

# OBGYN & Reproductive Week

## DreamBrands launches new personal lubricant product for female baby boomers

(NewsRx.com) -- It's usually said that it just isn't easy being married and working together...it supposedly rarely ever works out.

It can be a very difficult - sometimes volatile - mix. Except now.

Meet entrepreneurs and visionaries Gary Kehoe and his wife Cecile, partners in DreamBrands Inc. - a company devoted to product innovation. They both have worked in research and development for several global corporations, including Nabisco and Wm. Wrigley Jr. Co. until deciding a decade ago to move from New York to Phoenix and pursue their own business.

She's 50-something and holds a master's degree in physical chemistry - but in all other respects a typical everyday woman; he's late 40's and also has an advanced degree. And for the last three years they've devoted their time to creating a new personal care product which they personally believe is vital and necessary for themselves and a huge portion of the population...the female baby-boomers.

"After years of research, we discovered that women have limited options in the sexual wellness category. Science over the past few years has focused on the MALE needs, whether it was Viagra or Cialis. But who has been doing anything for women?" commented Gary Kehoe.

As the initial wave of boomers turns 60 this year, sexual intimacy can be challenging, according to medical experts. As estrogen levels decline during menopause, vaginal cells don't mature enough, leading to a thinner, less elastic and more fragile vaginal lining. The end result can be a

decrease in sex drive due to sensitivity, irritation and tenderness, and general discomfort. With all of this to deal with during menopause, it is no wonder intimacy is sometimes the last thing on a woman's mind. That's pretty much how Cecile and Gary felt...and she could readily relate, having suffered through the difficulties of menopause - and all the side effects that can go with it. But she wasn't and isn't alone.

It's estimated that nearly 70 million women 40+ either are currently or will soon be in that same boat.

The difference is...they worked together and decided to do something about it.

To that end, they've created a new product that's about to be launched nationally - it's called Carrageenan and it's the first-ever personal lubricant which comes directly from the sea and specifically designed for women. Its main ingredient is carrageenan - a form of sea algae that's being studied by some of the top research organizations in the world for its possible impact on stopping the spread of sexually transmitted diseases (STDs) and even the AIDS virus.

Highly respected groups such as the Population Council are in the midst of these studies, using grants from well-known philanthropic groups such as The Bill and Melinda Gates Foundation, the Rockefeller Foundation and others. Additionally, the National Cancer Institute just published the results of a study which demonstrated very promising test tube results from carrageenan, the ingredient helping inhibit the virus which can cause cervical cancer.

This new personal lubricant enters the one of the fastest-growing segments of the intimacy category, both in terms of sales and the variety of products available to consumers. The Kehoes have spent nearly \$1 million and thousands of hours in the company's R&D lab in bringing this product to market. So far, the interest has been impressive - more than 50 regional and national retailers expressed interest in carrying the product from a recent trade show.

Carrageenan is currently sold on drugstore.com and in stores operated by Bashas' Supermarkets throughout Arizona. Kehoe stated that the company is expanding the product's availability to other mass market outlets, and is also planning to promote it through national advertising. "Personal lubrication is a \$130 million-a-year industry in the United States. There is a real need in the marketplace for Carrageenan and we believe we have satisfied that need. The timing for our launch of Carrageenan is perfect."

"Our next goal is to make this the number one selling personal lubricant on the market," added Cecile Kehoe. Not a bad start for a couple, married nearly 25 years, who cared about their own personal relationship as the years have gone by - and those of millions of others who find themselves in the same boat.

**This article was prepared by NewsRx editors from staff and other reports. Copyright 2006, NewsRx.com.**