



Sarah, left, and Susi

Let's talk about SEX

Two Petersfield businesswomen reveal to CHARLOTTE PEARSON the secret to their success.

When it comes to making a baby it should be fairly simple.

But for some couples it can be one of the hardest things they have to face together, and not being able to conceive could be down to something as basic as their choice of lubricant.

"Conventional lubricants are not sperm-friendly," explains Sarah Brooks of The Yes Yes Company. "The pH levels are not right, so they are ok for women but can stop or damage sperm."

"Semen is neutral to alkaline, so using an acidic lubricant at ovulation may damage sperm motility."

"Our Yes Baby lubricant is carefully formulated to be sperm-friendly and also maintains a healthy defence against infection

to protect against bacterial vaginosis and thrush."

"It is heartbreaking when we read testimonials from people who have been trying for a baby," adds alchymical director Susi Lennox, "they have given up hope and are about to go on IVF when they use Yes Baby and it helps."

"We have a lot of Yes babies out there."

Friends Susi and Sarah started The Yes Yes Company, based in Petersfield, ten years ago.

"I worked at Pfizer when Viagra was launched," Sarah explains. "We were aware of the need for effective products in the intimacy arena."

"What we discovered was a gap in the market for a pure and natural personal lubricant. We set out to 'change the world from the inside' by creating a new concept – a

certified organic, plant-based natural range of intimacy products."

Sarah graduated from Edinburgh with a degree in chemistry and met Susi, a former management consultant, at Exxon Chemicals in Southampton.

It took three and a half years to create the pioneering Yes water-based product.

"This was formulation 72c, so each number had a,b,c and d, so we tried a lot," Sarah says.

As a tribute to their innovation, Yes now holds two international patents on their products.

"We assembled a wide range of competitor products, including Durex and KY Jelly and subjected them to a range of tests, analysing their ingredients, their performance, the language they used, the packaging, the aesthetics, the texture and whether they left a



Reader offer

Discover the delights of Yes products – The Yes Yes Company is offering a special 20 per cent offer price on all Yes products for etc readers. Visit www.yesyesyes.org for 20 per cent discount using ETC20 code at checkout. Offer ends December 11.



residue,” Susi reveals.

“Finally we tested the texture of ours in our hands and found it was just sublime.”

The business partners explain that discretion was key in the creation of their products, so the packaging is elegant and the language dignified, as well as the performance of the products being superlative.

The main Yes range of products includes oil or water based lubricants and moisturisers in a variety of sizes and they also sell pre-filled applicators.

“We knew we wanted to make a difference, that we wanted to change the world,” Sarah reveals.

“But thought that might be too ambitious so we settled for changing the world from the inside.”

All Yes products are free from hidden synthetic chemicals, mucosal irritants, contain natural ingredients, are beneficial, using plants that are known to benefit the mucosa and

skin, are cruelty free and feel good on the skin.

And central to this British company is the importance of education in sexual health.

“People have these light bulb moments when they realise the relevance of using natural products, to limit the body burden of chemicals in the system.

“It applies even more strongly to the intimate lubricants they use,” explains Susi. “The use of highly synthetic or flavoured or perfumed lubricants can compromise intimate health and can lead to a vicious cycle of irritation and infection.

“Why would you want to use something with chemicals in on the most intimate part of your body?”

So are the pair glad they took the leap of faith?

“In preparation for starting a business together, we went to Bali to plan and discussed what we wanted to achieve, and committed to founding a business on our shared ethics,”

Sarah reveals.

“As we were developing our business there was never a moment when we thought ‘why are we doing this?’ We have been motivated and committed throughout.”

Recognition has come from doctors, gynaecologists, sex therapists and customers from 85 countries world-wide.

Certified by the Soil Association, and approved by the NHS, this organic product range has won a number of awards from best organic body care product, customer service award and winner of women in ethical business award.

And with a number of glowing testimonials on their website it is clear they are doing something right.

Visit www.yesyesyes.org