



# PRESS KIT

**The French gay cruising platform  
built on community-driven trust**

The independent, French-born  
gay cruising platform  
built for adults who know what  
they want.

September 2026

**Media contact**

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# THEBLOWERS.COM AT A GLANCE



**THEBLOWERS.COM** IS AN INDEPENDENT GAY CRUISING PLATFORM FOR CONSENTING ADULT MEN. IT CUTS THROUGH THE SMALL TALK OF MAINSTREAM DATING APPS AND LETS MEMBERS SAY WHAT THEY'RE LOOKING FOR, IN A SPACE BUILT AROUND FREEDOM, DISCRETION, AND SAFETY.

Accessible worldwide from any web browser, the platform combines a member list, certified profiles, post-meetup reviews, a geolocated map, ephemeral photos, and round-the-clock human moderation.

Created by Pastel Services, an independent French company with a team of 24, TheBlowers.com is available in 26 languages across five continents. Now, with 80%+ growth in 2026 alone, it's setting its sights on the U.S., U.K., and Canada, powered by its community rather than outside investors.

## The Promise

Direct, unapologetic adult cruising with clear intentions and a framework of trust.

## Three Things to Know

- **Niche by design.** Built for men who know what they want and don't want to waste time on dead-end chats or mixed signals.
- **Community-powered trust.** Member lists, certified profiles, and post-meetup reviews help users gauge a profile's credibility before they meet.
- **Independent and bootstrapped.** Growth is driven by real usage, community, and results, with no outside investors and no fundraising.



# 2

## FROM A FRENCH ORIGINAL TO A GLOBAL PLATFORM



THEBLOWERS.COM STARTED WITH A SIMPLE INSIGHT: GAY MEN DESERVE A DEDICATED SPACE FOR DIRECT, EXPLICIT CONNECTIONS THAT REFLECT WHAT THEY ACTUALLY WANT.

Launched in 2008 as LesPompeurs.com, the platform has been transformed in recent years. A renewed focus and significant investment drove the rebrand to TheBlowers.com and, more importantly, led to breakout international success. Throughout, the platform has evolved in one clear direction: toward what its community actually wants. Today, it is building on that momentum, with the U.S., U.K., and Canada as its next priorities.

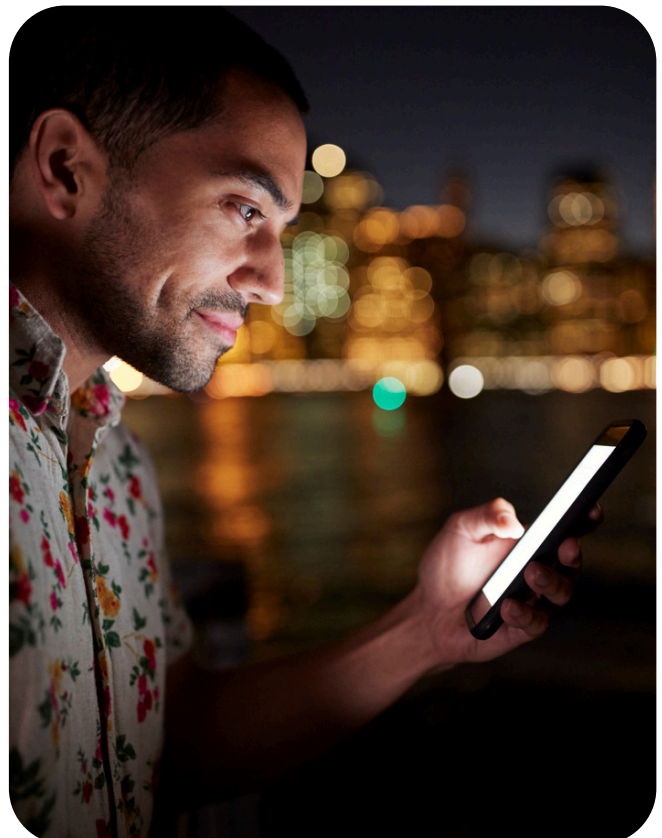
Pastel Services keeps full control over its strategy, product roadmap, and growth decisions. That independence lets the team:

- Build the features the community actually uses
- Tailor the experience to the habits and expectations of adult gay men
- Keep an uncensored tone for NSFW content reserved for adults
- Invest in moderation, safety, and the quality of interactions
- Expand internationally on its own timeline, not an investor's

### Growth Driven by the Community

Word of mouth, social media, content creators, and loyal users fuel TheBlowers.com's momentum. That grassroots energy has built strong awareness across Europe, North America, and South America.

