

RED DOOR ENDEAVORS BREAKS NEW GROUND WITH HOT TUB—THE FIRST NATIVE ADULT CONTENT APP APPROVED BY APPLE UNDER NEW EU REGULATIONS

New York – Red Door Endeavors, an innovative software development company led by Founder and Lead Developer William Smillie, has launched Hot Tub, the first and only native iOS app for adult content approved by Apple. This groundbreaking app is a direct response to a longstanding gap in the market—a secure, private, and ad-free way to browse adult content without the typical distractions, tracking, or cumbersome account requirements.

“For years, Apple’s policies have effectively barred adult content from the App Store, leaving users without a seamless, mobile-first experience,” says William, Founder and Lead Developer at Red Door Endeavors. “With new EU regulations enabling alternative app marketplaces, we saw an opportunity to create something that simply didn’t exist before—an elegant, native, secure, and user-first approach to adult content consumption.”

A Revolutionary Distribution Model for Adult Content

Apple’s U.S. App Store still prohibits adult content, despite its role in reviewing and approving all iOS applications. However, the EU’s Digital Markets Act (DMA) has paved the way for independent app stores, offering a new distribution channel for categories previously excluded. Hot Tub is among the first wave of groundbreaking apps taking advantage of this shift, with support from [AltStore.io](https://altstore.io), one of three newly available independent app marketplaces in the EU.

Since its launch, Hot Tub has generated significant media attention, being featured in The Washington Post, Forbes, Vice, TechCrunch, Business Insider, USA Today, and Reuters.

KEY FEATURES: BUILT FOR PRIVACY, PERFORMANCE, AND A PREMIUM EXPERIENCE

- 01. Ad-Free Experience** – No pop-ups, no distractions, just seamless content.
- 02. Privacy & Security First** – No tracking, no data collection, and no account required.
- 03. Favorites & Viewing History** – Save content for later and resume anytime.
- 04. Video Queue** – Users can build their own viewing experience with effortless playlist management.
- 05. Multi-Network Support** – Works across various networks for flexibility and accessibility.

Pioneering a New Era in Digital Content Distribution

Hot Tub is more than just an app—it’s a signal of how the digital content ecosystem is evolving. With alternative app marketplaces now a reality, Red Door Endeavors is leading the charge in shaping how underrepresented content categories can thrive in this new era of mobile distribution.

“The demand for a product like Hot Tub has always existed—what was missing was a legitimate, user-friendly solution,” adds William. “We are proud to be at the forefront of this shift, providing a premium experience for users while pioneering a new path for content distribution on iOS.”

For more information, visit hottubapp.io.

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