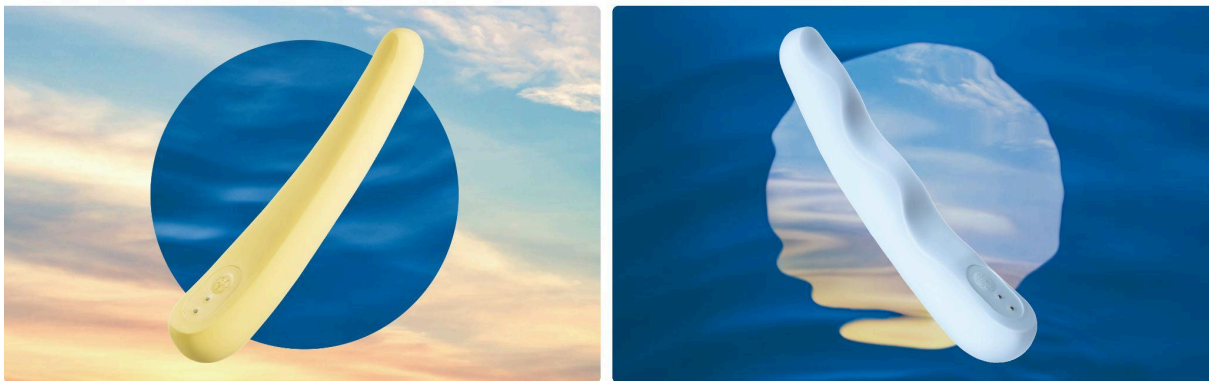


The iroha TSUKI Brings You Over the Moon

The latest pleasure item from Japan's leading femcare brand offers a flexible fit and Soft-Touch Silicone for improved intimacy



Tokyo, 2025 – Get ready to glow! The **iroha TSUKI** (Japanese for “moon”) brings a touch of celestial elegance and next-level comfort to your intimate routine. A refined renewal of the beloved pleasure items **iroha MIKAZUKI** and **iroha MINAMO**, the TSUKI Series combines simplified button control with iroha's iconic softness and a flexible design that gently adapts to the body.

It is available from July 07, 2025 via the [Official iroha Store USA](#).

Inviting Softness & Simple Functionality

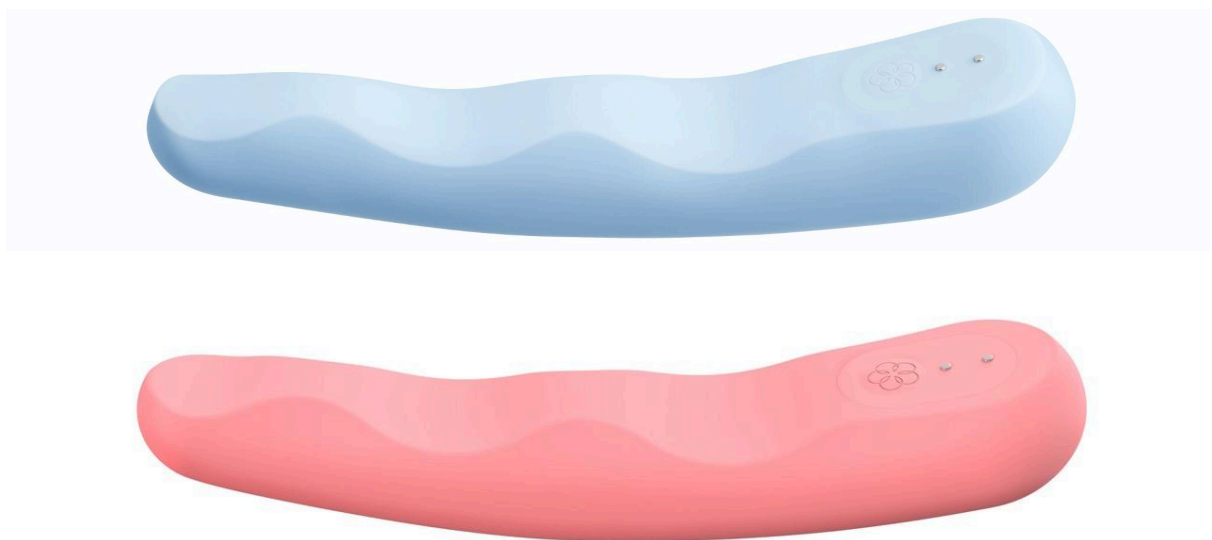
Encased in iroha's Soft-Touch Silicone, the TSUKI's soft, tapered tip and flexible body glide smoothly over the skin and conform to the body's contours for a comfortable experience. Fully waterproof up to 50 cm / 20 inches and treated with an anti-dust finish, the iroha TSUKI is hygienic and easy to clean. The redesigned charging case and new USB-C charging add extra convenience.

A Japanese-Inspired Renewal

In Japanese culture, the moon (*tsuki*) symbolizes serenity, beauty, and quiet reflection – qualities reflected in the new iroha TSUKI series under one poetic concept:



MIKAZUKI – Slender and crescent-shaped, evoking the curve of the crescent moon. Available in gentle yellow and Nadeshiko pink.



MINAMO – Curved with subtle waves, mirroring the reflection of moonlight dancing on water. Available in soft blue and Nadeshiko pink.

Rika Adachi, Marketing Manager for iroha, says, “The iroha TSUKI continues iroha’s mission to empower women through self-care and sexual wellness, blending elegant design with innovative functionality. As with many of iroha’s pleasure items, the iroha TSUKI draws its inspiration from the breathtaking beauty of Japanese nature, offering a unique blend of cultural heritage and modern technology.”

Product Highlights

- Simple One-Button Control
- Vibration Settings: 5 Strengths & 3 Rhythms
- Material: Body-safe Silicone, ABS
- USB Rechargeable & Charging Case Included
- Running Time: Approx. 90 min (Full Power)
- Waterproof up to 50 cm / 20"
- Price: From \$155.99

Product images can be found [here](#).

For more information or interview requests, please contact:

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About iroha

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.