The next step: accelerating commercial growth in the **United States, United Kingdom, and Canada**, before expanding into additional markets.



# 3 THEBLOWERS.COM BY THE NUMBERS



| METRIC                       | FIGURE                            |
|------------------------------|-----------------------------------|
| Members worldwide            | 4 million                         |
| Unique users worldwide       | 1.12 million                      |
| Monthly unique visitors      | 1.6 million                       |
| Average return rate          | 15 visits per month               |
| 2026 growth                  | 80%+                              |
| Daily logins, year over year | +78.2%                            |
| Languages                    | 26                                |
| Continents                   | 5                                 |
| Creator partnerships         | ~1,377 content creators per month |
| Team                         | 24 people                         |
| Human moderation             | 24/7                              |
| Audience                     | Consenting adult men              |
| Average age at sign-up       | 28                                |

(Data as of July 1, 2026)



## Growth Timeline

- **2008:** Launches as LesPompeurs.com
- **2024:** 48% annual growth
- **2025:** 66% annual growth
- **2026:** 80%+ growth reached by July 1
- **2026:** International expansion accelerates, with the U.S., U.K., and Canada as top priorities



## BUILT AROUND CLEAR INTENTIONS



THEBLOWERS.COM DOESN'T TRY TO BE A ONE-SIZE-FITS-ALL DATING APP. IT'S A SPECIALIZED PLATFORM THAT MAKES CRUISING EASIER FOR ADULT MEN WHO KNOW WHAT THEY WANT. MEMBERS CAN BE UPFRONT ABOUT THEIR DESIRES, WITH NO CODED LANGUAGE AND NO ENDLESS BACK-AND-FORTH.

### The Principles Behind TheBlowers.com Experience



#### CLARITY

Users understand a profile's expectations and intentions at a glance.



#### IMMEDIACY

Go from discovering a profile to chatting to meeting up, fast, when both people want to.



#### AUTHENTICITY

Profiles, reviews, and interactions come from real community behavior, not an algorithm calling the shots.



#### DISCRETION

The web-based format, ephemeral photos, and privacy tools give users control over their visibility and conversations.



#### ACCOUNTABILITY

Freedom comes with clear rules, active moderation, and zero tolerance for abusive behavior.

### A Human-First Approach

As AI spreads across dating platforms, TheBlowers.com is betting on people: real profiles, community feedback, human moderators, and an experience shaped by what members say they need.

This isn't about rejecting technology. It's about using it to make connections easier without replacing trust, judgment, and human accountability.

# 5 KEY FEATURES



## Member list

See who's nearby in a clear, easy-to-scan format that gives a fuller picture of the local community than a map alone.



## Certified profiles

A first layer of trust, making it easy to spot accounts that have completed the platform's verification process.



## Post-meetup reviews

After meeting, members can share feedback under the platform's guidelines. It's a cornerstone of the experience, giving the community real-world insight into a profile's reliability. Reviews don't replace personal vigilance or moderation, but they add a valuable layer of community-sourced information.



## Geolocated map

Spot nearby profiles, integrated with the member list and profile details.



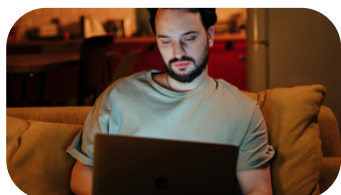
## Ephemeral photos

Share images with greater control over how long they stay visible, subject to platform features and rules.



