



# Rebecca Powley Director of New Business Development Intimate Organics

If there is a simple fact of a capitalist market, it's that mediocrity breeds competition. Consider the number of goods that are out there and how few original, one-of-a-kind tangibles there are. Sure, a new product will have its time in the limelight for a little while, until wiser heads prevail and introduce a second or third generation that completely usurps the role that the original incarnation held. (Think of OnStar spawning Garmin and Tom-Tom, or TiVo setting the stage for DVR service from your cable company.)

For Rebecca Powley, that initial product was an ancient good known as Viacreme. "It was a clitoral gel that came out in 1991 or so. It came in a tiny, ugly package with a product that didn't really work and with an astronomical price," explains Powley. "I took a look at it and just thought, 'Oh my god, this could be so much better.'"

Thus began Powley's initial foray into the realm of sensual adult goods. "I went about setting up products that were more health conscious in general, had better marketing, etc.," she explains. That interest helped launch her career with a more familiar brand, POW Products. In the spirit of her previous impetus, Powley hasn't stopped aspiring to make better, friendlier and healthier products, which culminates with the introduction of Intimate Organics to the market.

Introduced at the Adult Novelty Expo in July of this year, Intimate Organics is the first complete line of intimacy products made from certified organic extracts. "We don't have anything that you don't need, and anything that can be naturally derived, is," explains Powley. "A lot of these products are being put on very intimate areas, and we've found that people don't want to have a lot of chemicals if they don't need to."

Rather than just one or two products with the authoritative-looking "Made with Certified Organic Extracts" stamp on the label, all 28 SKUs in the introductory line are made from USDA-approved organic material. "None of our products have parabens in them, no Chemical DEAs, and they're completely vegan-friendly. There are a few lubricant companies out there that are paraben-free, that type of thing," she adds. "But there is no other company that has such a complete line that will serve every possible need a consumer will have."

In concept, it sounds wonderful, but in reality, well ... it smells even better. Rather than your standard Jolly Rancher-like strawberry and cherry scents, Intimate Organics comes in distinct and somewhat unusual combinations; Goji Berry Cocoa Bean, Lemon Grass Coconut and Fresh Orange &

Wild Ginger are hardly a consumer's standard fare, but offer enchanting alternatives in a comprehensive line that includes massage oils, sugar scrubs, enhancing gels and lubricant.

Powley's enthusiasm feels boundless, even as she looks back on the R&D phase of the process. "You have no idea how big the (development) process was," Powley cheerfully admits. "It took about a year, and we did so much research on it. We conducted so many surveys to find out exactly what, not only retailers wanted, but also Joe Blow the consumer."

Apparently, consumers want products with the "organic" label. Within the first week of Intimate Organics' launch, not only were the well-known American distributors lining up, but "we also had people like drugstore.com and Whole Foods — companies that are so mainstream, we were just like, 'Wait, what?'" laughs Powley. Additional affirmation for the line's concept and execution came in the form of an inundation of orders from a host of European countries.

"I'm not sure that European consumers are that different than American ones," says Powley. "They do, on average, demand a much higher-end product in terms of everything from packaging to smell ... so to be accepted so quickly by the European community is a definite sign that this line is flying."

Day-to-day work, hectic enough as it may be for an established company, is set at an enjoyably frenetic pace for Powley. "It's different every day," she says. "It's a matter of keeping on top of everything, from making sure that the ingredients are true to ensuring our distributors and retailers are educated. Far and away, the education is the most important and the most time-consuming."

With a slogan of "Sex is Natural," Powley and Intimate Organics are naturally gearing up to spread some great organic — and educated — lovin'. And despite, or perhaps because of, the long development process, Powley has dedicated the line to being affordable to anyone with an interest in cutting back on their intake of sensually delivered chemical compounds. "We've kept our prices very aggressive," she explains. "Customers aren't going to fall over in shock when they see the difference between a product with certified organic extract and one with nothing like that in it." ☆

— Kylie Matthews

For more information on Intimate Organics, please visit [www.intimateorganics.com](http://www.intimateorganics.com), email [Rebecca@powproducts.com](mailto:Rebecca@powproducts.com), or call Rebecca Powley at (888) 940-6887.