



**Patty Brisben – Intimacy Expert
CEO and Founder, Pure Romance**

For more than two decades, Patty Brisben has been educating and empowering women all over the country about sexual health and relationship enhancement. A leader in the field of women's sexual health, Patty began working with women in 1983 to provide advice on safe sexual practices and how to become more intimate with their partners as a sales consultant for a multi-level marketing company selling bedroom toys. Her experience there and passion to educate women to take control of their relationships and sex lives led to the development of Pure Romance. Pure Romance is the nation's fastest-growing woman-to-woman in-home direct sales company, specializing in intimacy education and relationship enhancement products, and is designed to help women live fuller, healthier, more satisfying lives. In 2007, after running the company in conjunction with her son over the last several years, Patty has elected to step back from her role as corporate leader to focus on her philanthropic initiatives, including The Patty Brisben Foundation, and Pure Romance's breast cancer survival program, *Sensuality, Sexuality and Survival*, and other socially conscious endeavors.

To that end, Patty currently speaks as part of a national college tour comprising several university sexual health curriculums throughout the United States. Patty's goal is to educate college campuses on safe sex, sexual health, and relationship maintenance, along with helping them to discover a comfortable place to explore their sexuality. To date, the college tour has participated in sexual health curriculums at a wide range of colleges and universities including Indiana University, Purdue University, Ohio State University, University of Kentucky and Sex Week at Yale University.

Patty has also taken several proactive steps to raise the level of education for medical practitioners and breast cancer survivors. Her efforts on this front include a breast cancer program (*Sensuality, Sexuality, Survival*) and collaborative research studies with Indiana University (home of the Kinsey Institute). Patty's mission through the SSS program is to help women recapture their sensual and sexual selves through education, empowerment and product offerings designed specifically for women following cancer diagnosis or treatment. Finally, Patty created a non-profit organization called *The Patty Brisben Foundation* which contributes funds to various charitable causes and supports ongoing breast cancer and sexual health research.

Today, Patty speaks, lectures, and writes about a wide range of issues such as boosting sexual confidence, discovering self-empowerment through sexual awareness, and learning how to put a spark back into lifeless relationships. Drawing from extensive research in the industry and using her warm and engaging personality, Patty has become a noted expert in the fields of intimacy and relationships. Her work has put her in the national spotlight, with appearances on CNN, Vh1 and numerous profiles in leading business publications, including *Forbes* and *Entrepreneur*.

To establish her own company, Patty drew from both her personal and professional experience. "When I started selling relationship enhancement products, I read every single book I could find about women, their bodies and relationships," she explains. Researching the benefits of healthy relationships, Patty discovered that sexuality not only offers obvious physical benefits, but can also contribute to the overall well-being of the individual and their relationship.

Over 15,000 Pure Romance Consultants in every state are trained by Patty through the Pure Romance Health Education Department, which prides itself on working with leaders in the areas of sexual education and health. The consultants learn the latest information and skills necessary to educate the 1.2 million women across the country touched by Pure Romance parties each year.