

◀ Sex Summit ▶

Adult Market,
Business and
Technology.



POWER BOOK 2022

Female leadership in
the brazilian adult market

sexsummit.com.br

◀ EDITORIAL ▶



MAYUMI SATO

CMO eSapiens Venture

When I decided to work with Sexlog years ago, themes such as sexuality and pleasure, more specifically female pleasure, were not an openly debated topic like it is today. Everything was taboo, controversy and incomprehension. Sex only existed as a joke and moralism from a plastered and, above all, masculine look. No wonder I have often been questioned throughout these years about why I chose to dedicate myself to this segment.

After all, why talk about sex? Who arrives at this Power Book today and the stories of these 13 representatives of an immense, plural and innovative market, you can hardly imagine that five or ten years ago, all this was different and impoverished. But this scenario was explored by women pioneers like Mayara Medeiros, who gained space and recognition as a pornographic producer and director in Brazil: Ana Canosa, who 30 years ago studied and teaches us about sexuality; Camila Voluptas, who shed light on the swing universe; and so many others that, each in its own way, enabled a great revolution.

The Brazilian adult market is no longer synonymous with services, canned products, and passes to be a global reference and source of innovation and opportunities.

The estimate is that, by 2026, the adult market and erotic movement 125 billion dollars worldwide* and will continue to create opportunities for relevant and lasting businesses.

We know we are not alone as women in this market anymore, and together, we continue to learn, making mistakes and getting it right. We refuse just to observe. We dedicate our day to occupying the places we want, enriching the debate on a market that touches on such an important and universal topic regarding sexuality, pleasure, self-knowledge and self-care.

My wish was that this Power Book was immense, as there are at least some dozens of women that come to mind

whose stories, ideas and trajectories it would be worth telling.

But I believe that with the indispensable help of Francini Vergari (editor), by Paula Aguiar (co-editor) and Giovana Bueno (producer), we came up with a list that represents the story we started counting.

I hope you feel as inspired as we were in the production of this Power Book and that this is the first edition of many.

See you again soon!



*Source: Yahoo Finance





MONIQUE DOS ANJOS

Journalist, author
of erotic stories

**“WRITING STORIES IS
ABOUT THIS DESIRE TO
EXPRESS AND ALSO TO
GIVE A VOICE TO DOZENS
OF BLACK WOMEN WHO
INSPIRE ME AND DON’T
NECESSARILY ARE HEARD
OR HAVE THEIR WISHES
FULFILLED.”**



Imagine what it's like to grow up in love with Disney princesses, but knowing that the fantasies of these characters did not contemplate your existence and narrative. This is the reality of many black women who, like Monique, are tired of content in which they are represented as nameless supporting characters, hypersexualized or unworthy of affection.

Based on this discomfort, the journalist and anti-racist consultant, began



writing erotic short stories that place black women as the protagonists and, as she says, in "stories where you don't need to pretend to be someone else to recognize yourself in character." And it's important to point out that it's not about taking control of sex but about putting scenes from a woman's point of view, especially a black woman.

Author of more than 40 short stories, Monique recently wrote the script for a series that is being negotiated with streaming services. Additionally, she writes texts about sexual well-being for the Somos Lilit brand and has also been producing her first book.

Known for her Instagram profile, @moniquequedisce, her contribution goes beyond what the segment can measure. She returns to her ancestry in her speeches and worries about what comes after us: the children. A mother of three, she says that with the birth of her first, she understood that it was necessary to study the dynamics of racism to protect and guide them.

We are left with inspiration - and a lot of eroticism.



CAMILA GENTILE

Director of Sales
Operations and partner
at Exclusiva Sexshop

Who would have thought that, at the height of the coronavirus pandemic, people would be ordering erotic products from sex shops on delivery apps and receiving them at home in less than an hour?

Camila Gentile, from Exclusiva Sexshop, made history in 2020 when she identified an increase in product demand on the website and quickly placed her 25 stores on delivery apps. A format similar to food deliveries but with erotic products delivered quickly and discreetly. She also adapted in-store sales to services via Whatsapp, in a kind of "sex drive-thru," and proposed to make deliveries within three hours.

