

SUPERDRUG LAUNCH FIRST 100% NATURAL MASTURBATION CREAM AND CBD LUBE WITH WELLNESS BRAND, ROAM

Superdrug is pleased to announce that it will be expanding its sexual wellness offering by stocking Roam's new CBD lubricant and masturbation cream, along with its full range of products including condoms, lubricants, and vibrators.

Exclusively stocked at Superdrug, Roam's two new lubricants, Roam CBD and Roam Masturbation Cream, have been launched in response to make sex care more inclusive for everyone and increase accessibility to a wider range of consumers.

Roam Masturbation Cream is the UK's first 100% natural masturbation cream and transforming balm enriched with extra caring coconut and shea, ideal for edging and elevated penis play.

Roam CBD is a water-based lubricant enriched with high quality CBD (250mg), the formula helps the body feel more relaxed and less tense. It is infused with a microbiome prebiotic which supports healthy intimate balance, as well as agave, aloe and jojoba to refresh and hydrate.

All of Roam's lubricants are vegan, dermatologically tested and gynaecologist approved, specially formulated for long-lasting play. Packaged in sleek rectangular bottles, the lubricants are perfectly designed to avoid rolling away at those key moments.

Caris Newson, Healthcare Director at Superdrug commented, 'At Superdrug we are on a mission to lead the way in providing accessible sexual wellness for our customers. We are really excited to be launching Roam's new range of lubricants exclusively, along with Roam's wider range of condoms and toys. The Roam range provides a broader and more inclusive selection of sexual wellness products for our customers.'

Alex Griffiths, co-founder of Roam, said, "We are really proud to announce this major retail listing with Superdrug, and to be creating noise in the market like never before. Our mission to provide a choice for consumers with an innovative range of products that they feel comfortable buying aligns with Superdrug's inclusive and progressive ethos, and we are excited to be working together to highlight the importance of sexual wellness."

Roam's full range of condoms, toys, and lubricants, including the new CBD lube and masturbation cream, are available to purchase online at [superdrug.com](https://www.superdrug.com) now.

[Roam CBD, £14.99 for 50ml](#), a water-based lubricant enriched with medical grade CBD (250mg)

[Roam Masturbation Cream, £14.99 for 50ml](#), the UK's first 100% natural masturbation cream

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For further information, imagery, or product samples please contact superdrug@itsmaven.com