

## PRESS ALERT

### **Shewee® - helping ladies on the go, 'to go' Silver Award Winner - British Female Inventor and Innovator Excellent Women Awards 2006**

Shewee is an 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 against the crotch directs urine away from the body.

It can be used in situations where squatting is impractical, difficult or potentially embarrassing, or anywhere toilets are unhygienic or not always readily available. Shewee's user isn't just the active woman or women with a disability, the reusable Shewee is set to become an essential item for every family. Shewee is great for mums to have in a handbag or glove box!

On a family on a day out or when stuck in traffic with kids fidgeting in the back of a car Shewee can be used with or without a bottle and is a discrete, hygienic and comfortable way that mum can relief herself and her daughters Quickly and Easily. With Shewee it is now just as easy for girls as it is for little boys to disappear into the bushes, 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 is designed at just under seven inches long, it is lightweight enough to be carried in a woman's handbag, rucksack or pocket and can be easily washed or sterilised. 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.

Sam, as her product's strap line states, is passionate about helping women 'stand up and take control'. She patented her design in 1999 and entered the annual New Designers awards, where she won the James Dyson Product Design Award. More recently Sam won an award from the British Female Inventor and Innovator Network, has appeared in numerous publications including Outdoor Enthusiast, Trail, TGO, Diver, Snowboard UK, and has appeared on BBC's Dragons' Den - 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.

Shewee is currently available to buy online at [www.shewee.com](http://www.shewee.com) and at various retail outlets at a price of £5. The manufacturers are hoping it will soon be available through the NHS and other medical clinics. Women who are using Shewee, whether they were 'out and about', giving a urine sample or in a wheelchair, are amazed by its ease of use.

Ends

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:

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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.