Camila says that one of the most significant marketing actions of the year was granting a 69% discount on selected products on Sex Day in September and that she had more than 50 delivery people lined up in the store to pick up orders to be delivered.

Innovating and maintaining a company's

prominence for almost 20 years is challenging. Still, Exclusiva has a team focused on aggressive results and is constantly involved in innovative projects, whether in customer service, product display or distribution.

Among the most notable examples is Exclusiva's entry into significant marketplaces in Brazil, such as Magazine Luiza, Shopee and Amazon.

In the future, Camila expects more items aimed at virtual sex. According to her, things have increasingly more technology and connectivity, and very soon, the artificial intelligence of this universe will be accessible here in Brazil.



“SEEING 56 DELIVERY MEN IN A LINE UP INSIDE A SEX SHOP WAS SO FUNNY! A SUCCESS, A SCENE NEVER TO BE FORGOTTEN.”



ANA CANOSA

Clinical psychologist,
sex therapist and
sexuality educator



Talent and vocation were what made Ana Canosa one of the most outstanding sex therapists and educators in Brazil. She says that she never wanted to become a sexologist but that it was always a profile that friends and teachers associated her with. "Being a sexologist really looks like you," they said. She decided to pursue a postgraduate degree in Sexual Education after an invitation from her gynecologist, one of the course coordinators. From then on, she never stopped.

She has been focusing on relationship and sexuality studies for almost thirty years, and, on this journey, she has been educating people that prejudice and judgment only undermine society, making people critical and unhappy and causing social and gender inequality. Ana is multichannel, but she does not give up clinical care and considers it essential to maintain this work to understand in-depth human dilemmas about relationships.

Among her projects are the column at Universa UOL, the Sexoterapia podcast (which she admits is her favorite); CBN radio, Eliana's program on SBT; and other TV projects, streaming and social networks. Counting the published books, the reach and relevance of Ana Canosa's work are immeasurable.

Regarding future plans, she guarantees that we can continue to rely on her studies and content for much longer, including the defense that sex should be a reason for joy, encounter, pleasure and responsibility. And she promises to continue following her intuition, which, after all, is what brought her here.



**"IF I DIE TOMORROW, I WILL BE
HAPPY AND GRATEFUL. YOU
CAN WRITE ON MY TOMBSTONE:
HERE RESTS A HAPPY AND
FULFILLED SEXOLOGIST."**



ANA SOARES

Journalist and
columnist for
Harper's Bazaar

**“WRITING ABOUT
SEX BECAME A
PURPOSE IN MY
LIFE. IT’S NOT A
NICHE FOR ME.”**



For some people, having a purpose is essential - this is the case of journalist Ana Soares, who has been writing about sex for over six years. She was a reporter and columnist for the renowned *Veja SP* magazine, and occasionally, suggestions for topics related to relationships and sexuality appeared. Ana says that these articles always generated excellent audience and engagement; therefore, its director offered a column to address the topic in 2015.

During her work at the magazine, she realized that sex, especially between women, was a taboo subject. Ana attributes part of this lack of knowledge to how sex is often related to violence or humor, rudeness and vulgarity.

She currently has a column about sex in *Harper's Bazaar*, one of the world's most traditional and renowned fashion publications, and also talks about the topic on her social media profile.

Ana was responsible for giving the stage and shining light to countless projects in the segment that other portals refused to answer the phone to find out what it was about.

To this day, she tells stories about sexuality, praises women, strengthens entrepreneurs in this segment, publicizes

events and encourages discussions on those subjects that people like but don't dare to take on.

The Brazilian adult market is rooting for more journalists like Ana in the press.





SILVANA BENTO

Creator of Trucss

**“I DON’T KNOW HOW TO
FASTEN A BUTTON. I DON’T
UNDERSTAND COOKING,
SALES OR MARKETING.
EVERYTHING I DID WAS
TO HELP TRANS WOMEN”**



Silvana is an example of a woman who does not conform to things as they are. A cis woman who gave up her stability to fight for a cause she knew nothing about and invest in an idea to help change the destiny of trans women.

