



Embracing Nature to Change the World from the Inside

In 2003 Sarah Brooks and Susi Lennox, two long-standing friends, had both reached a point in their lives where they wanted to do something new, daring and worthwhile. Today their award-winning Hampshire based company The Yes Yes Company Limited sells their range of certified organic intimacy products in 95 countries worldwide.

These two exceptional and determined women had such a strong belief in their vision that they sold their homes to fund their business. With their mission statement 'To Change the World from the Inside', they took their ethical business values and created life-enhancing products aimed at the health, wellbeing and pleasure sectors.

Susi Lennox mentions one of the main motivations for creating their business and range of products and commented:

"In the wake of Viagra, we realised the need for intimacy products that would be suitable for older women, and having both worked as consultants in the pharmacovigilance arena; we were all too aware of the prevalence of side effects. We decided to create a business that reflected our values and develop side-effect free and pioneering intimate care products, which we wanted to be The Ultimate for the Intimate."

After three years of research and development, it was clear that they had brought pioneering products to a receptive market, starting with online sales in the UK, acquiring international customers and distributors across the globe.

Susi and Sarah continue to be delighted with the feedback from customers via the many positive testimonials - known as their YESimonials, that they receive. Another area of achievement that friends and business partners are particularly proud of is the relationship they have forged with the NHS, with two of their products now available on prescription.

"We work closely with Cancer Nurse Specialists, and provide sample products to clinics nationwide and internationally as an aid to sexual survivorship following cancer treatment.

We are very proud of being the first company to have Certified Organic products made available for prescription by the NHS," continued Susi.

Sarah is very involved in the product development side of the business and commented: "The organic nature of YES personal lubricants and Vaginal Moisturisers reassures both Health Care Professionals and patients/clients of safe and side-effect free application, and we now have YES being recommended by Gynaecologists, Breast Care Nurses, GPs, Menopause Specialists, Complementary Therapists and many Psychosexual and Relationship Therapists. These HCPs are reporting effective relief from a wide range of conditions, especially those relating to sudden onset menopause and vaginal atrophy following cancer treatment."

Sarah and Susi continue to develop new products to add to their range of organic lubricants including two intimate washes, YES CLEANSE unfragranced and Rose that is matched to vaginal/vulval pH with soothing calendula and Aloe vera. Plus a recent launch of an anal lubricant YES BUT and other exciting products in the pipeline.

Susi sums up the extraordinary positive feedback that they get from those who have discovered their life-changing products and said:

"WE ABSOLUTELY KNOW THAT THE PRODUCTS WE HAVE CREATED HAVE BEEN TRANSFORMATIVE"

"We absolutely know that the products we have created have been transformative – our customers and their partners tell us constantly how we have saved their sanity, their marriage, their comfort, their sexual survivorship, their intimate pleasure, their ability to heal from hurts, emotional and physical, and we are humbled and inspired by their celebration of all that has been restored through YES. Some of the profoundly moving stories that customers share are deeply disclosing – describing how life-changing YES has been for them, and reduce us to tears."

Having developed a wide range of products that enhance women's wellbeing - it was interesting to learn more about what Susi and Sarah do to help enhance their own wellbeing. Susi came up with a long list of self-nurturing ideas that we can all learn from and share.

"Guarding against stress, spending time in nature, being very discerning about nutrition and the products we use, creating harmonious environments to live and work in, having rich social communion, laughing a lot, drinking decent coffee (obviously organic coffee and all things organic where possible) and fabulous wine, conscious breathing, indulging in the soul food of music, galleries, festivals, literature and having sumptuous beds for deep dreamful, restorative sleep."