



7-DAY PLEASURE CHALLENGE

FEEL BETTER. SLEEP BETTER. LIVE BETTER.

WAND TO KNOW WHAT'S INSIDE?

IT'S EVERYTHING YOU NEED TO CREATE
YOUR OWN STUDY — MINUS THE WAND

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PLEASURE, MEASURED

SEE WHAT 7 DAYS WITH YOUR WAND CAN DO

Welcome to the Magic Wand 7-day Pleasure Challenge! In 2025, Magic Wand and an incredible team of pleasure experts developed a first-of-its-kind 3-week study to analyze the mental, physical and sexual health benefits of using a Magic Wand massager. The dream team included award-winning sex researcher, professor and author, [Dr. Candice Hargons](#), [Sex Ed with DB](#) creator Danielle Bezalel, Ph.D. candidate, Doctoral student [Kasey Vigil](#) and Certified Sex Educator, [Sarah Tomchesson](#).

The study results were astounding!

Now, you can conduct your own Magic Wand challenge at home and enjoy the benefits of using a Magic Wand every day for 7 days, reflecting on the experience, and charting your own personal results.

A GUIDE TO THE GOOD VIBES

PLAY. LOG. REFLECT. REPEAT.

Here's how you'll create your own study:

1. For 7 days, find time **every day** to use your Magic Wand in any way that feels pleasurable to you - solo or with a partner. Don't worry, we have included suggestions for a variety of ways to use your wand to keep it interesting throughout the week.
2. Before you start, at the end of every day, and after the challenge complete a short log.
3. After 7 days, chart your results or visit magicwandstudy.com to enter and generate your results.
4. Reflect and integrate the experience.

THE PLEASURE REPORT

RESULTS FROM THE MAGIC WAND STUDY

PARTICIPANTS	MAGIC WAND USAGE	DATES
1000 people with vulvas, 18+	7 days, daily	February 2025

HOW THE STUDY WORKED—

Participants completed a survey before starting, answered questions daily for 3 weeks and completed a final survey at the end of the study. Participants practiced abstinence for 7 days, followed by 7 days of Magic Wand use every day, followed by a 3rd week when participants returned to their normal sexual routines.

THE RESULTS—

-  BODY APPRECIATION
-  SELF CONFIDENCE
-  FOCUS
-  SLEEP QUALITY
-  STRESS LEVELS
-  HAPPINESS
-  PARTNER INTIMACY
-  DESIRE

“USING THE WAND HELPED ME MANAGE MY DAILY STRESS. IT WAS AN EXCUSE TO STEP AWAY FROM MY COMPUTER, CONNECT WITH MYSELF AND RESET. I LOVED IT!”

- MAGIC WAND STUDY PARTICIPANT

FREQUENTLY ASKED QUESTIONS

BECAUSE CLARITY IS A TURN-ON

I miss a day, should I still continue using the Magic Wand the rest of the week?

YES! Please continue even if you miss a day. You can pick up where you left off.

What should I do if I cannot figure out how to chart my results at the end?

Let us do the charting for you! If you enjoy creating your own chart by hand - do it. If it stresses you out - visit magicwandstudy.com. There you can enter your daily results and generate a chart. All data entered will be anonymous. Magic Wand may use the data to analyze the benefits of the challenge.

How do I clean the Magic Wand?

The head is non-porous so it is very hygienic and easy to clear. Use warm soapy water or toy cleaner - anything that's body safe as a cleanser will work. Do not fully submerge the wand in water.

What if the Magic Wand is too strong for me?

The Magic Wand's motor is uniquely powerful. It is also designed to deliver a deep rumble that can stimulate the muscles and nerve endings deep in the body. As a result, you can use the wand to stimulate your most sensitive nerve endings without direct contact. Try positioning the wand on the pubic mound or the perineum and pressing the head into the body or thrusting into it - for warm up or as a way to enhance the kinds of touch you already enjoy.

HOW TO USE YOUR WAND

WAND TECHNIQUES FOR EVERY BODY

While many hail Magic Wand as the best tool for the job when it comes to intense clitoral orgasms, its original design as a full body massager is also very pleasurable. Because of its deep rumble vibrations and broad head, Magic Wand can be used anywhere on the body - explore all your erogenous zones for full body pleasure.

