

**YOU ARE  
UNIQUE.**



[pabo.com](http://pabo.com)

**bu** be you. pabo

# YOU ARE UNIQUE.

“Be You” is meant as a homage to our founder Beate Uhse and as a sympathetic invitation towards society not to be restricted in their sexuality and to live out all facets of life. It is a clear brand statement, that calls for self-determination and that does not set any limits: eroticism and sexuality are highly individual and absolutely different; this was the case in the past, and it remains so in our present day. Human beings and their individual erotic and sexual needs are what counts. Beate Uhse, which is the mother company of Pabo, knows all these needs, caters to them and creates a playground for explorers. You are unique. **Be you.**

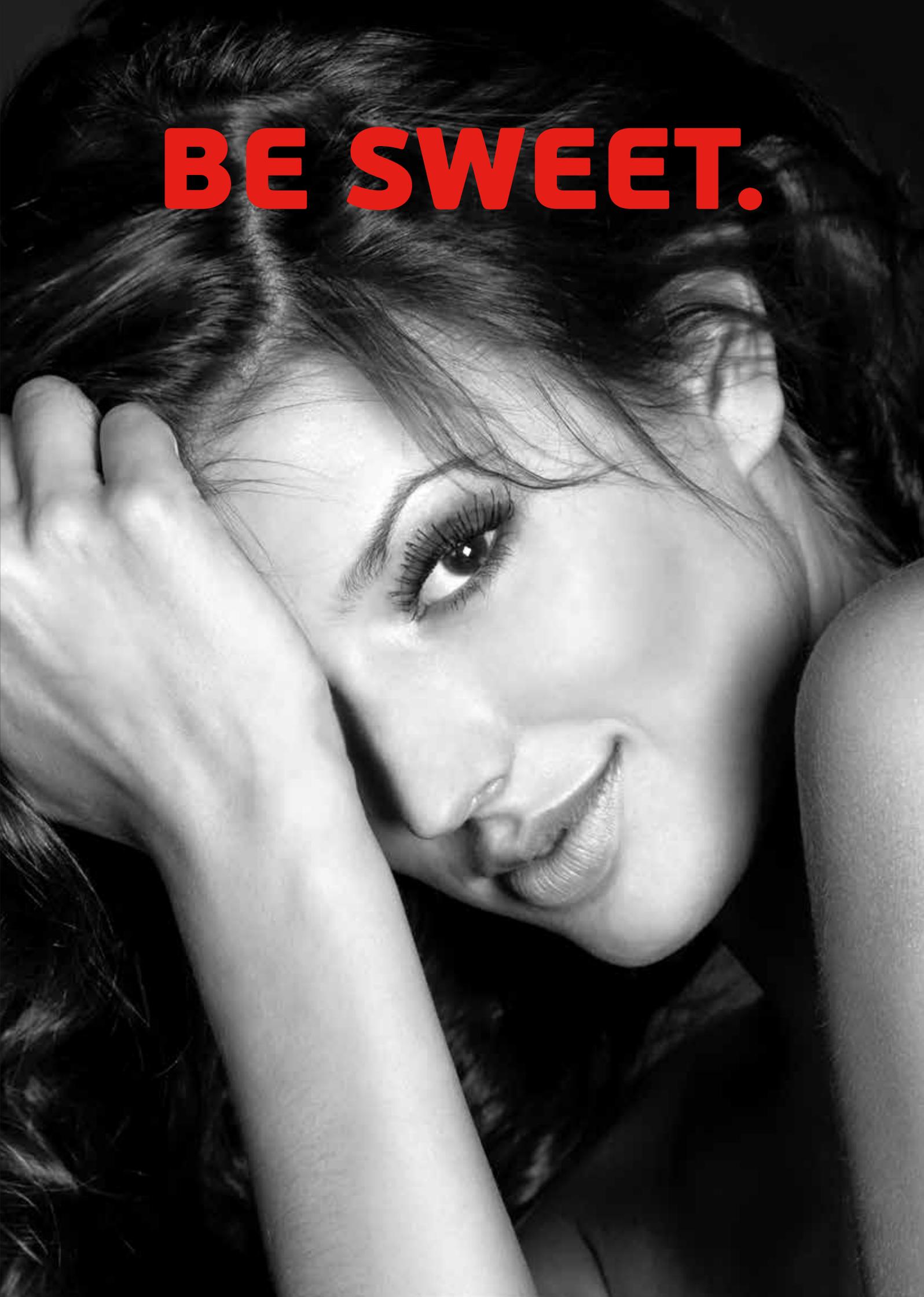
# THE ORIGINAL EROTIC BRAND.

