



lady suite

2019 TRAINING MANUAL

meet lady suite



INTIMATE SKINCARE + BODY WELLNESS FOR THE GLOW BELOW

- **FOUNDED BY THERESE CLARK, A BEAUTY PRODUCT DEVELOPER + BRAND BUILDER FOR OVER 20 YEARS WITH A FOCUS ON WOMEN'S HEALTH**
- **LAUNCHED EARLY 2018 WITH THE REJUVENATING BOTANICAL OIL TO TEST CONCEPT**
- **CURRENTLY PREMIUM RETAILERS, SELECT SPAS AND MEDICAL OFFICES THROUGHOUT THE USA**
- **SERVING AN UNMET NEED BETWEEN SAFE, EFFECTIVE SKINCARE MEETS FEMCARE**
- **CURRENT FOCUS IS ON VULVA HEALTH + WELLBEING**

is the struggle real?



INGROWNS

RAZOR BURN + BUMPS

DRYNESS

**POST-INFLAMMATORY
HYPERPIGMENTATION**

SKIN THINNING

ROUGH UNEVEN TEXTURE

REDNESS

**VULVA HYGIENE/BIOME
SUPPORT**

THE BIGGER PROBLEM

- **VULVA SKIN STRUGGLES ARE FRUSTRATING AND ROADBLOCK CONFIDENCE.**
- **MOST MAINSTREAM SOLUTIONS ARE TOXIC, INACCESSIBLE, UNATTRACTIVE, AND UNAPPROACHABLE.**
- **LADY PARTS EDUCATION IS TIRED AND ANTIQUATED.**
- **NO COMPELLING VOICE IN THE INDUSTRY.**



OUR VISION

A WORLD FULL OF EMPOWERED WOMEN WHO CHOOSE TO REPLACE SELF-CONSCIOUSNESS WITH SELF-CONFIDENCE.

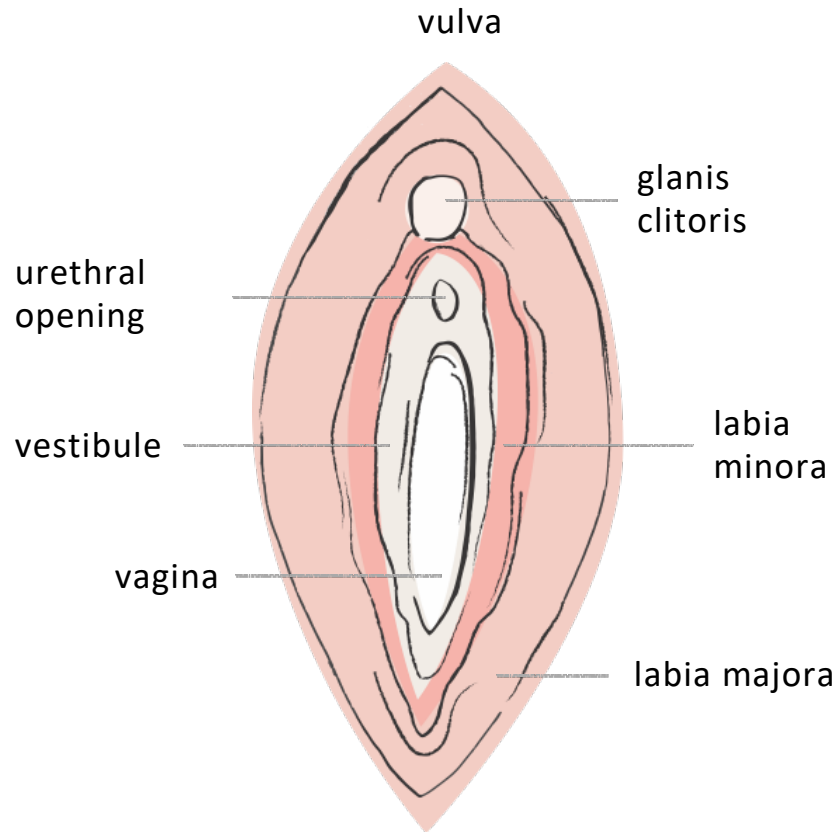
OUR MISSION

TO HELP WOMEN FEEL GOOD IN THEIR INTIMATE SKIN, AND TO UNDO THE VAGINAL TABOO IN SOCIETY AND IN THE BEAUTY INDUSTRY THROUGH SMARTER CONVERSATION, EDUCATION AND INTIMATE PRODUCTS.



vulva health

THE VULVA IS THE FIRST LINE OF DEFENSE FOR THE VAGINA



For more information on your lovely lady parts, we love the educational website the [labia library](#). And always talk to a trusted doctor or medical professional about any questions about lady parts or if you're feeling any discomfort.

VULVA

THE PROPER NAME FOR WOMEN'S OUTER GENITALS IS THE VULVA, WHICH IS OFTEN MISTAKENLY REFERRED TO AS THE VAGINA. VULVAS ARE UNIQUE AND COME IN ALL SHAPES, TEXTURES AND SIZES. SINCE THEY ARE TUCKED AWAY, MANY WOMEN HAVE NEVER EVEN SEEN THEIR OWN LADY PARTS!

