



Feel me, feel you Wellness

WHY FMFY?

FMFY was created for those seeking Canadian-made quality and a premium upgrade in intimate care. Designed as a longer-lasting water-based lubricant, our products combine performance, comfort, and refinement to enhance connection and confidence. Built on the belief that intimacy should feel fun and healthy, FMFY is made for everybody and every body.

Premium Personal Lubricants

- Water based and safe for use with condoms & toys
- PH balanced to match your body
- Bottles available in 3 sizes: 1oz, 4oz, 8oz
- Flavours: Strawberry, Watermelon & Cherry
- Long lasting and not sticky



Canadian Made

- Proudly designed, made & bottled in Canada.
- Small company with high standards.
- Locally sourced ingredients.



Premium Quality

Premium ingredients, zero compromise.

- No glycerin
- No Parabens
- PH-balanced

Designed to be natural, smooth and irritation free.



Longer Lasting

Lasts longer than most water-based lubricants

- Designed for extended intimacy.
- Less re-applying, more enjoying.
- Sustained smoothness.

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Why FMFY?

Here are 5 playful, boutique-style selling points staff can naturally drop into conversation:

"This one's the upgrade."

How to say it:

"If you want the better version of water-based lube, this is it."

Why it works:

It positions FMFY as a step up — not just another option on the wall.

"It lasts... like actually lasts."

How to say it:

"Most water-based lubes tap out early. This one stays smooth way longer."

Why it works:

Relatable. Honest. Slightly playful without being crude.

"No sticky regret."

How to say it:

"It starts silky and stays silky — no tacky stage halfway through."

Why it works:

That "sticky phase" is universal. You're solving it with personality.

"Clean formula. Happy body."

How to say it:

"It's pH balanced, no glycerin, no parabens — so it feels good during and after."

Why it works:

It reassures without sounding clinical.

"It's Canadian... and we're kind of proud of that."

How to say it:

"Small Canadian company, really high standards. It's not mass-produced basic lube."

Why it works:

Local pride + boutique vibe = strong emotional hook.

Bonus Playful Closing Line Staff Can Use:

If a customer is hesitant:

"Honestly? Try it once. Most people don't go back."

Or:

"It's one of those 'why didn't we try this sooner?' products."

We are proud of our Canadian Made product, and want you to be too! Thx, FMFY Team