

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.

Nineteen 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. Today, all four of Patty's children hold key positions within the organization including CEO and President, Chris Cicchinelli; Marketing & Communications, Nick Cicchinelli; Purchasing Manager, Matthew Brisben; and Consultant, Lauren Brisben.

ABOUT US

Our goal is to shed light on the issues and challenges women face regarding their sexuality, while always providing women with a safe, fun, and informative platform to ask questions and learn more about their intimate lives.

Pure Romance is one of the nation's leading and fastest-growing woman-to-woman direct sellers of relationship and intimacy aids. Its premier line of products are marketed through a distinctive network of in-home parties organized by over 75,000 specially trained or certified independent sales Consultants throughout the United States, Canada, Puerto Rico, the U.S Virgin Islands, South Africa, and Australia.

All Pure Romance Consultants have a unique opportunity to create a personal path to financial freedom, while supporting issues near and dear to their hearts. Whether selling serves a means to better provide for her family, continue her education, or just to earn some extra money in these challenging times, championing economic empowerment is one of the fundamental principles of the Pure Romance business. As part of her Pure Romance journey, every consultant receives continual training and support from the company, as well as from her fellow consultants, at every step of the way. She thus becomes an integral part of an extraordinarily nurturing and encouraging network of Pure Romance friends and family.

But there is much more to Pure Romance than parties and paychecks. This family-run company works proactively to support its founding mission – that women should have access to safe and secure products, as well as sexual health education and resources in their communities. Toward these very important goals, Pure Romance has made great strides in raising the level of sexual health awareness through several ventures including its own Sensuality, Sexuality, Survival initiative (a breast cancer program created by its Health Education Department), as well as through more collaborative research studies with the prestigious Center for Sexual Health Promotion at Indiana University.

Launched in 2006, The Patty Brisben Foundation for Women's Sexual Health (named after Pure Romance Founder Patty Brisben) is a non-profit organization that focuses exclusively on the causes most important to women including intimacy, breast cancer research and survivability, and heart health. The foundation's vision is to improve overall health services for women through education, research, and community outreach. Through its charitable aim, Pure Romance continues its commitment to giving back to women and serving to improve their overall quality of life, all over again.

Pure Romance Fun Facts

Talk show Pure Romance Founder and Chairwoman Patty Brisben was watching in 1983 that inspired her to start selling relationship enhancement products in home party settings.....**The Phil Donahue Show**

Reason the divorced mom started selling bedroom toys in home party settings.....**To provide for her kids and stay active in their lives**

Employment status of Patty's former husband who told her she'd never amount to anything selling bedroom accessories.....**Consults for the business**

Year Patty began her career as a party plan Consultant for Fun Parties.....**1983**

Year Patty opened the doors to her own in-home party plan, Slumber Parties, Inc.....**1993**

Number of Patty's kids who work for Pure Romance.....**All 4**

How Slumber Parties started.....**With \$5,000 in the basement of Patty's house**

Retail sales for Slumber Parties by 2000.....**\$1.7 million**

Year Slumber Parties changed its name to Pure Romance.....**2004**

Amount of money Pure Romance's top-selling Consultant earns per year.....**\$500,000**

Average income for Consultants who work part-time.....**\$29,000**

Average age of a party host.....**25-45 years old**

Average number of parties a top Consultant hosts per month.....**15**

Number of products Pure Romance sells per day.....**12,500**

Number of products Pure Romance sells per week.....**200,000**

Number of products Pure Romance sells per year.....**3 million**

Number of Pure Romance Consultants.....**More than 75,000 nationwide**

Number of Pure Romance consumers.....**More than 2 million**

Number of parties per year.....**200,000**

The most frequently asked question at a Pure Romance party....**'Can you explain that again?'**

Top products in conservative Bible Belt and South.....**Super Stretch, B.O.B. and Silver Bullet**

Top products online.....**Like a Virgin, Silver Bullet, Just Like Me, and Daddy from the 'Nati**

SEXUAL HEALTH EDUCATION DEPARTMENT

With the establishment of the Sexual Health Education Department, Pure Romance puts female health at the forefront of all product development.

