ADULT WELLNESS / SEXUAL HEALTH MANUFACTURING

Sexual Wellness OEM Buyer Field Guide 2026

How emerging brands, distributors and sourcing teams can turn a product idea into a reviewable manufacturing project.

WODE product and supply formats shown in a clean, unbranded OEM development context.

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Executive brief

A productive OEM conversation does not begin with “What is your lowest price?” It begins with a defined product, a defined supply boundary and a defined destination market.

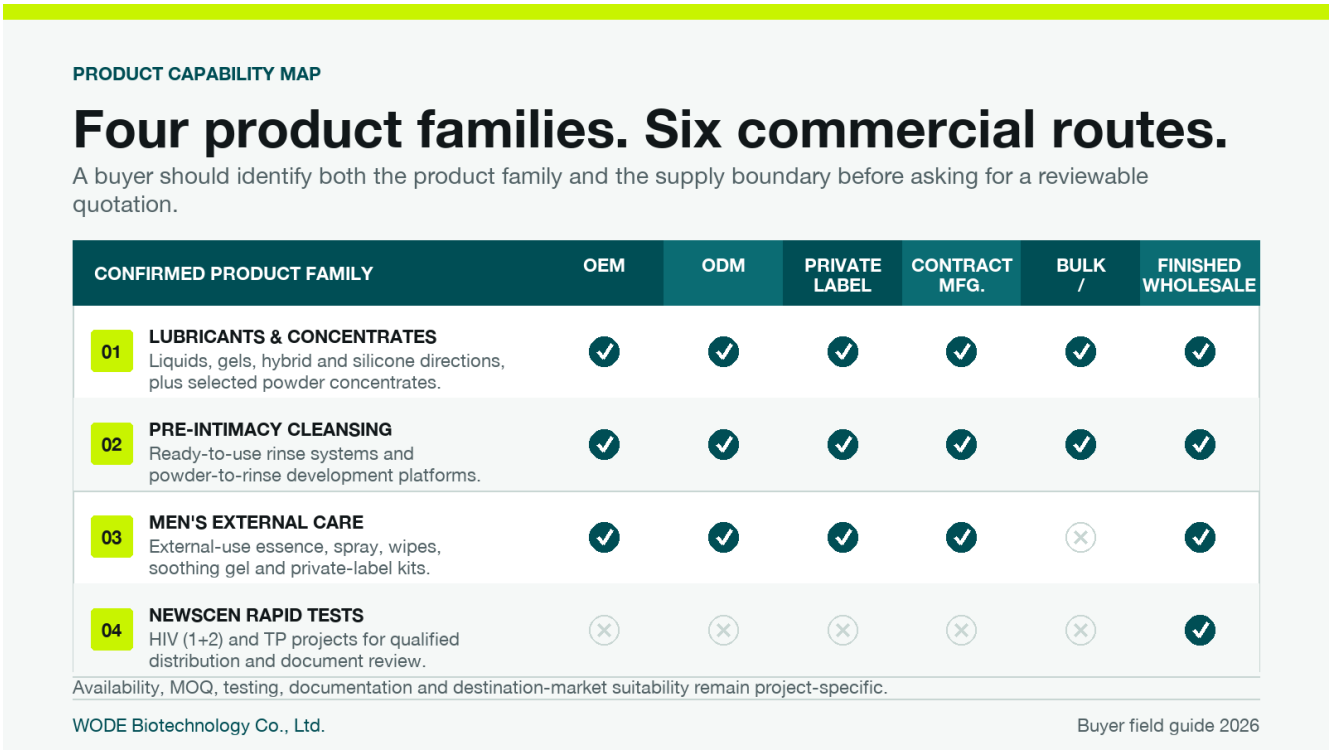
The same product idea can lead to very different manufacturing projects. A brand that needs a filled, labelled and boxed item requires a different quotation from a distributor that operates its own filling line. A buyer asking for a proven product direction requires a different development route from a founder providing a lawful reference sample. Documentation that applies to one formula, sample, batch or market should not be treated as universal approval for every commercial version.

