

# PATTY BRISBEN

Founder / Chairwoman



In 1993, Patty took a leap and launched Pure Romance out of her basement with \$5,000; she packed orders and shipped products on top of planning her own parties and raising her four children.

Patty Brisben is the Founder and Chairwoman of Pure Romance, LLC, the nation's leading and fastest-growing woman-to-woman direct seller of relationship-enhancement products, including a premier collection ranging from bedroom accessories to sexy beauty products to lingerie. Since founding Pure Romance in 1993, Patty's desire to empower and educate women, and her truly inspiring leadership, have turned the company into a multi-million dollar international business in over 260 markets, making it one of the industry's foremost companies, as well as a credible resource for women's sexual health issues.

It all began in 1983, when Patty was barely getting by working as medical assistant. Inspired by a segment she saw on the *Phil Donahue Show* featuring women working as in-home Consultants selling intimacy aides, this single mother of four decided right then and there to get take the leap and get involved herself – to make more time for her children and improve the overall quality of their lives. Her immediate success was so apparent that after just one year, she quit her job to pursue her newfound passion as a full-time Consultant.

Following ten highly productive years as a top sales earner, the company she worked for folded. Patty became determined to further leverage her success and apply it toward her own new venture. She took \$5,000 out of the bank and enlisted the support of 55 Consultants to launch Slumber Parties from her home basement; the company would later become known as Pure Romance. The company experienced explosive growth over the next few years, and became a leader in the industry in the relationship and intimacy category, and a potent resource for women wanting to take responsibility of their sexuality or financial means—or both. Today, Pure Romance has an extensive network of over 100,000 Consultants throughout the United States, Canada, Puerto Rico, South Africa, and Australia, all of whom continue to be directly inspired and uplifted by Patty's vision, through her constant speaking engagements, grassroots campaigns and other brand-related activities.

Patty's commitment to helping women discover greater intimacy in their relationships as well as her advocacy for greater women's sexual health awareness is demonstrated by several corporate ventures established under her close direction as well as through her charitable

efforts. Pure Romance's Sensuality, Sexuality, Survival, created by its Health Education Department, assists women in recapturing their sensual and sexual selves following breast cancer treatments. The Department also engages in collaborative research studies with Indiana University's Center for Sexual Health Promotion.

Furthermore, in 2006, Patty launched The Patty Brisben Foundation for Women's Sexual Health, a non-profit organization that focuses on continuing education, critically important research, and community programming all designed to further enhance the quality of information and health services provided to all women. It serves to identify and provide better information and tools that enable women to have appropriate discussions regarding sexual health among themselves, with their family members, relational partners, as well as their healthcare providers.

Patty's inspirational success story and demonstrated commitment to the important issues facing women today has led her to become a highly noted and frequently called upon expert in the fields of women's intimacy and relationships, as well sexual health education and awareness. Her notable work has put her in the national spotlight, with appearances on "The View", CNN, Vh1 and numerous profiles in leading business publications, including *Forbes*, *Business Insider*, *Essence.com* and *Entrepreneur*.