For Pure Romance, empowering women through health education is the foundation of the company's mission. Nowhere is this vision more evident than in the company's Sexual Health Education Department, which is responsible for all product research as it relates to women's health, as well as effectively training its more than 75,000 Consultants to communicate those research findings their clients.

Through a mix of innovative online programs and hands-on coaching, Pure Romance Consultants are trained to educate all partygoers about the positive effects that Pure Romance products may have on intimacy and improved female sexual health. This vital information also provides women with the confidence they need to improve the quality of their overall relationships and lives.

PURE ROMANCE AND INDIANA UNIVERSITY CENTER FOR SEXUAL HEALTH PROMOTION

A Research and Education Partnership to Improve Women's Sexual Health

For media interested in talking with the researchers about the work described below, contact Indiana University Media Relations Officer Tracy James at traljame@indiana.edu.

EDUCATION PROJECTS

Online Sexuality Education Training

Researchers and sexuality educators from the Center for Sexual Health Promotion at Indiana University worked to create a 14-unit English language training that went live in 2009. Following the success of this program, a Spanish language version of the training was created in partnership with the team from Indiana University and their colleagues at the University of Puerto Rico. This online training is available to Pure Romance Consultants.

Sexual Health 101 Training

In 2006, researchers and sexuality educators from the Center for Sexual Health Promotion at Indiana University created a DVD-based sexuality training for in-home party facilitators. In 2011, the training was revised in English and a second version in Spanish was created. Both trainings are now available online to Pure Romance Consultants.

AREAS OF RESEARCH

Arousal Creams

Although arousal creams are widely used by adult women in the United States, little research has been conducted to understand to what extent they work to enhance arousal or pleasure, or to what extent they are comfortable to use. Researchers at the Center for Sexual Health Promotion at Indiana University conducted a double-blind, randomized, placebo-controlled study comparing the effect of two arousal creams (versus placebos) on women's ratings of their sexual experiences, such as sexual pleasure, arousal and orgasm. Data analyses are underway and scientific manuscripts are being prepared.

Perceptions of Dilator Use among Cervical Cancer Patients

Vaginal dilators are commonly recommended for use by women who are undergoing radiation for gynecological cancers, including cervical cancer. However, many women choose not to use vaginal dilators and may consequently find that the vaginal canal is less flexible. This may result in sexual function difficulties (such as painful penetration) or may be a barrier to having future pelvic exams. The current study seeks to better understand the factors that contribute to the ease of dilator use among cervical cancer patients. It is being carried out in partnership with researchers at the Center for Sexual Health Promotion at Indiana University and the University of Tennessee. This study is ongoing.

Sexual Lubricants

Over the past decade, lubricants have become commonplace in the United States – at in-home parties as well as in drug stores. However, strikingly little was known about lubricant use among women. Researchers from the Center for Sexual Health Promotion at Indiana University conducted a randomized, double-blind study that examined women’s ratings of sexual pleasure, satisfaction and genital symptoms when using one of six water-based or silicone-based lubricants. Findings from the study showed that lubricant use was associated with higher ratings of sexual pleasure and satisfaction. Also, women rarely experienced genital symptoms (such as irritation or burning) when they used lubricants.

Given the richness of the data set, an additional set of analyses was conducted to better understand the changing patterns of pubic hair removal among a sample of more than 2,000 adult women. Findings demonstrated that women are diverse in terms of their pubic hair grooming behaviors. Most women – particularly in younger age groups – appear to engage in some degree of hair removal, such as shaving or waxing, with shaving being the most common. However, most women (especially those 30+) appear to keep some of their pubic hair and remove only a portion of it.

Scientific publications:

Herbenick, D., Reece, M., Hensel, D., Sanders, S., Jozkowski, K., and Fortenberry J.D. (in press). Association of lubricant use with women's sexual pleasure, sexual satisfaction and genital symptoms: a prospective daily diary study. *Journal of Sexual Medicine*, 8, 202-212.

Herbenick, D., Schick, V., Reece, M., Sanders, S.A., & Fortenberry, J.D. (2010). Pubic hair removal among women in the United States: prevalence, methods and characteristics. *Journal of Sexual Medicine*, 7, 3322-3330.

Scientific conference presentations:

Jozkowski, K.N., Herbenick, D., Hensel, D., Schick, V., Reece, M., & Fortenberry, J.D. (2010). Lubricant use as a mechanism to enhance sexual activity. Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV.

