



National Couple Appreciation Month: 77% of Americans Use Sex Toys with Their Partners, Finds Biird Survey

Sharing is caring, anyone?

April marks National Couple Appreciation Month, a time to celebrate the deep bond, love, and commitment shared between partners. Amidst the many fun activities enjoyed together, one stands out as particularly popular by most Americans. According to [Biird's survey](#), *77.35% of respondents from the US who own a sex toy say they use sex toys with their partners, either occasionally (67.19%) or exclusively (10.16%)*. As we embrace this celebration of partnership, Biird offers creative suggestions on how to further enrich couple play by using their bestselling sex toys.



Pinpoint erogenous zones

Foreplay and exploration of each other's erogenous zones are fundamental for an overall better connection and a more fulfilling sex life. Starting with a sensual massage is a great idea to set the mood, while later incorporation of a powerful sex toy can amp up



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arousal. Biird's [Evi](#), with its fruit-like shape, soft silicone texture, and dual powerful motors, is a perfect choice for erogenous zone exploration all over the body. Its slender tip is perfectly designed for external stimulation in the most sensuous spots.

Explore temperature play

Temperature play is one of the hottest kinks, allowing partners to stimulate each other's neuroreceptors with alternating sensations of warmth and cold. It may be as simple as drinking something hot or cold before kissing or oral sex, using ice cubes, or playing in a hot shower to achieve the effects of changing temperature. However, to take the experience to the next level, consider incorporating sex toys designed for temperature play. Biird's Elements collection features a range of toys made from borosilicate glass and natural materials like quartz, making them perfect for different versions of temperature play. The bestsellers include [Kali](#), a G-spot dildo made from mesmerizing glass; [Pixi](#), a petite curved dildo made from rose quartz; and a medium-sized glass plug [Ani](#). All made from non-porous, sturdy materials, these toys will help couples discover a new spectrum of pleasure.



Couple up the toys

The more the merrier, they say. When it comes to couple play and sex toys, creativity has no limits. With an array of ergonomic designs from Biird, couples can effortlessly incorporate toys into their partner play. Biird's [Riin](#), a set of three silicone penis rings, [Regi](#), a set of two ergonomic plugs, and the [Suri](#) dildo, which can be used solo or with a partner as a strap-on, all offer endless possibilities for exploration and pleasure.

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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, [Namii](#) 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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