This field guide gives buyers a practical structure for making those decisions. It covers:

1. Four product families currently within WODE's approved external capability scope.
2. Six commercial supply routes and the responsibilities attached to each.
3. An eight-input RFQ brief that makes a project reviewable.
4. A controlled sample-to-production workflow.
5. Product-specific documentation boundaries.
6. A buyer-readiness scorecard for small and growing brands.

This is a procurement planning guide, not a promise of fixed MOQ, lead time, certification, performance or market approval. Every commercial project remains subject to formula, packaging, quantity, documentation and destination-market review.

1. Start with the product family



PRODUCT CAPABILITY MAP

Four product families. Six commercial routes.

A buyer should identify both the product family and the supply boundary before asking for a reviewable quotation.

CONFIRMED PRODUCT FAMILY	OEM	ODM	PRIVATE LABEL	CONTRACT MFG.	BULK /	FINISHED WHOLESALE
01 **LUBRICANTS & CONCENTRATES** Liquids, gels, hybrid and silicone directions, plus selected powder concentrates.	✓	✓	✓	✓	✓	✓
02 **PRE-INTIMACY CLEANSING** Ready-to-use rinse systems and powder-to-rinse development platforms.	✓	✓	✓	✓	✓	✓
03 **MEN'S EXTERNAL CARE** External-use essence, spray, wipes, soothing gel and private-label kits.	✓	✓	✓	✓	✗	✓
04 **NEWSCEN RAPID TESTS** HIV (1+2) and TP projects for qualified distribution and document review.	✗	✗	✗	✗	✗	✓

Availability, MOQ, testing, documentation and destination-market suitability remain project-specific.

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Capability map: four formal product families and the commercial routes that may be reviewed.

WODE's current buyer-facing scope is organised into four formal product families. This structure prevents a broad “adult products” label from obscuring the actual manufacturing conversation.

1.1 Personal lubricants, gels and selected concentrates

Confirmed discussion directions include:

- Water-based personal lubricant.
- Hyaluronic-acid water-based lubricant.
- Semen-like texture lubricant.
- Cooling, warming and flavoured directions.
- High-viscosity gel.
- Water-silicone hybrid and silicone-based directions.
- Anal soothing gel or cream.
- Fragrance or body-scent directions.
- Powder-to-water lubricant concentrate.
- Photoluminescent external-use lubricant.

Customisation can be discussed around texture, viscosity, glide, colour, scent or flavour, pack size and intended use. Available commercial routes may include bulk liquid, bulk gel, selected powder concentrate, private-label packaging, selected finished-product wholesale and contract manufacturing.

The photoluminescent product direction must be presented as **for external use only**. Its visible effect depends on the light source, charging time and surrounding conditions. Fixed brightness or duration should not be promised without product-specific evidence.

1.2 Pre-intimacy cleansing and rinse systems

Confirmed discussion directions include:

- Male intimate cleansing liquid.
- Female intimate cleansing liquid.
- Aloe, honey or coffee ready-to-use rinse directions.
- Powder-to-water rinse development.

The ready-to-use system can be discussed as a purified-water formulation in a pouch with a dedicated rinse nozzle. Packaging, viscosity, lubrication profile, pouch size, nozzle format and outer carton remain project-specific.

The powder platform uses a measured-release cap concept that transfers powder into a compatible water bottle. The current sample is based on bottle-neck formats already evaluated in China. Overseas development requires local bottle samples or neck specifications, and may require a new cap or adaptor. No existing cap should be presented as universally compatible.

Public communication should stay within supported structure and use. Claims about treating disease, repairing tissue, detoxification, inflammation, guaranteed protection or comparative safety require appropriate classification and evidence and are not part of this guide.

1.3 Men's external intimate care

Confirmed discussion directions include:

- Men's external-use essence.
- Delay-care spray.
- Delay wipes in single- and multi-wipe formats.
- Soothing essence and soothing gel.
- Private-label combinations and selected finished-product wholesale.