URETHRAL OPENING

THE URETHRA IS THE TINY URINARY OPENING WHERE YOU WEE FROM.

VESTIBULE

THE VESTIBULE IS THE VAGINAL OPENING

VAGINA

THE PASSAGE BETWEEN THE UTERUS AND THE EXTERNAL GENITALS. THE ONLY PART OF THE VULVA THAT'S VISIBLE FROM THE OUTSIDE IS THE OPENING. MOST OF THE VAGINA IS ACTUALLY ON THE INSIDE AND IT LEADS ALL THE WAY UP TO THE CERVIX.

GLANIS CLITORIS

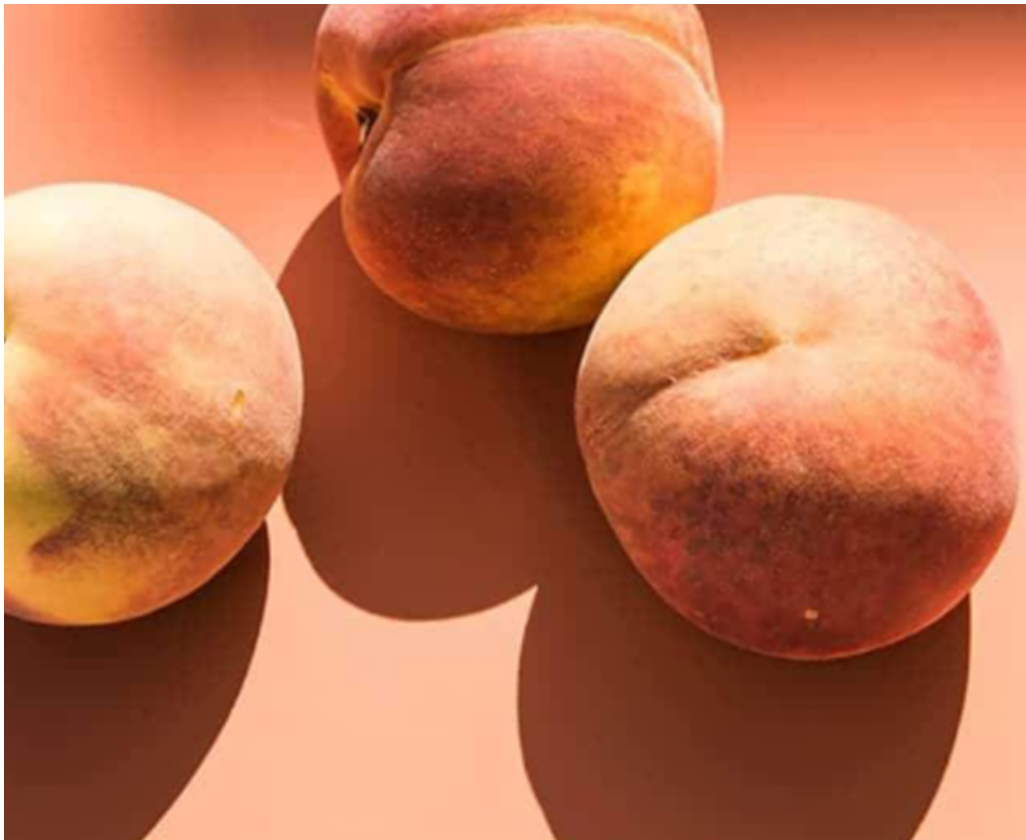
FRONT PART OF OUR SEXUAL ORGANS AKA - THE PLEASURE SPOT WITH 15,000 NERVE ENDINGS- THE TIP OF THE CLITORIS IS OFTEN THE MOST SENSITIVE AREA ON THE VULVA AND IS THE ONLY ORGAN ON THE ENTIRE BODY THAT'S SOLE PURPOSE IS SEXUAL AROUSAL.

LABIA MINORA

KNOWN AS "INNER LABIA" OR TWO SMALL FOLDS OF SKIN TISSUE INSIDE THE LABIA MAJORA THAT PROTECT THE VAGINA, PROVIDING SENSATION + LUBRICATION DURING SEX. THE INNER LABIA ARE RARELY SYMMETRICAL; ONE SIDE CAN BE LONGER THAN THE OTHER OR CAN STICK OUT OF THE LABIA MAJORA. EVEN COLOR CAN VARY. THESE VARIATIONS ARE COMPLETELY NORMAL AND HEALTHY!

LABIA MAJORA

KNOWN AS THE "OUTER LABIA" OR OUTER FOLDS OF SKIN SURROUNDING THE VAGINAL ORIFICE. THESE OUTER LIPS ALSO PROTECT THE VAGINA, AND ALSO VARY IN COLOR, SIZE AND TEXTURE.



