

Product hits the spot

Mums show benefits of planning

By GREG ELLIS

ILLAWARRA ITeC business development manager Virginia Wren gets to see many start-up businesses in her job.

Ms Wren can tell many success stories of small business people's determination to succeed with new ventures and innovative products.

Among those is the story of two women she has helped in the past two years as they have endeavoured to produce and commercialise a new vibrator.

Ms Wren said Lisa Hughes and Kristine Morgan were young local mums who had come up with an innovation they had designed themselves and manufactured.

"They ... have been very clever and spent a great deal of time creating a following for this mystery product basically by attending women in business seminars/meetings in the Illawarra and Sydney," Ms Wren said.

Ms Wren was impressed with the considerable time the pair had spent talking to other women to ensure they got the prototype and the finished product right.

Along with the many focus groups, the two women had spent a significant amount of time talking to Australian and overseas manufacturers.

Now they are ready to officially launch the product that started with a discussion between the two women while



Special product: Lisa Hughes, left, and Kristine Morgan who are about to launch a new personal product for women - a vibrator that can be bought off the shelf at an everyday outlet.

they walked along a beach.

They wondered whether there were any vibrators on the market that were actually designed by women.

The walk ended with a decision to try and develop a new product without any tacky imagery of packaging that any woman could walk into any normal shop and buy without feeling embarrassed.

Two years later, Love Being Woman has been established and its first product called The

Be Be is about to be born with an official product launch.

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

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

Mrs Morgan said The Be Be was designed to help women feel empowered, not embarrassed.

She said she and Mrs Hughes

had attended many workshops at ITeC and found its help invaluable.

"ITeC was really supportive and was able to help us with our many questions," she said.

The two women are also grateful to many other Illawarra businesses that have helped them on their journey into establishing a tasteful new business.

Further information at info@lovebeingwoman.com or www.lovebeingwoman.com.