

COMPANY HISTORY

When Pure Romance Founder Patty Brisben first decided to become a Consultant selling bedroom accessories, she had never seen one before. She had no idea at the time that her decision would lead to a lifetime of helping women empower themselves and improve their intimate lives, or a multi-million-dollar corporation.

In 1983, Patty Brisben was inspired by a segment on the *Phil Donahue Show* featuring women working as in-home direct sales Consultants selling intimacy aides and empowering others, both in and out of the bedroom. Right then, this single mother of four made a promise to get involved in order to make more time for her children, and to improve the overall quality of their lives. Her immediate success was so apparent that after just one year, she quit her job as a medical assistant 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, so Patty became determined to 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 experienced explosive growth over the next few years, and soon led the industry in relationship enhancement specialization, as well as becoming a potent resource for women who wanted to take responsibility for their financial means or sexuality—or both. Today, that company is called Pure Romance.

In the early days of Pure Romance, Patty laid the cornerstone for its subsequent success by demonstrating a commitment to producing high-quality products, coupled by working to break down negative stereotypes through the promotion of a fun, clean and classy corporate image dedicated to women's sexual health awareness and education. In 2000, she recruited her eldest son, Chris Cicchinelli, to join the organization and run its day-to-day operations. Together, Patty and Chris developed an exciting new plan to take the brand on the road and to higher levels. Through a nationwide grassroots campaign, they traveled the country spreading the Pure Romance mission, while entertaining, educating and empowering women everywhere.

Twenty years later, the Loveland, Ohio-based Pure Romance is the nation's leading and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance invests in ongoing advertising and training for the company and its Consultants, as well as in continuous research studies and advocacy.