

## PRESS ALERT

Portable urinating device for women on the go helps entrepreneur win 'Silver Award' from British Female Inventor and Innovation Network (BFIIN).

Shewee is an ergonomically designed, moulded plastic device that allows women to urinate while standing up 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. The reusable Shewee is set to become an essential item for every active woman including those who travel, ski, run, hike, cycle, sail, those in the armed forces, pilots, rock climbers and many, many more.

Shewee is designed at just under seven inches long, it is lightweight enough to be carried in a woman's 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.

29-year-old entrepreneur and inventor Samantha Fountain developed her idea initially as part of her degree at university, the idea having come to her while backpacking around Europe. Shewee Ltd now supplies retail outlets all over the UK and has distributors in 6 countries.

'It struck me how much easier it was for a guy to go to the toilet in a place where there were no facilities or nowhere to squat behind', explains Sam, 'so I came up with a way of effectively urinating like a man. Men could just stroll up and be on their way in a few seconds, while women were having to take off backpacks and clothing and then attempting to find somewhere to squat, all the time worrying about touching things for fear of germs or ticks, keeping their dignity and keeping warm. Shewee does away with all of this fuss - there really is no end to situations where Shewee would be handy'.

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 has won the Silver Award at the British Female Inventor and Innovator Awards, 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 sold at [www.shewee.com](http://www.shewee.com) at a price of £5.

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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)

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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.