A spray, wipe, essence and gel are different dosage and packaging forms. A useful project brief specifies the intended format, pack size or wipe count, packaging system, expected quantity, destination market and permitted claims.

The current positioning is non-drug and for external use. A statement such as “without lidocaine or benzocaine” may only be used after the exact SKU formula has been verified. Botanical or herbal extract directions may be discussed, but individual ingredients, extraction methods, concentration and public claims must be confirmed for the specific formula and market.

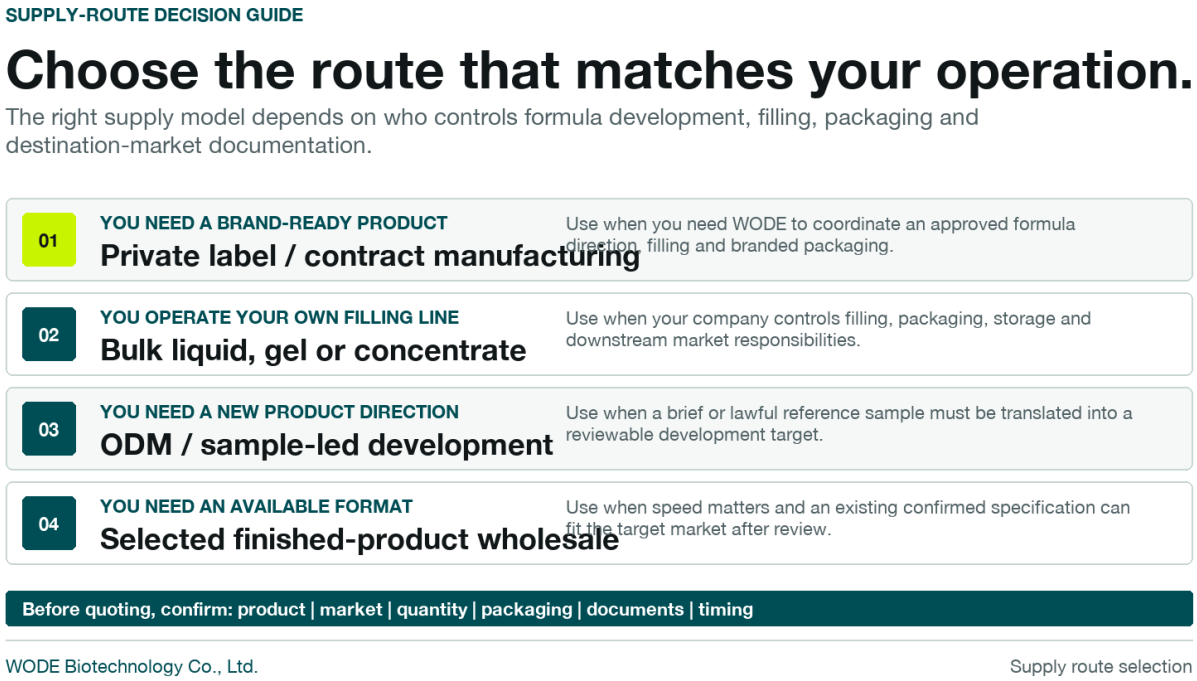
1.4 NEWSCEN rapid-test projects

WODE manufactures the NEWSCEN diagnostic product line. Current qualified distribution discussions may include:

- NEWSCEN HIV (1+2) antibody rapid test.
- NEWSCEN Treponema Pallidum (TP) antibody rapid test.

These products are handled as qualified distribution, registration and document-review projects. Performance, specimen type, pack configuration, storage, shelf life, registration and labelling must be taken from the current product-specific file for the intended market.

2. Choose the commercial supply route



Supply-route decision guide: select the boundary that matches the buyer's operations.

The commercial route defines who controls formula development, filling, packaging, downstream handling and destination-market responsibilities.