Beate Uhse is not just an industry's top dog but, above all, a well-known and strong brand. The company's history was shaped by Beate Uhse, an extraordinary woman and a strong personality. In the air, she was a stunt pilot; on earth, she guided others on the path to **sexual liberation and eroticism.**

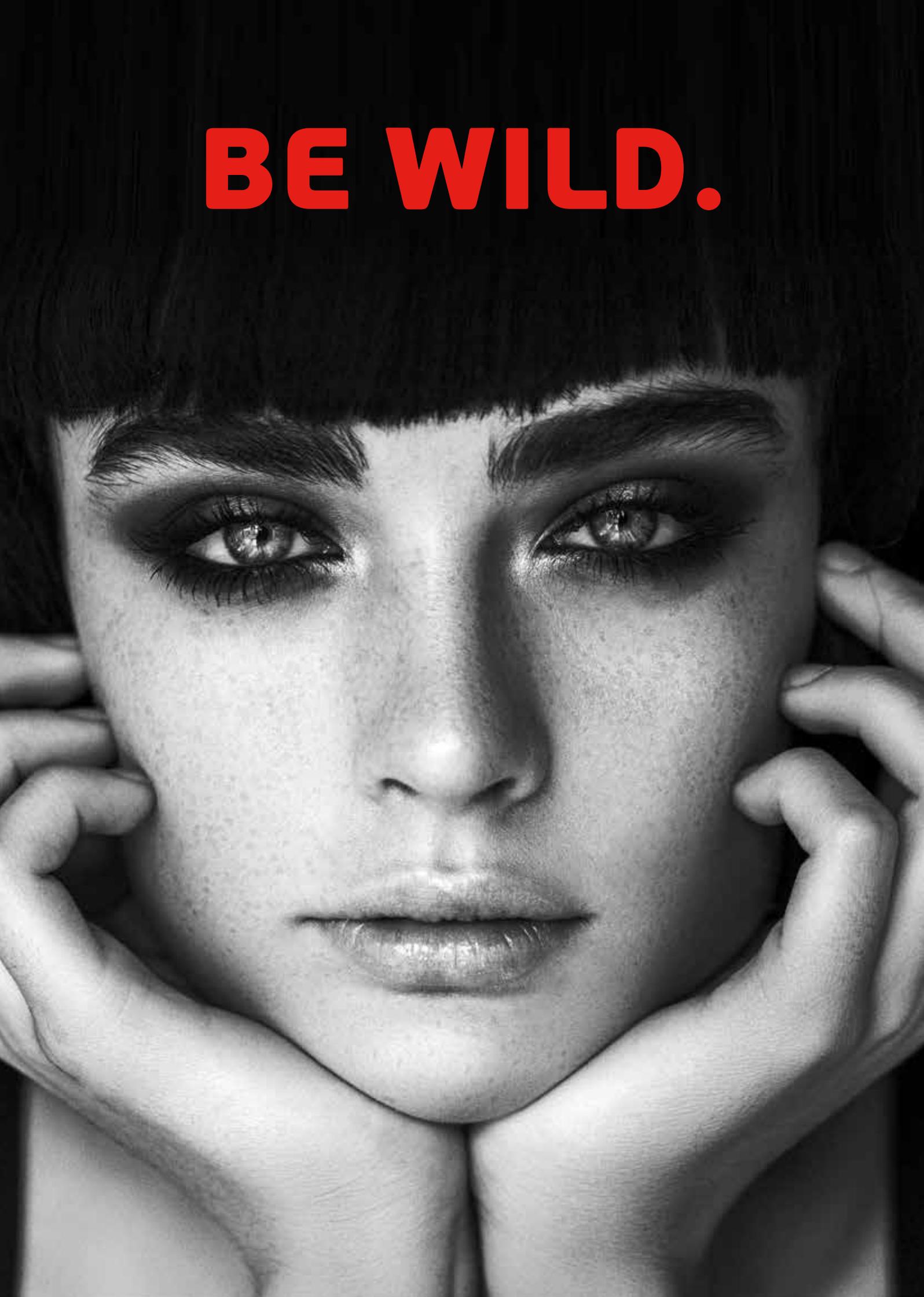
Being a fighter and a creator, Beate Uhse recognized and listened to societal problems of her time, offering solutions and contributing massively to our society's sexual liberation. With “Pamphlet X”, a leaflet for the prevention of pregnancies, she laid the foundation stone for her internationally successful company. When she opened the world's first sex store (“speciality store for marital hygiene”) in 1962, the company grew rapidly. With the initial public offering in 1999, Beate Uhse Group laid the foundation for international expansion and is now active across Europe.

For decades, Beate Uhse has been one of the most successful companies in the lingerie and erotic industry in Europe. In a total of seven countries Beate Uhse offers an extensive range of **lingerie, love toys and lifestyle products** via online shops and in retail stores.

**BE SWEET.**



**BE WILD.**



## LINGERIE.

Playful, sweet, sexy or mischievous... Exciting lingerie and fashionable it-pieces, such as bras, slips, bodies, kimonos or suspender stockings for any woman, for any figure, provide variety underneath clothing. **More eroticism for him?** Of course, men too will find what they are looking for.

## TOYS.

**Love toys for her, for him and for couples.** An extensive selection of vibrators, stimulators, masturbators, BDSM stuff or surprise boxes. You'll want to try these out. Among the selection you will find beloved classics or most wanted lifestyle brands such as Fun Factory, We-Vibe or Womanizer.

## SEX ESSENTIALS.

Must-haves for intimate care, lubricants for any need and in various flavours, toy cleaner, condoms and body paint. Or simply **awake your erotic senses** with massage oils and massage candles.

## FASHION.

The LBD, the ideal look for a first date or a seductive evening, flattering basics, costumes for roleplay, erotic adventures or parties together with your friends. The right outfit will transform any woman into a **real stunner**.



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