As a hemotherapy technician in hospitals in São Paulo, she cared for trans women who needed blood and transplants and did not understand the connection between the public and pathology.

Asking patients, doctors and nurses, she discovered that because they

needed to hide the volume of their groins, they spent long periods without going to the bathroom, leading to urine infections and, in more severe cases, kidney failure.

Many still use adhesive tapes and even industrial glues to hide their genitals. Silvana saw a patient die while undergoing a transfusion and then decided to start research work to create what would become the Trucss Panties.

Your lingerie does exactly what tape does but in a healthy way. A fashion designer managed to shape Silvana's creation, seamstresses did the operational part, and her daughter's friends were models, so she could arrive at the ideal piece.

Currently, her project is making panties available in the Brazilian Universal Health Service, as a public utility product, since its production cost still does not allow it to be accessible to all people who need to accommodate their genitalia with comfort and safety.

Furthermore, Silvana says that the demand for children's models has been growing and that she has already started testing some pieces for the specific needs of trans children.





CAMILA VOLUPTAS

Founder of the swing
society Voluptas



A turning point in Camila's life caused her to free herself from an abusive marriage. She found a new love and created a secret swing society. A story she couldn't even imagine telling one day.

Camila suffered from physical abuse in her marriage for three years when she met Edgar, her current husband, at the church they attended. With her help, she managed to get out of that situation, and they stayed together. Still, they both had wounds from previous relationships and a lot of religious pressure that didn't allow them to fully live their sexuality. In search of a firm, faithful and reciprocal relationship, they came across the swinger lifestyle.

After many adventures together, Camila began helping other couples with texts she wrote on the subject. Feeling the need to build a group so people could get to know each other before having relationships, she created Voluptas and, attached to it, her secret social network.

There, people can safely get to know each other better online before in-person events, as to take part, you must prove your identity and undergo a criminal background check. The group currently has more than 50 thousand members. Today, she is a writer and influencer with over 90 thousand followers on Instagram, focused on creating content for multiple digital platforms and strengthening the women's publishing market with her recently started publisher, Secret Press.



“FOR THOSE WHO ALREADY KNEW ME, I BECAME A DEVASSA. AND FOR THOSE WHO SEARCH AND UNDERSTAND THAT WHAT I SPEAK, I BECAME A REFERENCE.”



LUCIANA VILELA

Creator of the
Afrodites Group



How the credit director of a multinational bank became administrator of a secret group that brings together more than 80 thousand women?
This is the story of Luciana Vilela.

After 17 years at the bank, she gave up her career when she became pregnant, and that's when she found her fulfillment in a Facebook group.

Luciana was part of a group of women on the social network when she created her collective in 2016. The Afrodites Group refers to the affectionate way women called themselves on the forum: goddesses. The main topics debated there were relationships, sexuality and self-esteem, and it didn't take long for the community's existence to take on national proportions.

With the repercussion and sense of responsibility she felt for having so many women asking for advice and guidance, Luciana decided to delve deeper into her studies and expand the topics discussed, inviting professionals from different areas, such as psychologists, nutritionists and lawyers, to the debate to talk

about, for example, women's rights. Now, her main goal is expanding in-person events, which take place bimonthly in São Paulo. The idea is to take the meetings to other cities and regions in Brazil.

As an entrepreneur and close to celebrating her 50th birthday, Luciana has Afrodites as her focus and source of income through campaigns and events. She has brought together more and more women in her meetings.

"I RECEIVE THANK YOU MESSAGES FOR HELPING TO CREATE THE COURAGE TO ASK FOR DIVORCE BECAUSE THEY ARE LOVING EACH OTHER MORE. IT'S VERY PLEASING TO KNOW THAT YOU MAKE A DIFFERENCE IN PEOPLE'S LIVES."



STEPHANIE SEITZ

Marketing Director
at Intt Cosméticos



Powerful marketing that creates a connection with your audience is one of the biggest challenges for brands in the digital environment at the moment.

Intt Cosméticos had been working with this focus long before it was "fashionable," this direction has a first and last name: Stephanie Seitz.

The marketing director and granddaughter of the brand's founder says that when she offered to be part of the family company in 2017, she felt a huge gap between the brand's prominent decision-makers and their customers, the retailers.

