

## PRESS ALERT

Shewee® - the simple solution to women's incontinence concerns.

Shewee, a portable urinating device for women, has recently been launched in the UK. Shewee is an ergonomically designed, moulded plastic funnel that directs urine away from a woman's body to an appropriate place such as a sample pot, a suitable container or into a toilet.

Its revolutionary design, which allows women to urinate without removing clothes either sitting or standing, is improving the lives of many women and making previously uncomfortable situations much more bearable. Women with minor incontinence concerns can now have greater independence away from home, as Shewee means they do not always have to worry about the location or cleanliness of the nearest toilet - with a Shewee in their pocket, (with or without a suitable container), they can travel the world!

Women who are either wheelchair bound or able to stand but unable to walk to the toilet are also benefiting as they too can now urinate easily into a container for disposal later, whilst women who have a disability that prevents them from sitting or squatting can stand at a toilet. Shewee also helps aim when giving a urine sample, and reduces the need for a bed pan.

Able-bodied women are also using Shewee as it allows them to avoid contact with unhygienic toilet seats and eliminates squatting and even bare bottoms!

Shewee is designed at just under seven inches long and lightweight enough to be carried in a handbag or pocket. It is made with a smooth liquid-repellent plastic to ensure cleanliness and hygiene at all times, and it is machine or hand washable.

Shewee is currently available to buy online at [www.shewee.com](http://www.shewee.com) and at various retail outlets, and the manufacturers are hoping it will soon be available through the NHS and other medical clinics. Women who have used Shewee, including those giving urine samples or in a wheelchair, are amazed by its ease of use compared to other products on the market.

Samantha Fountain, the inventor, patented her design in 1999 and entered the annual New Designers awards, where she won the James Dyson Product Design Award. More recently Sam has won the Silver Awards at the British Female Inventor and Innovator Network Awards, appeared in numerous publications including Disability Now, Disability Link, Outdoor Enthusiast, Trail, TGO, Diver and Snowboard UK. She has also appeared on BBC's 'Dragons' Den', and exhibited at The Independent Living Show - all of which helped launch Shewee and bring it to the attention of a huge audience, allowing them too to benefit from the freedom that Shewee provides.

One Shewee retails at a price of £5. For more information or to purchase a Shewee visit [www.shewee.com](http://www.shewee.com), or phone 08448008270 (local rate).

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Notes to Editor:

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

The 2<sup>nd</sup> series of Dragons' Den ran from November 2005- December 2005. Follow up program on Samantha Fountain due for November 2006.

Digital Images available on request from Shewee Ltd

Spokespeople:

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Shewee is available to purchase

Online at [www.shewee.com](http://www.shewee.com)

Press contacts:

Advertising, PR & Design: Ginger Visuals Limited

Shewee Ltd distributes Shewee through camping & outdoor stores, chemists, supermarkets, garages in the UK, USA, Australia, South Africa and New Zealand and hopes to supply the Armed Forces & the NHS.