

kanoodled

for after your monkey business



Entrepreneur Johanna Wolf promotes passion and intimacy after lovemaking

By Jim Brumm

The world is rife with products promising to enhance sexuality, to increase allure or attractiveness, to help “seal the deal,” so to speak, or to arouse and make the act of lovemaking more exciting or satisfying. As everyone knows, sex sells, and that industry collectively generates billions of dollars a year. But from spicy outfits to erotic bedroom toys, these products all share a common theme: they are targeted at that period of time leading up to sex, or during the act itself.

But what about *after* lovemaking, when the passion is spent and the moment has passed? What about that moment when lovers find themselves lying together in sweaty sheets, with tangled hair, smeared makeup, and a strong desire to brush their teeth? At that point—and we’ve all been there—they are faced with certain messy realities, and a potentially awkward moment as they attempt to deal with those realities while keeping the fantasy alive. Frankly, it can be a real buzz-kill. Even our language fails us here: we talk often of *foreplay*, but what about *after-play*?

Enter Johanna Wolf, a creative, open-minded woman in Northern California’s Sonoma County, and the driving force behind



Johanna Wolf, founder of Kanoodled.com

Kanoodled.com, a company offering products for those special moments that come *after* sex, devoted to enjoying post-coital time almost as much as all that led up to it. Johanna has always had an innate entrepreneurial bent, and found a kindred spirit in her husband, Bob. They both, according to Johanna, “have those kinds of minds that get an idea and immediately start planning how to make it happen.”

A romantic getaway to Hawaii provided the genesis for Johanna’s enterprise. “We were on vacation on the Big Island,” she said. “We made love in the afternoon and cuddled up together. Then it came time to navigate the wet



spot. We both laughed and agreed, ‘there really should be something for this.’ We looked at each other and said, ‘there’re no products for *after* sex.’ Later, we did ‘research’ together and kept asking each other, what do you want now? . . . what would be good to have now? . . . how about now? We laughed a lot.”

Johanna and Bob investigated and realized that this area was untapped; there were simply no products out there to help deal with things after sex. The name—Kanoodled—came later. “We registered post-coital.com,” said Johanna, laughing. “But it sounded so clinical.” Wanting something a bit more edgy, Johanna turned to the urban dictionary and found Kanoodle, which is defined as “getting it on like wild monkeys.” Johanna changed the tense since her product line was for after sex and Kanoodled was born . . . along with the tag line, “*For after your monkey business.*”

Kanoodled.com offers, as Johanna put it, “products to nourish your post-coital body and enhance the intimacy of this special time.” After the passion and drama have passed, the situation usually calls for a more pragmatic approach to things, but, as Johanna

said, “That doesn’t mean the romance has to stop or that we can’t have fun in the process.”

Johanna, who smiles often and is quick to laugh, knew she needed help and so consulted with a wide array of

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experts while choosing her line of products. On her consultation team is a naturopath, a psychologist, a chemist, an advertising expert, a woman who owns and runs an erotica store—even a comedian. And, of course, Johanna talked with many girlfriends to get their feedback and ideas. The result is a fun, playful, and, yes, practical array of products.

The Kanoodled line includes the gentle soaps “Coochie Cleaner” and “Wiener Wash,”—custom made for

Kanoodled—with the perfect Ph balance for sensitive areas. There is also a body spray called “Bliss Mist” that offers a minty cooling agent.

One of Kanoodled’s most popular items is called “The Spot Remover,” an incredibly soft cloth made from a blend of organic hemp and cotton fleece, designed to cover the wet spot easily and discreetly. Just lay it on the bed and throw it in the wash later—problem solved! All of Kanoodled’s products are high-quality and organic, and all are produced in the U.S.A.

“Kanoodled.com is an invitation to linger,” said Johanna, “to softly bring awareness to the need for nurturing after lovemaking, and to do it with humor and a light touch, lovingly presented. My goal is to transform the awkward moments into loving memories.”

In the future Johanna plans to use profits from Kanoodled.com to create and fund a foundation to provide counseling and rehabilitation for domestic abuse victims and perpetrators.

According to Johanna, Kanoodled.com is the perfect place to shop for bridal-shower gifts, wedding gifts, birthday gifts, gifts between lovers or between girlfriends. “We all go to the same stores and see the same things all the time,” she said. “Kanoodled.com is different; it’s unique.”

Johanna paused for a moment and said, “I created Kanoodled.com to help women and couples address things that may leave them feeling awkward, and instead turn those moments into an opportunity for heightened fun and intimacy.” She smiled and added, “You can never get enough of that.”

**For more information,
visit www.kanoodled.com**