With that in mind, she decided to take a different path and bring the public closer simply, creating Whatsapp groups as a

quick contact channel to answer questions and send daily content and marketing material. Today, there are six groups with 250 people each, and the Telegram group with 15 thousand people. This strategy creates a relationship of trust between customer and company, makes the consumer feel close and generates identification, and this increases even more when the brand has a "face," as is the case of Intt with Stephanie.

To support her clients in the business, she created the @marketeiradomercado profile on Instagram, focused on giving tips and guidance on social media, actions for the segment, product launches, conversion and content production. For the public, it's crucial to feel supported by a brand, and for the brand, it's a sign of inestimable value strengthening.

Intt has been on the market for over 15 years and, with a 400-product portfolio is known for launching trends and innovative products in Brazil. With Stephanie heading up marketing, the objective is to continue working with comprehensive communication to expand the public's reach and knowledge about sexual pleasure and experiences.

“THERE IS NO ONE WHO KNOWS EVERYTHING WHEN THE SUBJECT IT'S SEX. THERE IS ALWAYS SOMETHING NEW TO DISCOVER AND EXPERIENCE, AND INTT WANTS TO BE THE BRAND THAT PRESENTS THIS TO THE PUBLIC.”



**ANA LUIZA
FANGANIELLO**

**TERESA
EMBIRUÇU**

Psychologist
and Gynecologist
at Coletivo Ser



In the corridors of the cis and trans sexuality clinics at the Federal University of São Paulo, five friends started thinking about creating a group to think about sexuality beyond academic issues. This is how Coletivo Ser was born in 2019, which aims to discuss sexual health issues in a simple, fun and welcoming way for the public on social media and podcasts.

Ana Luiza Fanganiello is a psychologist, master in sexuality and co-founder of the Unifesp trans nucleus; Teresa is a gynecologist and obstetrician. In addition to them, Marina Zaneti (psychiatrist), Rafael Zeni (psychologist) and Bernardo Rahe (psychiatrist), all sexologists, are also part of Coletivo Ser.

The content shared in the podcast is so relevant that, in September 2021, they presented the results of its impact on sexual education at the 25th Congress of the World Sexual Health Association in Cape Town, South Africa.

