

MyJoyToys Launches New Website as the World's First Adult Toy Brand Built on Mental Health and Healing

"Globally Verified: The First Adult Toy Brand Built Entirely on Sexual Wellness, Mental Health & Healing." "A Safe Space in a Loud Industry" This Is More Than a Store — It's a Safe Space for Sexual Healing.



MyJoyToys

London, United Kingdom Jul 13, 2025 ([IssueWire.com](https://www.IssueWire.com)) - MyJoyToys, the first adult toy brand in the world founded entirely on emotional healing, trauma recovery, and mental health support, has officially launched its redesigned website, marking a landmark moment in the global sexual wellness space.

This launch is more than a visual upgrade—it's a worldwide statement. In an industry that has long sidelined survivors, neurodivergent individuals, and those battling anxiety or stigma, MyJoyToys now stands as a beacon of safety, compassion, and transformation.

The new website offers a uniquely blended experience that combines pleasure with purpose. In addition to a wide range of carefully selected wellness products, visitors will find access to mental health blogs, therapy resource hubs, and stigma-free educational content—all designed to support the full emotional and psychological spectrum of intimacy.

"The adult industry didn't make space for trauma, anxiety, identity, or recovery—so we did," says the brand. "We lead with empathy, honesty, and care, offering tools that help people reconnect with themselves and others emotionally, not just physically."

This global-first milestone was recently verified by an independent market analyst, confirming that no other brand in the world has built an adult toy platform so deeply and transparently rooted in mental wellness and trauma-informed support.

With this launch, MyJoyToys shifts the focus from selling toys to supporting stories—offering a safe space in a loud industry, where healing is part of pleasure and recovery is met with dignity.

The new platform is live now, and the public version of the verification report can be accessed via the site's footer.

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