

# yes<sup>®</sup> pure intimacy



## Yes<sup>®</sup> on your frontal bottomy? It's a no brainer....

We completely endorse the Ecologist's analysis of KY Jelly. We are the creators of Yes<sup>®</sup>, the world's first and only range of certified organic intimate lubricants and vaginal moisturisers. Yes<sup>®</sup>, based on sound science and plant extracts, represent a new natural lubricant concept. A dramatic alternative to old style synthetic chemical lubricants, characterised by the use of glycerine and paraben preservatives.

Yes<sup>®</sup> delivers Purity, Performance and Pleasure. Our organic certification and vegetarian society approval ensures the purity of our plant based ingredients and the total absence of concerning synthetic chemicals. The pleasure felt from using Yes<sup>®</sup> water-based comes from not only the life-like feel but also the knowledge that Yes<sup>®</sup> will not stain your conscience or your sheets. Unlike KY we do not test our products on Rabbit penises (Yes<sup>®</sup> is never tested on animals only on willing humans).



Four years research means that when health reasons dictate the need for intimate lubrication to be enhanced you can be sure that Yes<sup>®</sup> products are free from parabens, glycerine and all disquieting ingredients. The only ingredient Yes<sup>®</sup> has in common with KY Jelly is water. Yes<sup>®</sup> is the world's purest solution, containing only five plant gums and the safest preservative package known.

We also support the Ecologist's call for lubricants to be tested for fertility impact. Yes<sup>®</sup> products are currently being tested and we will put the results on our website (along side our ingredients policy).

You do not have to need a lubricant to enjoy Yes<sup>®</sup>, pure lubricants can enhance many an intimate moment. At Yes<sup>®</sup>, we are passionate about safe-guarding your intimate health, and enormously proud of everything

behind the Yes<sup>®</sup> label. Full details are on our website [www.yesyesyes.org](http://www.yesyesyes.org) or call us on 08456 44 88 13 to see there is nothing hidden behind our label at all.

*Sarah and Susi, April 08, Hampshire, UK*

## How does Yes<sup>®</sup> compare?

	All Yes <sup>®</sup> Products	KY Jelly	Durex Play	Replens	Ingredient Concern*
Parabens	None	✓		✓	Estrogen mimics, found in breast tumours & are skin irritants
Glycerine	None	✓	✓	✓	Causes Thrush outbreaks, skin irritant & dehydrates skin
Glycols	None		✓		Cell wall disrupter, skin irritant & pulls other chemicals thru skin into blood
Mineral oil	None			✓	Also called liquid paraffin, petroleum by-products, skin irritant & carcinogen

\*All ingredients data from company websites & Drugstore.com (for Durex) in April 2008

# BEHIND THE LABEL K-Y Jelly

Want to make sex more sensual and fun? Reaching for a lubricant to boost your love life could harm both your health and your fertility



**G**lobally, we spend approximately \$1.32 billion a year on personal lubricants – and the market is growing. K-Y Jelly is the oldest and most trusted brand, as well as the market leader, commanding around 52 per cent of the market.

There may be something luxurious about slathering on sexual lubricant, but there are genuine reasons to rethink their use. Sex should be a healthy act, but lubricants can contain a range of unhealthy ingredients.

Most of these ingredients are preservatives, such as sodium hydroxide, which can be irritating to the mucous membranes – the moist layer of semi-permeable tissue lining the mouth, nose,

eyes, vagina and anus. Other ingredients, such as parabens, are not only irritating, but also oestrogenic.

There are other issues with lubricants that are rarely publicised. Most important of these is their effect on fertility.

Personal lubricants have a propensity to alter the normal pH of the vagina and cervical mucus. Data from the World Health Organization reveals that the optimum pH value for sperm migration and survival in cervical mucus is between 7.0 and 8.5. In contrast, vaginal lubricants tend to have pH values

below 7, and often as low as 3.5.

The syrupy texture and viscosity prevents sperm from reaching the cervical mucus quickly. The result is that sperm end up dying in the acidic environment of the vagina before they reach the uterus.

A common misconception is that a lubricant will not impair sperm function if it does not contain a spermicide or is water-soluble. However, water-based lubricants often contain glycerine and propylene glycol, both of which can cause irreversible damage to sperm and loss of motility.

This is important information for couples who are trying to conceive. Around 75 per cent of these couples report an increased incidence of vaginal dryness due to stress and fertility medications – 43 per cent of such couples use personal lubricants to deal with this problem.

Given that infertility rates are at an all-time high, it would make sense that personal lubricants should carry a warning, allowing couples to avoid their use while trying to conceive.

## Ingredients

Aqua, glycerine, hydroxyethylcellulose, gloconolactone, chlorhexidine digluconate, methylparaben, sodium hydroxide.

## Glycerine

### Emolient

Can cause skin-dryness over time, which, in turn, can make skin more prone to absorbing harmful chemicals. Glycerine has been shown to be toxic to sperm; it is also a sugar, so can feed the bacterium *Candida albicans*. It should therefore be avoided by women prone to thrush.

## Chlorhexidine digluconate

### Antiseptic

Often found as the active ingredient in mouthwashes designed to kill dental plaque. Mildly toxic by ingestion and also a skin- and eye-irritant. Laboratory evidence suggests that it may cause cellular mutations.