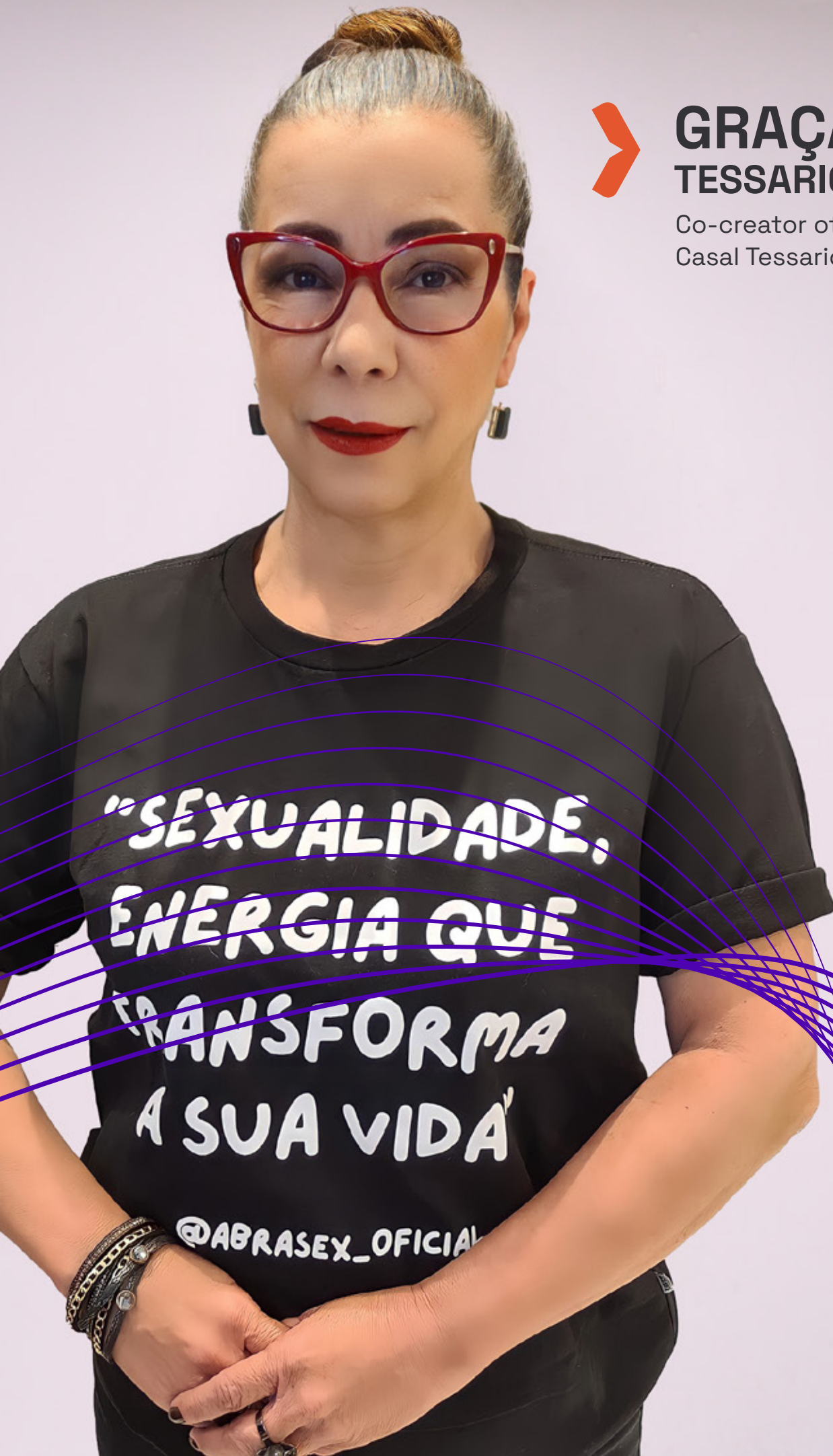
They point to teamwork as a great advantage and the most significant learning experience in the collective's trajectory. As they are a multiple and transdisciplinary group, they can broadly discuss how the body influences the mind and vice versa,

exchange knowledge about medications, discuss cases and think together to help more people, whether in the office or with information shared online.

As a future project, they aim to create and teach a course for healthcare professionals and further promote the collective and the podcast, which is already heard in more than 20 countries.



“SOMETIMES, PEOPLE WHO WORK WITH SEXUALITY ARE TOO TUCKED TO ONE SPECIALTY OR TO HETERONORMATIVITY AND THIS IS A PROBLEM FOR EVERYONE.”



GRAÇA TESSARIOLI

Co-creator of the
Casal Tessarioli Institute

From a science teacher for children to the founder of the largest institute for training sex educators in Brazil, Graça Tessarioli has contributed to research on sexuality alongside her psychologist husband, Paulo Tessarioli, since 1997.

They identified a gap in the approach to sexuality issues in the Academy and in the erotic and sensual market itself. So, from this, they delved deeper into the topic to meet this demand and support the segment and its professionals involved.

In 2010, Graça created the first Sexuality Training course. In 2013, at the XII Congress of the Latin American Society of Sexual Medicine (SLAMS), she presented a scientific work on Training in Sexual Health for professionals in the Erotic and Sensual Market. She then developed the pedagogical project for the Postgraduate Course (Lato Sensu) in "Sexual Therapy in Health and Education," a pioneering and innovative project that had its first class in 2014 and continues to train students today.

With the pandemic, all courses became 100% online, which allowed students from all over Brazil and other countries to enroll, as is the case with the newest

CTSex, a method to obtain the Sexologist Title, which began in 2018 and, in August, its 11th class will begin.

The creation of the "Popular Sexuality Clinic," a project that consists of offering clinical care in sexuality free of charge and at more affordable fees, is still in Graça's plans, both from a personal and community point of view.

