

# q in deep: THE MAN BEHIND DRIP

In the December 2021 issue of Q Magazine he was the cover boy. This month we find a little more about the man, his motivations, and why he and his business partner started 'drip'.

**Hugh, to begin with I have to say that I love the name, thoroughly enjoyed the launch (and thank you for inviting me) and I adore your products too (thank you for providing some for me to 'road test'). Is drip a one-man show or do you have other guilty collaborators, and how did the concept come to be?**

drip is a love letter to my younger self. I grew up on Queer as Folk (Monday nights SBS 9:45 in my family basement, lights off, volume on low) as my only insight into gay and queer culture. I didn't know a single gay or queer person, and I felt incredibly isolated.

After coming out there was a bit of an 'and now what' moment when it came to learning about sex. Who teaches you as a queer person? How do you learn? Everyone seems to want to teach you things when you're young but when it comes to sex and pleasure, I was just told to use condoms and not get HIV.

So, I took it upon myself to learn. Porn helped (especially with faster internet connections) but it's often missing intimacy, laughter, smiles, fumbles and mistakes. Not an ideal place to start. So, I sought out older men to learn how to experience pleasure (thanks Daddies). They filled the void of lack of education, silent parents who didn't want to ever talk about sex and a community that I struggled to connect with around sex. It was through sharing stories and finding sisters in the gay community that I really started to learn. drip is about creating that conversation between friends or community members who want to document and share. I grew up in the homophobic Howard era and it was bloody lonely, drip 15+ years later, is a response to this; open dialogue and community talking proudly and openly about sex and pleasure.

In addition to the online sex platform, during my early 20s, I'd been home with too many men who used bad sex products. Sticky formulas that you'd need to wash off as soon as you've cum, or ones that dry out, so you keep applying until you're in a puddle of tacky jelly. The standard was pretty average, and everyone seemed to just accept that. People who had great taste and style in every other aspect of their life seemed to have subpar sex products hidden under their beds. I believe this stems from broader societal shame around sex, that it's hard to be brave enough to acknowledge that we all deserve a little better (and so do our butts, cocks and vulvas.)

As for collaborators, we're a team of two - just me and my colleague Ksenija. Together we do everything from products to marketing. We're lucky enough to work with a bunch of amazing people who contribute content on their area of expertise, as well as artists who contribute fortnightly Spotify drip(mixes); pleasure playlists to have sex to.

**One of the big selling points for me is the natural nature of the ingredients used. Please explain how this came to being and how it works in a 'hands on' sense?**

We make everything locally actually on the Mornington Peninsula here in Melbourne. Each formula has been tried on various groups of people within our community. Taking on real people's feedback was super important to us, and helped us nail the texture, smell and taste of each product. We use organic ingredients where possible, and we've also done dermatological testing with both our lubes on sensitive skin subjects to make sure they can be enjoyed by all.



All our products are designed to combat common friction points. For example, the oil based drip stemmed from the many times I tried to scoop my hand into a glass jar of coconut oil while straddling someone, then struggled to melt it in my hands to use it as lube. It was such a clunky and messy experience. Sex should be enjoyed to its fullest and the products that assist should work for you, not against you. That's why we took every aspect of how people use them into consideration, from coconut oil that stays liquid, to recycled plastic bottles that won't break if dropped in the shower, courtyard or kitchen, to a pump that gives you the right amount seamlessly.

I think once you start to talk about all of these friction points people really see the light and go 'oh yeah, why is that so clunky?' It's like we all have blinkers on until you start the conversation about what we deserve."

**The lubricants and breath spray are only the tip of the iceberg, as I understand it. drip is much more than just the products - please explain how?**

We're trying to break down the friction that sits between people and their ability to experience pleasure. Our content platform, the drip(feed) does this by empowering people with information and stories about sex. While the products respond to physical moments of friction, we know that there are so many other things that stop people from experiencing the pleasure they deserve. Whether it's learning how to douche, how to overcome sexual trauma or how to laugh at the lighter side of sex, you'll find unbiased information, contributed by people who have lived experience on the drip(feed).

**Now that every hand, bottom, willy and vulva is using your products and you have stolen (and rightly so) the entire lubricant market, what is next for you and the brand?**

Haha, we have really only just launched last month so there is a long way to go before all of those body parts are satisfied globally. I'm doing my part in sharing them with the world, but we need everyone's help. One appendage/orifice at a time! There are some huge players in this space, particularly the large global brands so we need people's support to get the word out there that there's a better option.

Every product we sell contributes to the sex positive content we curate online. I think people often think things can just sustain themselves without people supporting them, but this isn't the case with drip. We really need to spread the word about the platform and products and that's why I'm so grateful to have the opportunity to talk to Q magazine! But to answer your question more directly, we're hoping to launch more products and keep creating great, sexy content that helps people experience more pleasure. Got some feedback or something you want us to cover - drop me a line [hugh@dripfeed.life](mailto:hugh@dripfeed.life)!

**Thank you so much for your time, and I wish you all the success in the world. More strength to your arm and every other body part. Thank you for all you do.**