OEM production

WODE manufactures to an approved product specification, formula, packaging system and quality requirement under the buyer's brand. OEM is more than replacing a label; it requires a controlled commercial specification.

ODM or custom development

WODE develops or adjusts a product direction against the buyer's brief, target experience, destination market and packaging plan. Feasibility, testing, sample rounds, MOQ, cost and timing are confirmed by project.

Private label

The buyer selects from an approved base direction and customises brand, label, bottle, pouch, outer carton and shipping information. Private label does not automatically transfer formula intellectual property; ownership and permitted use are contractual matters.

Contract manufacturing

After the sample and specification are approved, WODE coordinates batch production, filling, packaging, quality review and shipment preparation against the approved version.

Bulk or semi-finished supply

WODE may supply bulk liquid, bulk gel or selected powder concentrate for the buyer's own filling or downstream packaging. The buyer and WODE must define container, storage, transport, quantity, documents and destination-market responsibilities.

Selected finished-product wholesale

Where an existing confirmed specification fits the commercial requirement, WODE can discuss unbranded or available finished formats. Packaging, label, quantity, documents and market suitability still require review.

3. The eight-input RFQ brief

A quotation becomes reviewable when the buyer provides eight connected inputs.

1. Product

Name the product and form: water-based lubricant, powder concentrate, ready-to-use rinse pouch, external-use delay wipe, rapid test or another confirmed direction.

2. Intended use

Explain the expected use and any external-use boundary. Avoid relying on a competitor's marketing wording as the technical specification.

3. Destination market

State the country or countries of sale. Market, channel and classification influence label language, documentation and permitted claims.

4. Supply route

Choose OEM, ODM, private label, contract manufacturing, bulk supply or selected finished wholesale. If uncertain, describe which operations your company controls.

5. Target attributes

Provide measurable or reviewable targets where possible: viscosity, texture, glide, colour, scent, flavour, pack size, wipe count or powder-dissolution concept.

6. Packaging

Specify bottle, tube, jar, sachet, pouch, spray, wipe, bulk container, label, carton and shipper requirements. If a component is already selected, provide drawings, samples or supplier data.

7. Quantity and timing

Provide expected order quantity, launch window, sample deadline and whether the project requires a pilot or staged volume. These inputs guide feasibility; they are not automatically accepted commitments.

8. Documents and claims

List the files, label languages, test expectations and intended claims required for the destination market. Product-specific documents should be reviewed against the exact commercial version.

4. WODE Buyer Readiness Index

The WODE Buyer Readiness Index is a planning tool for procurement conversations. It is not a compliance rating, supplier approval or guarantee.

Score each RFQ input:

- **0 — Unknown:** the buyer has not decided or supplied the information.
- **1 — Directional:** a preference exists but the requirement is not yet reviewable.
- **2 — Reviewable:** the information is specific enough for feasibility discussion.

RFQ input	0	1	2
Product	Broad category only	Product family selected	Specific product and form
Intended use	Not stated	General use direction	Defined use and boundary
Destination market	Not stated	Region only	Country/channel identified
Supply route	Unknown	Shortlist of routes	Responsibility boundary defined
Target attributes	Marketing adjectives	Directional preferences	Reviewable targets/reference
Packaging	Not stated	General format	Components/size/artwork scope
Quantity and timing	No estimate	Approximate range	Planning quantity and window
Documents and claims	Not stated	General expectation	Specific files/languages/claims

13–16: ready for a structured feasibility review.

9–12: commercially promising, but information gaps should be closed before quoting.

0–8: begin with a discovery brief rather than requesting a firm quotation.

The purpose of the score is not to reject an early-stage brand. It identifies which decisions must be made next.

5. From lawful reference sample to pilot review

Illustrative sample and packaging review. Actual project records must remain versioned and traceable.

A buyer may provide a lawfully obtained reference sample. WODE can evaluate observable attributes, available ingredient information and use experience, then develop a comparison sample within an agreed scope. This does not mean reproducing protected, confidential or patented intellectual property.