"I WAS SURE THAT I WAS FACING A GREAT OPPORTUNITY FOR SUCCESS AND THAT I WOULD BE ABLE TO HELP PEOPLE SEEKING TRAINING TO WORK IN THE EROTIC AND SENSUAL MARKET."



MAYARA MEDEIROS

Partner at LVF Digital,
an adult audiovisual
content company



When she began her career as a cultural producer, Mayara never imagined that her path would lead to working in pornography, much less that she would become the first woman to compete for and win the Porn's Oscars for film direction in Brazil.

It all started in 2007 when a friend recommended her to work at the Erotika Fair, the largest erotic fair in Latin America. Mayara, full of prejudices, says that she asked her mother what she thought and heard a phrase that she repeats to this day: "Why wouldn't you accept it? Who are you buying into their hypocrisy?"

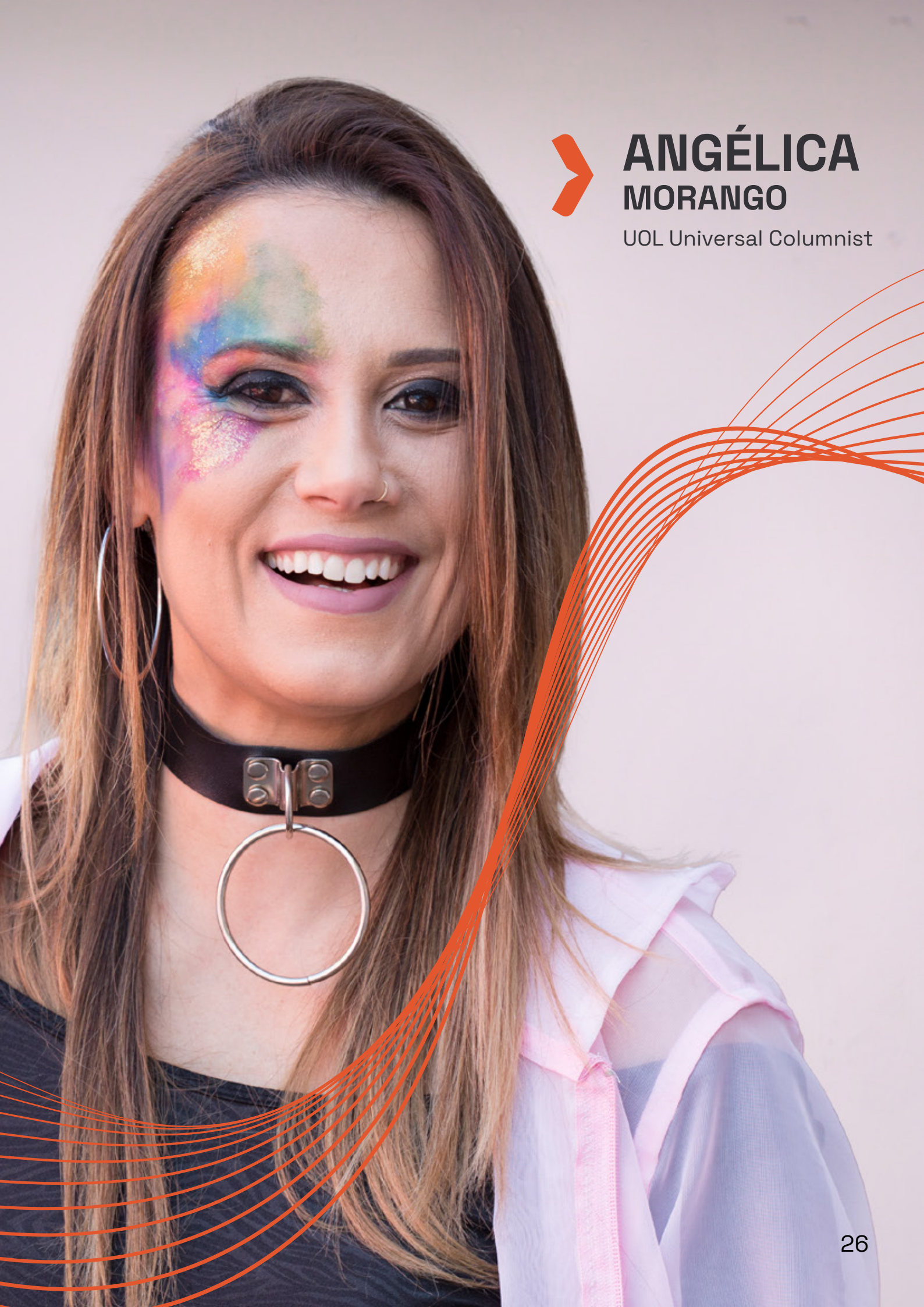
Then, she worked with Erotika Fair for many years and, in one of the editions, met the team at Xplastic, producer of the so-called pornography alternative. They called her for some productions as support. After a while, this partnership became more solid as they had many things in common, mainly ethical values, respect and commitment to diversity.

