

let's talk
about...

Breaking the taboo



Susi Lennox: Prior to creating Yes Pure Intimacy with Sarah Brooks, Susi worked internationally as a Management Consultant, providing personal development programmes. Additionally she has taught and delivered many complementary therapies.

NL: What type of woman is most susceptible to vaginal dryness, and why?

Most women at some point in their lives will experience vaginal dryness. The hormonal changes brought about by menopause, childbirth, breastfeeding and the contraceptive pill can result in loss of intimate moisture, temporarily or otherwise. Stress, anti-depressants, anti-histamines and other forms of medication can also contribute to this unwelcome condition. Widely experienced, but under discussed, it seems that the subject of vaginal dryness is one of the last taboos.

NL: How much can it affect a woman's life?

Women can be adversely affected in many ways. Their innate sense of femininity and desirability can be diminished when their body no longer responds sexually with a surge of natural lubrication. Sex can become painful, stressful and reluctantly engaged in, with relationships suffering accordingly. Libido seems to be lowered while



susceptibility to infections such as thrush increases. Dryness can be accompanied by painful itching, burning and stinging, which is compounded by embarrassment at these symptoms. In the worst cases of vaginal atrophy, day-to day comfort is completely compromised, and the quality of life undermined. Many women, especially when menopausal, suffer in silence, unaware that there is any remedy.

NL: What is the problem with mainstream lubricants?

'Old style' conventional lubricants are usually formulated with glycerine, which at certain percentages can

feed thrush and be a mucosal irritant. Others are silicone based which can coat the mucosa with a 'cling film' effect. Most are preserved with parabens, which are concerning as oestrogen mimics. Harsh petrochemical ingredients are common, and artificial colours, sugars, flavours and perfumes add to a synthetic mix which in no way respects sensitive intimate tissues, and has the capacity to disturb the delicate pH balance of the vaginal environment and to compromise intimate health.

NL: What inspired you to create an organic alternative?

We recognised that intimate lubricants and moisturisers were a neglected category in personal care products, and set out to create new concept formulations using pure, natural ingredients that would nurture, rather than deplete intimate wellbeing. It took more than three years of research and development to perfect products which are plant-based, fully certified organic,

free of all skin irritants, pH matched, with no colour, smell or taste – and which lavishly lubricate. We wanted to 'change the world from the inside', by bringing dignity, elegance and efficacy to this important but neglected category of products.

NL: What do you avoid in Yes products that make them harmless to women?

Yes Pure Intimacy is the world's only certified organic range of lubricants and moisturisers, which is the woman's guarantee of the products' purity, naturalness and safety. We have pioneered the use of plant polymers in Yes water-based to hold and gently release moisture into dry vaginal tissues, to soothe and hydrate them. Irritation is relieved, dryness is lubricated, and familiar sensations discreetly restored. Yes oil-based uses the emollient power of organic sweet almond oil, shea butter and cocoa butter to provide richer, longer-lasting lubrication. Our key ingredient has been used for 6,000 years to heal the mucosa.