

A lubrication innovation: new Yes applicators

Submitted by: Bray Leino

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If you're looking for a discreet and convenient way to deliver deep intimate lubrication and hydration, your search is over. Yes (www.yesyesyes.org), the world's first and only certified organic intimate lubricant range has just launched its popular water-based formula in single-use applicators.

Yes water-based already has an impressive following of women who love its guaranteed purity and effectiveness. Each applicator contains enough – 5ml, to be precise - of that very same lubricant to provide sustained hydration and lubrication. As the applicator tips are delicately rounded and slender, they are also comfortable and easy to insert –making them ideal for women suffering from dryness or sensitivity.

Many women prefer to dispense an intimate moisturiser by means of an applicator, rather than through finger application. It affords discretion and precision.

Furthermore, thanks to the clever design of the applicator, it can be applied deep inside and in advance for even more discreet, neat, natural-feeling lubrication – no stopping and starting during those moments when making love should be the only focus.

Every product in the Yes organic lubricant range is formulated purely from plant-based ingredients that will nourish rather than irritate your most intimate areas. Unlike other intimacy products, Yes says an emphatic no to concerning chemical ingredients like parabens, petrochemicals, glycols, and skin irritants. Yes products are also made ethically so they won't stain your conscience, or your bed sheets.

Yes water-based single use applicators (6 x 5ml) have an RRP of £11.99. For sales enquiries and further information, please call Yes Pure Intimacy on 08456 44 88 13. Available at Holland and Barratt, via the Yes website www.yesyesyes.org and their 24 hour sales line: 0845 094 1141, in London: Sh!, Whole Foods Market and Fresh and Wild and through independent retailers across the UK.

Notes to editor:

For further information, case studies, spokespeople, photography and samples contact: Gemma Boyland or Jemma Watkins at Bray Leino T: 0117 973 1173 E: gboyland@brayleino.co.uk; jwatkins@brayleino.co.uk

Expert opinion

Yes is already being championed by health professionals, including endorsements from menopause experts and sex therapists, who recommend Yes to enable extended stimulation and therefore enhance female orgasm. Please contact us for a quote or to interview one of them.

Who is Yes for?

Yes appeals to all sexually active people. It is a pure hypoallergenic product, a crucial consideration

for anyone with health sensitivities, but also significant to those who are conscious about the chemical load they put on their bodies.

Vaginal dryness is a growing concern - not just for menopausal women - and Yes can provide relief for many women with this undesirable symptom. It provides relief from dryness and a capacity to engage sexually again. Feeling comfortable and familiarly moist can mean avoiding problems like thrush – as Yes restores a healthy vaginal environment, actively nourishing and restoring moisture to intimate tissues.

Additionally, Yes is the only proven paraben free product that can be safely used by women recovering from breast cancer (a side effect of cancer treatment can be intimate dryness). Most lubricants are contraindicated for these women as they contain parabens (estrogen mimics) which can act as antagonists to products like Tamoxifen or Arimodex.

Concerning chemicals table (please ask to see)

Who makes Yes?

In 2003, recognising that there was a gap in the market for a pure and natural personal lubricant, pharmaceutical industry consultants Susi Lennox and Sarah Brooks BSc set out to change our worlds from the inside. By following their own strict criteria - not compromising on quality, integrity or performance – they formulated the ultimate product for the most intimate area; a lubricant that unlike anything else in its category would provide performance, purity and pleasure – without any compromise, whatsoever.

The Soil Association confirmed Susi and Sarah's aspirations for Yes products, awarding organic certification to the brand in recognition of its purity.

Yes Pure Intimacy Ltd use entirely natural organic products to out-perform existing synthetic chemical equivalents. Yes® want to make more people smile (who wouldn't after a great night of intimacy?), and to give dignity and elegance to this product category. Their customer's testimonials attest to their life-changing effectiveness.

Why are there two varieties?

Yes comes in a water-based and oil-based variety allowing women to choose a product that best suits their needs.

Yes® water-based

- Dual action intimate moisturiser & lubricant
- pH is carefully matched to restore typical vaginal environment
- Condom compatible
- Hydrates & revitalises dry vaginal tissues
- A soft clear gel that melts on contact

Yes® oil-based

- Dual purpose intimate lubricant & massage oil
- Longer lasting intimate lubrication
- Not compatible with condoms
- The natural alternative to synthetic silicone lubricants
- Melts at body temperature

Where can I get more information about Yes?

Visit: www.yesyesyes.org