

Businesswomen abuzz

It's not every day two savvy women launch a ground-breaking product aimed at the sensuality and wellbeing of women.

Then there's Kristine Morgan and Lisa Hughes.

These two friends were enjoying a morning run along the beach when they started talking about women and their conversation turned to vibrators - as friends' conversations sometimes do.

"Do you think any of the vibrators out there are actually designed by women?" Kristine asked.

"Seriously, why can't we buy a vibrator that looks great and better still, feels great?"

The friends laughed. Kristine had a point.

"We're women. We love beautiful things," Lisa added.

"So what's with all the tacky imagery and packaging? Why can't normal women walk into a normal shop and buy a vibrator like it's a totally normal thing to do?"

By the time they had finished their run, the girls were sweaty, buzzing with excitement and eager to get some answers.

And so their research began.

"We really wanted to understand what other women thought of this whole market," Lisa said.

And who better to understand what women really want, than women who really want it?



Kristine Morgan and Lisa Hughes have created their own company called Love Being Woman.

After talking to real women everywhere - mothers, daughters, sisters, wives and girlfriends - Kristine and Lisa's company, Love Being Woman, was born.

"The brand is really about inspiring and empowering women from all walks of life," Lisa said.

"We live by the philosophy that when you feel great about yourself, you can give the best of yourself to others."

After holding a series of fun focus groups, Kristine and Lisa knew they were onto something special.

They had spoken to hundreds of women who wanted an intimate massager that was enjoyable to use and that they weren't embarrassed to buy.

They wanted something that suited their lives, their style, and their needs.

An intimate massager that was discreet, high quality, feminine, accessible and - best of all - worked!

The girls attended workshops at ITEC, which they found invaluable.

"ITEC were really supportive and were able to help us with our many questions," Kristine said.

After almost two years of laughing and looking, designing and experimenting, their work finally paid off and the Be Be was born.

Log onto www.lovebeingwoman.com for more information.