



Embrace the Naughty: Biird's Playful New Year Resolutions for 2024

New Year Resolutions Aren't All About Gym and Diet Goals...

As the world ushers in the New Year, the traditional resolutions centered around hitting the gym, eating healthier, and learning a new skill are making their annual appearance. Yet, for those seeking a bit more excitement and a deviation from the norm in the coming year, [Biird](#), the innovative and quirky pleasure brand, has some delightfully naughty resolutions that will surely add a spark to your daily routine in 2024.

Embark on a Journey of *Self* Discovery

Exploring new facets of pleasure by reconnecting with your body is one of the most exciting journeys. As 'pleasure mapping' emerges as the anticipated trend of 2024, Biird's experts recommend dedicating extra time to discover what it is YOU like.



Contact details:

G&V Public Relations

Olga Gloza

olga@wearegvpr.com



Product pairing: With its opulent finish and smooth curves, Biird's [Kali](#) is the ideal companion for pleasure mapping. Warm it up or cool it down for an added dimension of sensory play.

Think Outside the *Body*

While physical touch undeniably plays a significant role in pleasure and intimacy, Biird urges a broader perspective. To fully relax and give into the moment, it's important to take care of your mental health and take a holistic approach to self-care.

"At Biird, we firmly believe that pleasure is not just a momentary indulgence but a vital component of overall well-being. Our New Year's resolution for 2024 encourages individuals to integrate pleasure into their lives in a holistic way – from self-love rituals to deepening connections with partners. It's about recognizing that pleasure is a fundamental aspect of a fulfilling life, and by making it a priority, we empower ourselves to live more joyfully and authentically." says Andrea Rey, Co-Founder of Biird.

Improve *Partner* Connections

For those in relationships, deepen the connection with your partner by incorporating more communication, shared experiences, and, of course, pleasure. Talking openly about your desires and sharing your favorite sex positions, fantasies, or kinks can open up a whole new dimension in a relationship.

Product pairing: The petite yet powerful [Evij](#) offers endless possibilities for fun between the sheets with your partner or on your own. With a design resembling a water droplet (or an exotic fruit!), this toy can be used for external stimulation on the body's most sensitive zones.



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Notes to the editors:

[Biird](#) is an innovative sex toy brand conceived by industry veterans with over 20 years of experience. As a female-led, pleasure-positive company, Biird is known for its unique, multi-award-winning designs and its dedication to raising awareness about industry bias around female sexuality. Biird's bestsellers, [Nanii](#) and [Evii](#), have redefined the industry's perception of sex toys, demonstrating that they can be aesthetically pleasing, powerful, and liberating.



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