Stage 1 — Brief

Record the product, market, intended use, target attributes, packaging, quantity, documents and timing.

Stage 2 — Feasibility

Classify the product direction, identify technical and compliance boundaries, review available information and define the sample conditions.

Stage 3 — Versioned sample

Create a sample against the agreed development target and record the version, identifier and relevant parameters.

Stage 4 — Buyer review

Collect structured feedback. “More premium” is difficult to action; “higher viscosity, less tack after 60 seconds and a softer fragrance” is reviewable.

Stage 5 — Packaging confirmation

Confirm component compatibility, fill volume, closure, pump or spray, pouch or sachet, label data, carton and shipper.

Stage 6 — Pilot and production review

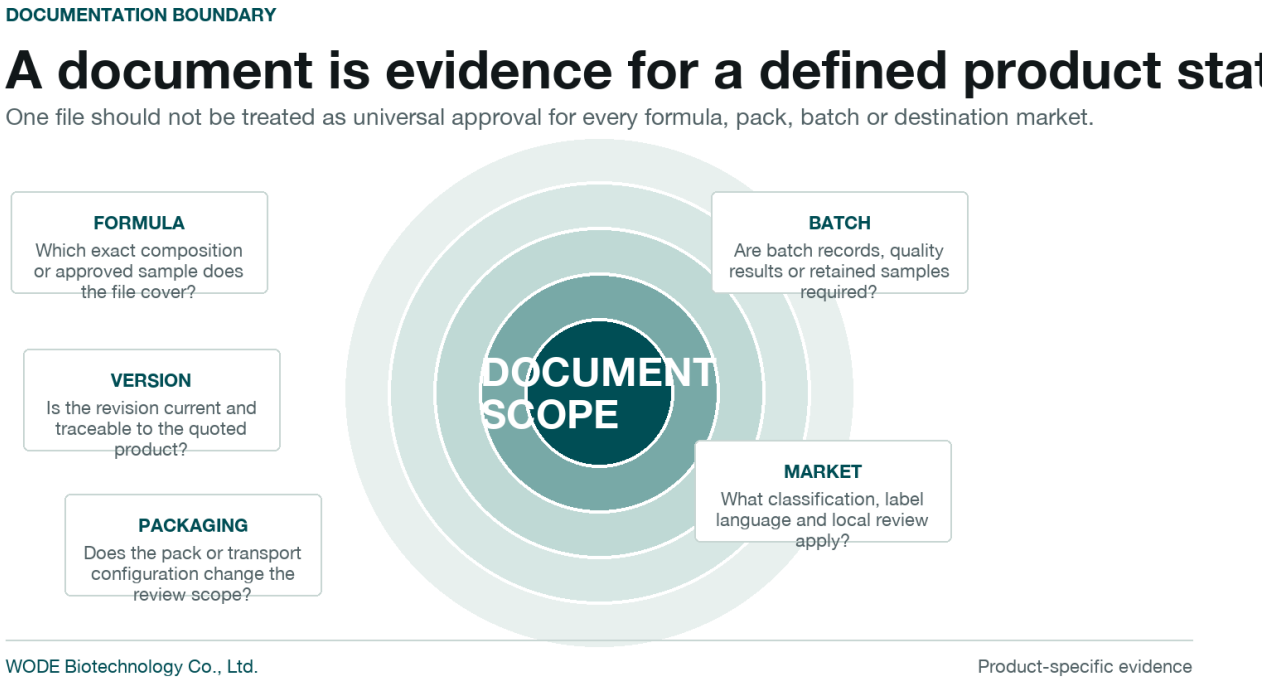
Review scale-up conditions, quality checkpoints, batch documentation and commercial supply scope before committing to production.

Stage 7 — Release and shipment readiness

Confirm the order, approved specification, packaging, destination-market documents, packing and shipment responsibilities.

No fixed sample time, number of revisions, MOQ, yield or delivery date should be assumed before project review.

