubes may affect the integrity of certain materials. Confirm compatibility to ensure safety and effectiveness. ✗ Oil-based lubes degrade latex, increasing the risk of breakage.

5 BEST TOY- & CONDOM-SAFE LUBES



Pjur
We-Vibe lube
100ml



Tolliebotter
Personal Lube
100ml



Pjur
Toy Glide
100ml



Lelo
Personal
Moisturizer



Pjur
Woman Toy Lube
100ml

Choosing Lubes

FOR ANAL

Play

Anal play requires a thicker, longer-lasting lubricant for comfort and safety. Since the area doesn't produce natural lubrication, the right lube can make all the difference in reducing friction and enhancing pleasure.

WHAT TO LOOK FOR

- ✓ **Thicker formulas** – A gel-like or cushiony texture provides more comfort and protection.
- ✓ **Long-lasting glide** – Silicone or hybrid lubes tend to last longer without needing reapplication.
- ✓ **Safe, body-friendly ingredients** – Choose high-quality lubes designed for sensitive areas.

5 BEST LUBES FOR ANAL PLAY



Pjur

Analyse Me!
Moisturising
100ml



Pjur

Back Door
Regenerating
100ml



Pjur

Analyse Me!
Relaxing
100ml



Malesation

Anal Relax
Glide
100ml



Pjur

Back Door
Relaxing
100ml



SPECIALITY Lubes

These Speciality lubricants add an extra dimension to intimacy, whether through flavour, warming or cooling effects, or even CBD infusion. Whether you're looking to heighten sensation, add some playful flavour, or explore new experiences, there's a speciality lube for you.

5 Most Popular Speciality Lubes



JoyDivision
Bioglide Strawberry Lube

Deliciously flavored, 100% natural water-based lube that adds a playful, fruity twist to intimacy.



Dame
Aloe Lube

A silky, aloe-infused formula that soothes, hydrates, and enhances comfort with every touch.



Green Peach
Essensually Wild Lube

Fast-acting, full-spectrum CBD infusion designed to heighten sensitivity and deepen connection.



Pjur
Woman Lust Intense Gel

A warming, stimulating gel that intensifies arousal and enhances natural sensation.



Pjur
Med Pro- Long Spray

Gentle, oak bark-based spray created to help men last longer and enjoy greater control.



Cleaning Up

After INTIMACY

Great sex can get a little messy—and that's part of the fun.
A good lube should feel great in the moment - and not leave a mess behind.
Here's what you need to know.

Water-Based Lubes

Easy, Everyday Cleanup

- Easy to rinse off with just warm water.
- No residue
- Safe for skin, toys, sheets, and condoms
- Ideal for everyday use

Silicone-Based Lubes

Long-Lasting, But Requires More Care

- Long-lasting but not water-soluble.
- Needs mild soap or gentle body wash to remove
- Great for shower play, but takes more effort to clean

5 BEST HYGIENE PRODUCTS



Pjur

Med Clean
Spray
100ml



Lelo

Premium Toy
Cleaning Spray
60ml



JoyDivision

Clean 'n' Safe
Hygiene Spray
100ml



Fleshwash

Antibacterial
Toy Cleaner
118ml



Easyglide

After Intimacy
Wipes
25pcs

Thank You

FOR EXPLORING WITH US

You've enjoyed our Lubricant Guide – now it's time to explore your favourites.
We're giving you 20% off all lubricants with code **LUBELOVE20** at checkout.

Smooth, simple, and just a touch more pleasure. Enjoy!



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and use code

LubeLove20

at checkout

Let's Go!