## Progressive Web App

A mobile-optimized experience straight from the browser, with no native app download required.



## Ad-free

No ads, and most features are free.



# FREEDOM, WITH GUARDRAILS



THEBLOWERS.COM BELIEVES SEXUAL FREEDOM AND SAFETY GO HAND IN HAND. AN ADULT PLATFORM CAN EMBRACE EXPLICIT CONTENT WHILE ENFORCING CLEAR RULES AND CRACKING DOWN ON ABUSE.

## Active human moderation, 24/7

Moderators detect and handle:

- Fake profiles
- Scam attempts
- Harassment
- Risky redirects
- Illegal content
- Violations of platform rules

Bad actors can be banned.

## Additional safeguards

The platform's trust and safety framework also includes:

- Profile certification
- Age verification through a third-party provider
- Post-meetup reviews
- Automated detection of risky keywords and behaviors
- Infrastructure protected by Cloudflare
- Sexual health and prevention awareness campaigns

## Staying ahead of scams

Like any dating platform, TheBlowers.com faces fake profiles, scams, requests for money, redirects to risky sites, and meetups with bad intentions. The platform fights back with community feedback, human moderation, and swift action on suspicious behavior.

No tool is presented as a guarantee. Users are encouraged to protect their privacy, avoid sharing sensitive information, and use good judgment when meeting.

## Privacy and Data

TheBlowers.com is committed to responsible privacy practices, including:

- Zero cookies
- No resale of personal data
- Discreet conversations
- A web format that keeps adult content under the user's control
- Compliance with the laws of the countries where the platform is available



# A FRENCH PLATFORM WITH A GLOBAL REACH



THEBLOWERS.COM IS AVAILABLE ON FIVE CONTINENTS IN 26 LANGUAGES. ITS LARGEST USER BASES ARE IN EUROPE, NORTH AMERICA, AND SOUTH AMERICA, PARTICULARLY IN FRANCE, THE UNITED STATES, BRAZIL, MEXICO, SPAIN, THE UNITED KINGDOM, GERMANY, AND ITALY. ITS INTERNATIONAL GROWTH RESTS ON THREE PILLARS: **ACCESSIBILITY, COMMUNITY, AND REAL-WORLD USAGE.**

## **ACCESSIBLE ANYWHERE**

The web-based format works across devices and markets, with no app store required.

## **COMMUNITY-LED**

Referrals, creators, social media, and strong member presence in major cities build local network effects.

## **LOCALLY ADAPTED**

The platform tailors its approach to the habits, languages, and legal frameworks of each market.

## **2026–2027 Priorities**

TheBlowers.com is prioritizing:

- The United States
- The United Kingdom
- Canada
- Strengthening its European presence
- Growing new user bases in Latin America
- Identifying untapped international markets

This phase of commercial growth is designed to strengthen TheBlowers.com's position among the leading international platforms for gay adult dating.





## **Mickael Binder, COO, TheBlowers.com**

Mickael Binder has been COO of TheBlowers since June 2021, with one core mission: accelerate the site's growth and drive its development. He turns strategic vision into concrete projects, rallying teams around the levers that move the needle: better user experience, optimized user journeys, and monetization.

He's also building the organization behind that ambition by structuring operations, improving processes, overseeing teams and vendors, and strengthening moderation. By coordinating tech, marketing, and support, he keeps every project aligned with growth goals.

His background in human resources shapes a management style that pairs team engagement with a high bar for results. Himself gay, he is personally invested in the community TheBlowers serves and committed to growing a product that's relevant, compelling, and attuned to its users.

### **Mickael Binder is available to discuss**

- How an independent French platform grows internationally
- What adult gay users expect today
- The rise of niche dating platforms
- Mainstream dating vs. themed cruising
- The role of the human touch in an AI-driven industry
- Trust and safety on dating platforms
- Moderating adult content
- The strategic case for a full-web model
- Commercial expansion in the U.S., U.K., and Canada
- Building an international community

theblowers.com





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