Herbenick, D., Reece, M., Sanders, S.A., Dodge, B., Ghassemi, A., & Fortenberry, J.D. (2009). Prevalence and Characteristics of Vibrator Use by Women in the United States: Results from a Nationally Representative Study. International Academy of Sex Research, San Juan, Puerto Rico.

Jozkowski, K., Herbenick, D., Hensel, D. J., Reece, M., & Fortenberry, J.D. (2009). How and why women use lubricants during sexual activity. American Public Health Association, Philadelphia, PA.

Characteristics of Women who Attend In-Home Parties

Researchers from the Center for Sexual Health Promotion at Indiana University surveyed more than 1,000 women who attend in-home sex toy parties in the United States to better understand who these women are and what their expectations are about such parties, as well as their consumer purchase patterns.

Data from this study are currently being prepared for scientific publication. In addition, findings have been presented at several scientific conferences.

Scientific conferences:

Jozkowski, K. Schick, V., Herbenick, D. & Reece, M. (2010). Sexuality information seeking among women who attend in-home sex toy parties in the US. Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV.

Satinsky, S., Jozkowski, K., Herbenick, D., & Reece, M. (2010). Body size, image, and sexual subjectivity as predictors of sexual behaviors among women attending in-home sex toy parties. Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV.

Jawed-Wessel, S., Satinsky, S., Schick, V., Herbenick, D.S, & Reece, M. (2010). The sexually conscious consumer: characteristics of women attending in-home sex toy parties in the US. Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV.

Jawed-Wessel S, Schick V, Herbenick D, Reece M. (2010). Sexual enhancement product Use among a sample of women attending in-home sex toy parties. Annual Meeting of the Society for the Scientific Study of Sexuality, Las Vegas, NV.

Satinsky, S., Reece, M., & Herbenick, D. (2009). Little evidence of negative sexual health outcomes among women using sex toys. American Public Health Association, Philadelphia, PA.

Satinsky, S., Herbenick, D., and Reece, M. (2008). Sexual Body-Esteem of Women Who Attend In-Home Sex Toy Parties: An Exploration of the Association of BMI, Body Satisfaction, and Feminist Identification. Society for the Scientific Study of Sexuality, San Juan, PR.

Fischtein, D., Satinsky, S., Herbenick, D., and Reece, M. (2008). Women's questions at in-home sex toy parties: Examining the heterosexual script. Society for the Scientific Study of Sexuality, San Juan, PR.

Characteristics of Women who Lead In-Home Parties

With the enormous growth of the in-home party industry over the past two decades, it has become increasingly clear that in-home sex toy party facilitators (“Consultants”) engage in a number of important conversations about sexual health with women who attend these parties. A survey of more than 1,000 of these women (“Consultants”) was carried out by researchers from the Center for Sexual Health Promotion at Indiana University. It sought to better understand and document the types of questions that women ask at in-home sex toy parties as well as how these facilitators serve as lay health advisers or in a sexuality education capacity. Findings from this study showed that facilitators are frequently asked questions about sexual health, such as how sex changes during pregnancy, after hysterectomy, or in relation to menopause. In-home party facilitators likely experience many “teachable moments” during their parties, providing women with many opportunities to ask questions about sex. This study also explored the potential for in-home party facilitators to work together with sex educators or therapists to enhance the information provided to women who attend such parties.

In addition, the female genital self-image scale (FGSIS) was first validated and tested among this sample of women. The FGSIS is used to better understand how genital self-image influences women’s sexual behavior and feelings about their sexuality.

Scientific publications:

Herbenick, D., & Reece, M. (2010). Development and validation of the female genital self image scale. *Journal of Sexual Medicine*, 7, 1822-1830.

Fisher, C. M., Herbenick, D., Reece, M., Dodge, B., Satinsky, S., & Fischtein, D. (2010). Exploring sexuality education opportunities at in-home sex toy parties in the United States. *Sex Education*, 10(2), 131-144.

Herbenick, D. and Reece, M. (2009). In-home sex toy party facilitators as sex educators: what questions are they asked and what makes them more ‘askable’? *American Journal of Sexuality Education*, 4(2), 178-193.

