



## **BEDROOM KANDI DEMONSTRATES MARKET GROWTH AND LEADERSHIP WINNING HOME PARTY COMPANY OF THE YEAR FOR SECOND YEAR AT XBIZ 2020**

*Five Additional Award Category Nominations in Pleasure, Beauty Products and Business Practices Position the Independent Sales Consultant for Continued Market Expansion*

**January 23, 2020 – Hampton, NH** – Bedroom Kandi, the award-winning lifestyle brand, announced it has won the XBiz Home Party Company of the Year category for the second time! In addition, five more XBiz award category nominations pay tribute to the high standards set for Bedroom Kandi products, and position the company for continued market expansion. The Xbiz Executive Awards “celebrate exceptional business achievement, honoring brands that excite, motivate and influence,” in which Bedroom Kandi was nominated for the following XBiz 2020 award categories:

**Luxury Pleasure Product/Line of the Year** – LUXE Collection

**Soft bondage Product/Line of the Year** – DARK DESIRES Collection

**Sexual Enhancement Product of the Year** – ENTHRALL ME arousal balm

**Sensual Bath and Body Product of the Year** – PURE, activated charcoal body bar

**Business Development Executive of the Year** – Rita Silva-Grondin

**WINNER: XBiz 2020 Home Party Company of the Year**

“It is an incredible honor to receive this prestigious industry award as we continue to grow and expand into not just an intimate accessories line, but an entire lifestyle company dedicated to elevating others, while improving relationships and fostering successful careers for our independent consultants,” said Kandi Burruss, founder of Bedroom Kandi. “This award represents the vision and execution of our important role educating and empowering women, men and their partners about sexual wellness, health and overall well-being.”

“This recognition is a testament to the dedication and focus being given to four critical areas of our business: encompassing product portfolio diversification, forging new strategic industry partnerships, improving home party consultant business enablement, leadership training and compensation plan attainment,” said Rita Silva-Grondin. “Putting consultant leadership training and enablement at the heart of Bedroom Kandi’s operations is paramount to our shared success. Central to this has been addressing a pervasive industry issue by driving compensation plan structure based on transparent KPIs to help make it more achievable to attain the highest levels of compensation and profitability for our Bedroom Kandi Consultants.” While Bedroom Kandi’s roots are in pleasure products, the portfolio has expanded to include an array of beauty products that help clients feel sexy and confident including the launch of Kandi Coated, a luxury cosmetics line designed to complement all skin tones. This expanded portfolio has created new business growth opportunities for consultants, and a new reason to celebrate! The continued growth and success is allowing Bedroom Kandi to award an additional \$20,000 in cash incentives in 2020!

To learn more about the important role Bedroom Kandi Boutique Consultants play in the discussion of sexuality, well-being and self-confidence, contact your favorite Bedroom Kandi Consultant, or visit [www.bedroomkandi.com/join](http://www.bedroomkandi.com/join)