PLEASURE BEYOND THE USUAL PLACES

- Start with the Magic Wand on a tension point anywhere on the body. The deep vibrations help relax and prime the body for pleasure. Once you have fallen in love with Magic Wand's unique vibrations, you may find it turns you on regardless of where you use it.
- Try starting with the powerful Magic Wand vibrations on your feet and slowly making your way up your calves, behind the knees, up to your thighs and eventually to your genitals.
- Place the Magic Wand on your pubic bone and rock your hips up into the head of the Magic Wand.

WHEN YOU'RE READY TO GO THERE

- Run the wand up and down the genitals starting at the pubic mound. Build arousal and blood flow and gradually increase the pressure by pressing the wand into your body. This sends those powerful vibrations deep into the internal clitoral network or the internal portion of the penis for an extended warm up.
- If you find the vibrations too intense try using over a towel or your clothes between you and the wand.
- You can lay the wand with a pillow over the head and hump the vibrating pillow for broad stimulation.
- Run the head of the Magic Wand up and down each side of the labia applying varying pressure. When you bring the wand directly on the clit, explore the different sensations of the top and the side of the head of the wand.

START HERE—

- Before you begin on your 7-day Magic Wand Pleasure Challenge, begin with this initial log.
- For 7 days, find time every day to use your Magic Wand in any way that feels pleasurable to you - solo or with a partner.
- At the end of every day complete your log.
- After 7 days, chart your results or visit magicwandstudy.com to enter and generate your results.

Ready? Let's begin!

WHAT ARE YOU CURIOUS TO EXPLORE
& DISCOVER OVER THE NEXT 7 DAYS?

YOUR INTENTION/S FOR THE MAGIC WAND CHALLENGE:

01

02

03

OVER THE LAST MONTH MY
LEVEL OF _____
IS

PARTNER CONNECTIVITY
(IF APPLICABLE)

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BODY APPRECIATION

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DESIRE

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FOCUS

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NOTES

SLEEP

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DAY ONE

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

BODY APPRECIATION

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CONFIDENCE

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FOCUS

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SLEEP

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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DAY TWO

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

BODY APPRECIATION

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CONFIDENCE

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FOCUS

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SLEEP

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(IF APPLICABLE)

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DAY THREE

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

SLEEP

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BODY APPRECIATION

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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DAY FOUR

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

SLEEP

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BODY APPRECIATION

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DAY FIVE

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

BODY APPRECIATION

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CONFIDENCE

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SLEEP

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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DAY SIX

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

BODY APPRECIATION

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CONFIDENCE

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SLEEP

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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DESIRE

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DAY SEVEN

DID YOU USE YOUR MAGIC WAND TODAY? YES ☐ NO ☐

TODAY I EXPERIENCED....

SLEEP

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BODY APPRECIATION

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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CLOSING

NOW THAT I HAVE COMPLETED THE MAGIC WAND CHALLENGE...

MY GENERAL LEVEL OF

IS...

SLEEP

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BODY APPRECIATION

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PARTNER CONNECTIVITY
(IF APPLICABLE)