Herbenick, D., Reece, M., & Hollub, A. (2009). Inside the ordering room: characteristics of women's in-home sex toy parties, facilitators and sexual communication. *Sexual Health*. 6(4), 318-327.

Scientific conferences:

Fisher, C.M., Herbenick, D., Reece, M., and Dodge, B. (2009). Exploring the advancement of sexual health knowledge among women at in-home sex toy parties. American Public Health Association, Philadelphia, PA.

Fisher, C.M., Herbenick, D., and Reece, M. (2009). Exploring opportunities for increasing sexual literacy among women at in-home sex toy parties. *Transcending Boundaries in Sexuality Research: Bridging Disciplines & Communities*, Campus Coalition for Sexual Literacy Regional Student Conference, Bloomington, IN

Sexual Function among Young Survivors of Breast Cancer

Sexual difficulties among breast cancer survivors have been documented in a number of studies. However, very little scientific research had been conducted on young survivors of breast cancer. In addition, only a handful of studies had asked women what they would like to do in order to improve their experience of sexuality. Researchers from the Center for Sexual Health Promotion conducted a survey of young breast cancer survivors (women who had been diagnosed with breast cancer when they were younger than 50), assessing their sexual function and asking about their interest in using a range of sexual enhancement products including vaginal lubricants, vibrators and other sex toys, and massage products. Findings demonstrated that young survivors of breast cancer commonly experience sexual difficulties during treatment as well as in the months or years following treatment (particularly genital pain). Also, the women who participated in the study were largely interested in products to enhance their own sexual experiences, such as lubricants and vibrators, and less interested in male-related sexual products.

Scientific presentations:

Herbenick, D., Reece, M., Hollub, A., Satinsky, S., & Dodge, B. (2008) Young female breast cancer survivors: Their sexual function and interest in sexual enhancement products and services. *Cancer Nursing, 31(6)*, 417-425.

Scientific conferences:

Hollub, A., Herbenick, D., Reece, M., & Satinsky, S. (2007). Young breast cancer survivors and sexual dysfunction. Society for the Scientific Study of Sexuality Annual Meeting, Indianapolis, IN.

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 75,000 Consultants throughout the United States, Canada, Puerto Rico, the U.S Virgin Islands, 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*.

CHRIS CICCHINELLI

CEO and President



In the past 12 years, with Chris at the helm, Pure Romance has transformed from a small “mother and son” business to a \$100 million business with international territories and more than 75,000 Consultants worldwide.

In 2000, Chris Cicchinelli joined his mother’s (Patty Brisben) company, to assist her with the formidable task of developing longer term brand marketing and business development strategies. Since then, Pure Romance, LLC has experienced explosive growth, including a remarkable expansion from 300 Consultants to today’s 75,000 throughout the U.S., Canada, Puerto Rico, the U.S. Virgin Islands, South Africa and Australia. Over the last 12 years, with Chris at the helm, Pure Romance has transformed from a small “mother and son” business started in a basement, into a multi-million dollar international corporation and leader in the global direct selling industry.

Chris’ business acumen, personal enthusiasm and strategic vision quickly set the trajectory for success that continues to this very day. In his capacity as CEO and President of Pure Romance, he oversees all day-to-day business operations including sales, marketing, product development and distribution. Additionally, Chris is a potent force in continuously motivating the company’s 100+ employees and keeping them narrow- focused on his mother’s vision of empowering women everywhere and shedding light on the issues most important to them.

And when Chris isn’t commanding the organization from its Loveland, Ohio headquarters, he is on the road approximately 268 days a year. From city to city, he shares the Pure Romance message and opportunity with women from all walks of life. Using the personal touch instilled by his mother, he makes sure that each Consultant can realize her personal goals and become a proud part of the “Pure Romance Family.”

According to Chris, his innate leadership abilities were developed not in the boardroom, but on the football field. While attending Mount Union College, he was a defensive back who led his Purple Raiders to two national titles. He instinctively approaches the management of Pure Romance’s close-knit staff and extraordinary Consultants as a similar kind of team. And, like any successful coach, he firmly believes that it is his responsibility to identify the best and support the brightest talent so they can achieve their highest possible levels of success and achievement. Touchdown!

Chris is married to Jessica Cicchinelli, and they have three beautiful children.