6. Documentation is product-specific



Documentation should be traced to formula, version, packaging, batch and destination market.

A document should answer five questions:

1. **Formula:** which exact composition or approved sample does it cover?
2. **Version:** is the revision current and traceable to the quoted product?
3. **Packaging:** does the pack or transport configuration affect the scope?
4. **Batch:** are batch records, quality results or retained samples required?
5. **Market:** what classification, label language and local review apply?

An MSDS, transport assessment, test report or registration file for one sample should not be presented as universal evidence for every formula, batch, pack size and country. Buyers should request a document matrix linked to the intended commercial version.

7. A practical pathway for small and growing brands

Illustrative quality review context. Exact checkpoints depend on the approved product and supply scope.

Small brands do not need to imitate a multinational procurement department. They do need to make the responsibility boundary visible.

Start with one decision product

Choose the item most likely to prove buyer demand. Avoid launching several unrelated forms before the first packaging, documentation and supply workflow is controlled.

Separate “must have” from “later”

Define the essential formula and packaging requirements for launch. Record secondary variants as a roadmap instead of loading every option into the first sample.

Use structured feedback

Ask reviewers to score or describe viscosity, glide, tack, fragrance, package use and appearance. Keep the sample identifier with every response.

Decide what your company controls

If the brand will not operate filling, packaging and downstream quality systems, a bulk quote may not be the lowest-risk route. If the buyer already has those controls, finished contract manufacturing may be unnecessary.

Review the destination market early

Do not leave label language, claims and required documents until artwork is finished. The market decision should be part of the first brief.

8. Supplier evaluation questions

Use these questions before approving a manufacturing route:

1. Can the supplier describe the exact product form and the limits of the current capability?
2. Can the supplier separate confirmed facts from project-specific items?
3. Is the sample version traceable?
4. Are formula, packaging and destination-market responsibilities explicit?
5. Does the supplier avoid treating one document as universal approval?
6. Can the supplier support the chosen supply route without forcing unnecessary operations onto the buyer?
7. Are product claims tied to the exact formula and market?
8. Is there a clear change-control and approval step before production?
9. Are quality and shipment records defined before commercial release?
10. Does the RFQ produce a next action rather than a vague “contact us” response?

9. One-page RFQ worksheet

Company and website:

Buyer contact and role:

Product and form:

Intended use / external-use boundary:

Destination country and sales channel:

Preferred supply route:

Target attributes:

Reference sample or existing specification:

Packaging format and pack size:

Expected order quantity:

Target sample and launch timing:

Required documents and label languages:

Claims the buyer intends to use:

Operations controlled by the buyer:

Immediate next step requested: feasibility review / sample / packaging review / document matrix / quotation

Methodology and evidence boundary

This guide is an original procurement framework prepared by WODE Biotechnology Co., Ltd. It synthesises:

- WODE's approved July 2026 product and commercial-service knowledge standard.
- WODE's current buyer resource structure and product-specific document boundary.
- Public participation structures of recognised adult-industry trade resources.
- General search-quality principles that favour useful, original, people-first resources over link schemes.

The guide does not present a market-size forecast or a customer survey. It contains no invented sales figures, partner endorsements or universal certification claims. Availability, MOQ, price, testing, documents, formulation, packaging and destination-market suitability remain project-specific.

Selected public references

- WODE OEM buyer resources: https://wodebiotech.com/en/oem-buyer-resources/
- WODE buyer evidence pack: https://wodebiotech.com/wp-content/uploads/2026/07/WODE-Buyer-Evidence-Pack-2026.pdf
- XBIZ coverage of WODE's multilingual buyer resource centre: https://www.xbiz.com/news/299635/wode-launches-14-language-oem-buyer-resource-center-for-sexual-wellness-brands
- ETO business directory and industry coverage: https://www.erotictradeonly.com/business-directory/
- Sexual Wellness Professional Alliance: https://www.swpafsc.org/
- Google Search spam policies: https://developers.google.com/search/docs/essentials/spam-policies

Accessed 30 July 2026.