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CONFIDENCE

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FOCUS

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MOOD

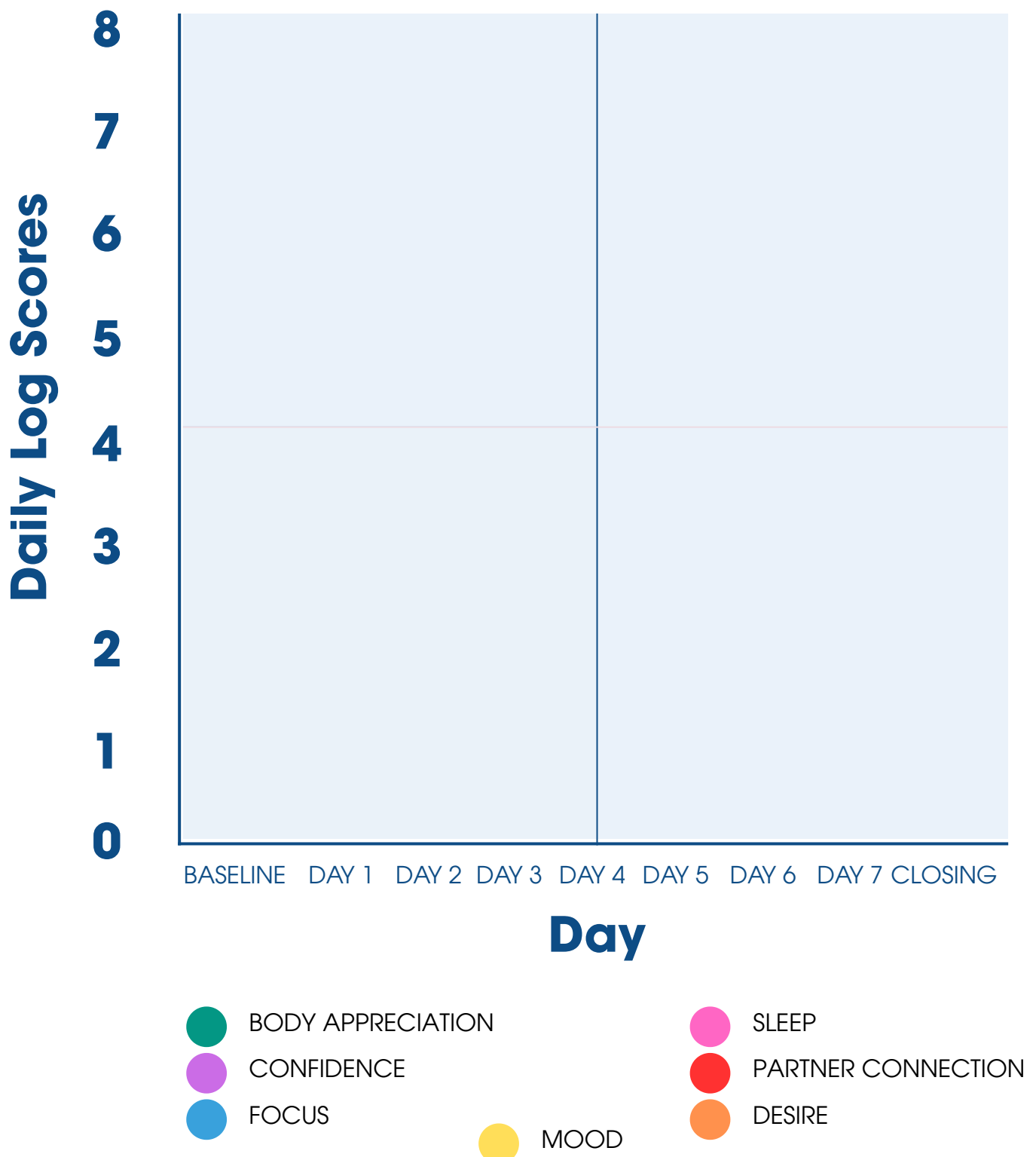
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YOU'RE ALMOST DONE! TOMORROW, CHART YOUR RESULTS AND COMPLETE THE CLOSING JOURNAL PROMPTS.

CHART IT OUT!

PROOF IN THE PLEASURE

Color code each of your results, making a colored dot for each measure each day. Draw a line connecting each color's dots. You can also automate your results at magicwandstudy.com!



KEEP THE VIBES GOING

WHAT SURPRISED YOU DURING THE CHALLENGE
OR IN REVIEWING YOUR RESULTS?

WHAT ARE YOU MOST EXCITED ABOUT FROM YOUR RESULTS?

WHAT IS ONE THING YOU ARE TAKING AWAY FROM THE CHALLENGE?

WANT MORE?

WE DON'T BLAME YOU

TAKE THE CHALLENGE TO THE NEXT LEVEL

- As you return to sex as usual, consider keeping Magic Wand in the mix solo or with your partner. Bonus points, if you keep up with it daily!
- Change up your frequency of use and continue exploring Magic Wand's pleasurable sensations in new ways. Explore. Reflect. Repeat.
- During the Magic Wand study, participants experienced a higher baseline across all quality of life measures after their week of using Magic Wand every day. Continue to notice what has shifted for you. The week after the challenge might be a great time to check another wellness goal off of your list to keep your progress going and the vibes high!

YOU CAN FIND MORE DETAILS ABOUT THE FULL STUDY AT...

[MAGICWANDSTUDY.COM](https://magicwandstudy.com)

YOU CAN LEARN MORE ABOUT MAGIC WAND AND FOLLOW ALONG AT...

[INSTAGRAM.COM/TRUEMAGICWAND](https://instagram.com/truemagicwand)