The first film directed by Mayara was Dopamina in 2012. Over time, Erika Lust, an internationally recognized Swedish director and pioneer of independently made pornography by women, included

two of Mayara's films on her streaming platform.

Awards, proposals and twelve years later, Mayara now works to ensure ethics when working with sexuality far beyond the adult market. Her biggest project currently is providing consultancy to producers on how erotic scenes, with sex or nudity, are constructed to work with the body. It means thinking about the construction of the erotic component in the script to the subjectivity of the cast's limits to ensure that all links in this chain, from production to publicity, have a responsible positioning to generate differences in value and identification with the public.

"I WAS THE ONLY WOMAN IN A ROOM WITH TEN FACES FROM PRODUCERS AND DISTRIBUTORS TO DISCUSS AND DECIDE ALL THE PORN CONTENT THAT WAS GOING TO SPIN IN BRAZIL."



ANGÉLICA MORANGO

UOL Universal Columnist

"Passionate about communication since I was a child" is how Ana Angélica Martins punctuates her relationship with the profession. And if you know this name or this face through other means, see that she was already making history long before appearing on prime time TV on the Big Brother Brasil program.

She started working on community radio at the age of 14, went to TV at 17 and graduated in Journalism at 22.

When she participated in the 10th edition of Big Brother Brasil, Angélica gained national visibility and exposure in the country's leading media outlets. To this day, she uses her audience channels to raise issues and debates about sexuality, diversity, gender equity and inclusion with its content.

With a column on UOL Universa for 5 years, Morango, as she is known, says that she has always had an affinity with the topic of sexuality but that in recent years she has studied a lot about sex, relationships and feminism, and that writing about these subjects is above all everything, a pleasure. In fact, she has two projects in development in the area of sexuality to be launched soon, but they are still confidential.

A lesbian woman who always brought up issues about sexuality and gender wherever she went and told stories of LGBTQIA+ people with a look as delicate and natural as Angélica keeps our hope alive that we are heading towards a better moment than this one. Because, without a doubt, we are now better than we ever were, thanks to women like Angélica.

"I PUBLISHED MANY ARTICLES BASED ON THE STORIES OF READERS WHO CAME TO MY SOCIAL MEDIA EXPOSING PERSONAL DOUBTS AND DILEMMAS AS IF WE WERE LONG-TERM FRIENDS."

◀ QUEM FEZ ▶



➤ MAYUMI SATO

Creator

CMO of eSapiens Venture, operates in the adult market through Sexlog, Ysos, Buupe and other platforms. Two times TEDx speaker, she is a columnist for Universa UOL, podcaster and creator of the Sex Summit, the 1st event in the segment focused on innovation and technology.



➤ FRANCINI VERGARI

Editor-in-Chief

A journalist, she worked as a reporter, editor and columnist for many years in the adult and erotic segment in significant vehicles such as Blog Testosterona and Playboy Online.



➤ PAULA AGUIAR

Guest editor

A reference in the segment, she's been working for over 20 years focusing on business. She's the creator of the Best Erotic and Sensual Market Award and former president of ABEME.



➤ GIOVANA BUENO

As an advertiser, she has been in charge of Sexlog's marketing for 6 years and has accumulated experience with events, new product launches and multimedia content.



➤ THAYANE DANTAS

Designer, she is the art director responsible for visual communications and Sexlog, as well as the layout of this material.

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