

August 2011

PRESS ALERT

Shewee® - helping families on the go, to 'go'

Shewee Ltd, the company behind the revolutionary device Shewee (which women all over the world are using when a toilet is less than desirable or non-existent), has now come up with the 'Wee Family Pack'.



The 'Wee Family Pack' is for toileting and travel sickness on the go. It is suitable for everyone: men, women and children. Whether you are on a long journey for business or going on a family holiday this is the handy little pack you don't want to find yourself without in a traffic jam, snow storm or flood.

The 'Wee Family Pack' is security in a box. No more dangerous, embarrassing or illegal 'we know what you're doing' on the side of the motorway. Use it anywhere, especially where toilets are unhygienic or if one is not available!

Shewee Ltd has responded to the horrendous traffic stories over this summer. All of which have accumulated throughout the first week of August. Firstly the awful story about the M25: closed for over 20 hours with families suffering, women forced to 'wet themselves' for fear of leaving the safety and privacy of their cars. Secondly road closures caused by the Riots all over the country: shop workers were unable to get home and families were forced out of their homes, meaning people had to sleep in their cars.

The 'Wee Family Pack' contains, one Shewee, one Absorbent Pouch, one QeeZee and 10 wet wipes and RRP's at a mere £12.50. A small price to pay we think for peace of mind. It is a must have for Mums (and Dads) to have in a handbag or glove box!

Shewee is a reusable ergonomically designed, moulded plastic device that allows women of all ages to urinate while standing or sitting and without removing clothes. It comes in a hygienic resealable pouch and by holding the Shewee against the crotch directs urine away from the body. Designed at just under seven inches long, it is made with a smooth liquid repellent coating to ensure cleanliness and hygiene at all times, and whether Shewee is used with or without a container it prevents drips, splashes and bare bottoms.

Shewee Absorbent Pouches are for use by men, boys, women & girls (with a Shewee). The Absorbent Pouches have a super-absorbent insert that converts the fluid into a secure biodegradable gel for safe disposal. They trap the fluid and remove any odours until a suitable place of disposal can be found.

QeeZee Sick Bag is a sick bag with absorbent anti-odour gel. It locks away fluid. Shewee Ltd joined forces with a fellow Dragons' Den contestant to include this product into the pack.

On a family on a day out or when stuck in traffic with kids fidgeting in the back of the car these products can be used discretely, hygienically and comfortably; all the family can have relief quickly and easily. With Shewee it is now just as easy for girls as it is for boys to disappear into the bushes or aim into a Shewee Absorbent Pouch, no more squatting, wet feet or bare bottoms! Shewee is also useful for helping mums and daughters to avoid contact with unhygienic public toilet seats – both can now stand, keeping their distance from the germs.

Shewee was patented in 1999 and was entered in to the annual New Designers Awards, where Sam won the James Dyson Product Design Award. More recently Sam won the Silver Award at the British Female Inventor and Innovator Awards. Since appearing on **BBC's Dragons' Den** Shewee is now a handbag essential!

Shewee has appeared in many publications this year, a selection of which include **The Independent, Heat, The Sunday Mirror, The Guardian** and **The New York Times!** In 2011 Shewee has featured on the **Rob Brydon Show, Angina Monologues, Frank Skinner's Opinionated** and **Loose Women**. Radio is loving Shewee too! In 2011 Shewee has been on **BBC Radio1, Absolute Radio, Radio City, Radio Jackie** and many many more! All this fantastic press has helped launch Shewee and bring it to the attention of a huge audience, allowing women to benefit from the freedom that Shewee provides.

1 Shewee is currently sold every 4 minutes!

Ends

Notes to Editor:

British Female Inventor and Innovator Network – Silver Winner for the overall Female Inventor 2006. 22nd February 2006.

The 2nd series of Dragons' Den ran from November 2005 - December 2005

Digital Images available on request from Shewee Ltd

Spokespeople:

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Shewee is available to purchase online at www.shewee.com

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Shewee Ltd distributes Shewee through camping & outdoor stores, chemists, supermarkets, garages and hope to supply the Armed Forces & the NHS.