

# Turning the Tide in Sexual Wellness: iroha TSUKI+ AONAMI

A quiet, wave-inspired vibrator with “come hither” motion



**Tokyo, November 2025** – *iroha*, the female-led femcare brand from Japan, introduces the **iroha TSUKI+ AONAMI**, a luxurious pleasure product that channels the quiet power and flowing beauty of the tides of the sea. Designed with a wave-inspired form, strong vibrations, and a unique “come-hither” motion, AONAMI represents a new tide in sexual wellness: one that balances calmness and strength, subtlety and sensation.

Available in the US and Europe from the **4th of November 2025** via the **Official iroha Store USA** and **TENGA STORE EUROPE**, TSUKI+ AONAMI debuts **iroha’s first vertical motion** in an insertable vibrator, blending **soft-touch comfort** with **powerful performance**.

## A New Wave of Motion

Like the rise and fall of the tide, TSUKI+ AONAMI moves in a gentle, beckoning rhythm, each motion building and receding in a cycle of anticipation and release. Its soft, tapered tip travels in a vertical arc of approximately 30°, creating a “come-hither” motion that works in harmony with layered vibration. Instead of a single, repetitive pulse, this dual action builds waves of sensation that ebb and flow with the body’s natural rhythm, inviting slow exploration, stimulating the G-spot, and delivering internal and external pleasure that feels like being carried by the tide: unhurried, fluid, and deeply natural.

## Quiet Power, Thoughtful Design

Beneath its tranquil surface, TSUKI+ AONAMI holds quiet strength. Its refined motor delivers deep vibration while remaining remarkably discreet. The Soft-Touch Silicone exterior covering the cushiony internal material offers a plush feel that is gentle on the skin, and fuller surface contact.

## Key Highlights

- **“Come Hither” Motion:** 4 vertical tip movement speeds
- **Vibration:** 5 vibration intensities and 3 rhythm patterns
- **Dimensions:** 42 x 180 x 38 mm / 1.65 x 7.08 x 1.5 in.
- **Quiet, Powerful Motor:** Tuned for stronger vibration with reduced noise
- **Soft-Touch Comfort:** Smooth silicone over cushiony material for a fuller, gentle feel
- **Simple Controls:** Two tactile buttons for intuitive operation
- **Subtle Storage Case:** Easy for drying, hygienic storage, and travel
- **USB-C Rechargeable & Waterproof:** Easy charging and safe cleaning (waterproof up to 50 cm)

## Design Inspired by Waves and Ritual

Named for “blue waves” in Japanese, **AONAMI** embodies iroha’s belief that beauty and power can coexist. Its soft silhouette and muted palette echo the sea’s dual nature – serene on the surface, quietly forceful beneath – inviting use as part of a daily self-care ritual. Just as the tides shape the shore with quiet persistence, AONAMI invites small, transformative acts of pleasure.

“With AONAMI, we wanted to capture the quiet strength of waves: something that moves with you, not against you,” says **Rika Adachi, Global Marketing Manager** for iroha. “We see pleasure as a tide – it builds, recedes, and returns – and in that ebb and flow lies balance, calm, and confidence.”

## Availability & Price

- **Launch date:** 4 November 2025 (US & Europe)
- **Where to buy:** iroha Store USA and TENGA STORE EUROPE
- **Price:** \$249.99/€200/£190
- **Included Parts:** AONAMI product, charging case, USB-C cable, user manual
- **Warranty:** 1 year

---

[Product Video](#) | [Product Images](#)

For more information or request for interviews, please contact:

**Maria Hino** | [maria@tenga.co.jp](mailto:maria@tenga.co.jp)

---

## About iroha | [Brandsite](#)

iroha is a brand of pleasure items, created to “Color your Pleasure” by treating self-pleasure in the same way we treat self-care. We believe that pleasure should be accessible to anyone, and with our pleasure items embody the brand’s wish to be approachable, pleasurable and provide an intimate touch for our users, with items that are crafted with the user in mind. We have found novel methods of creating silicone so that it is silky smooth to the touch, repels dust and lint like magic, and provide selections that utilize a pioneering soft-touch silicone that has marshmallow-like plushiness for those who don’t like the hard exterior of other items.