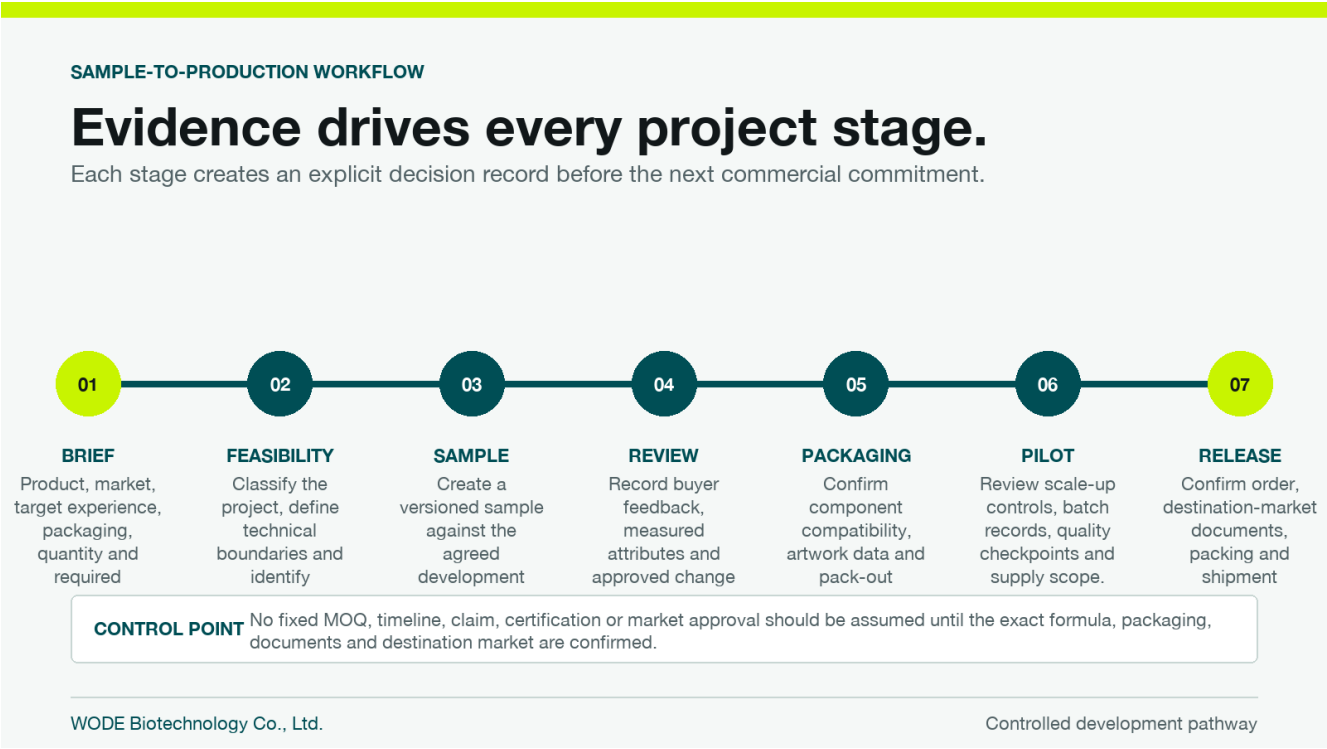
About WODE

WODE Biotechnology Co., Ltd. was established on 12 October 2006. WODE supports brands, distributors and qualified sourcing teams with OEM/ODM development, private-label packaging, selected finished-product wholesale, bulk or semi-finished supply and sample-led development. NEWSCEN is a diagnostic product line manufactured by WODE.

Discuss a project: info@wodebiotech.com

Website: https://wodebiotech.com/

Visual appendix — controlled development pathway



Seven-stage sample-to-production workflow. Each stage creates an explicit decision record.

NEXT STEP

Send WODE a product, market, supply route, target attribute, packaging, quantity, timing and document brief for project-specific review.