HORMONE RESPONSIVE TISSUE

SIMILAR TO FACIAL TISSUE, INTIMATE SKIN IS ACTIVE WITH FLUCTUATIONS IN HORMONES FROM PUBERTY THROUGH PREGNANCY AND MENOPAUSE.

HORMONAL IMBALANCE (I.E. LACK OF ESTROGEN - THE PRIMARY FEMALE SEX HORMONE RESPONSIBLE FOR HEALTHY REPRODUCTIVE FUNCTIONS INCLUDING A HEALTHY VULVA) CAN ALSO BE CAUSED BY POOR DIET OR DISEASE. IMBALANCE CAN LEAD TO COMPROMISED CIRCULATION, SKIN RESILIENCE, MOISTURE, TONE, COLLAGEN, AND ELASTIN.

LADY SUITE PRODUCTS HELPS EMPOWER INTIMATE SKIN:

- REVITALIZES WHILE SUPPORTING VULVO/VAGINAL MICROBIOME
- SUPPORT INTIMATE SKIN REJUVENATION
- HELP IMPART MOISTURE
- STRENGTHEN THE SKIN BARRIER FOR HEIGHTENED IMMUNITY
- CREATE A HEALTHIER APPEARANCE.
- MADE WITHOUT VULVA VILLAINS



LOVE FOR YOUR LADY GARDEN

SKIN IS OUR LARGEST ORGAN AND PROTECTS OUR INNER PROCESSES AND INTERNAL ORGANS.

SKINCARE PRODUCTS ARE DESIGNED TO KEEP THIS PROTECTIVE ELEMENT STRONG, RESILIENT AND COMFORTABLE FROM IRRITATION.

ESPECIALLY IN REGARDS TO INTIMATE SKIN THAT'S MORE VISIBLE FROM *LADYSCAPING*, (SHAVING, WAXING OR LASER HAIR REMOVAL) WHICH IS MORE VULNERABLE TO EXTERNAL IRRITATION.

NO VULVA VILLIANS – MADE WITHOUT PARABENS, PHTHALATES, ARTIFICIAL COLORS AND FRAGRANCE, GLUTEN, GLYCERIN, SULFATES, SURFACTANTS, GMOs + OTHER KNOWN ENDOCRINE DISRUPTORS.

probiotic
refreshing cleanser

**PROBIOTIC REFRESHING CLEANSER for HARMONY
DOWN SOUTH**

3.4 oz / \$16

pH 4.0

- GENTLY CLEANSES AND SUPPORTS THE VULVA, EXTERNAL SKIN SURROUNDING THE VAGINA AND LADY PARTS pH
- EMPOWERS INTIMATE SKIN + BALANCE WITH PROBIOTIC DERIVED BIOACTIVES THAT HELP SOOTHE, SUPPORT IMMUNITY AND MAINTAIN RESILIENCE
- FREE OF SYNTHETIC FRAGRANCE, SURFACTANTS, PARABENS, PHTHALATES, GMOs, AND OTHER INGREDIENT BADDY'S
- GLUTEN-FREE, GLYCERIN-FREE + VEGAN
- DERMATOLOGIST-TESTED + APPROVED
- MEANT FOR DAILY USE





HYGEINE FOR THE VULVA – NOT VAGINA

THE VAGINA IS SELF-CLEANING BUT THE VULVA (OUTER SKIN) IS NOT AND CAN BENEFIT FROM A DAILY “BIRDBATH” FROM DAILY ACTIVITIES - LIKE GOING TO THE BATHROOM, SPORTS, NOT BREATHABLE UNDERWEAR, PERIODS, SEX, AND THAT FAMILIAR “MEH” FEELING.

LADY SUITE PROBIOITIC REFRESHING CLEANSER WAS CREATED AS A SAFE, GENTLE CLEANSING SOLUTION THAT ALSO EMPOWERS INTIMATE SKIN AND ITS PROTECTIVE PROPERTIES.

pH BALANCE

PH STANDS FOR POTENTIAL HYDROGEN WITH THE “P” MEANING POTENTIAL AND THE “H” STANDING FOR HYDROGEN. MEASURES ACIDITY VS. ALKALINITY IN WATER-BASED PRODUCTS.

THE pH OF A HEALTHY VULVA AND VAGINA IS 3.5- 4.5 VERSUS FACIAL SKIN AT 5.5. THE LOWER pH (MORE ACIDIC) IS REGULATED BY PROBIOTICS - GOOD BACTERIA - THAT HELPS PREVENT THE BAD BACTERIA THAT CAUSE PROBLEMS LIKE SKIN DRYNESS, YEAST INFECTIONS OR BACTERIAL VAGINOSIS.

LADY SUITE PROBIOTIC REFRESHING CLEANSER HAS A pH OF 4.0 – 4.5, SUPPORTING A MORE ACIDIC ENVIRONMENT TO PROTECT THE LADY BIOME.

LADY SUITE BOTANICAL OIL IS ANHYDROUS (NO WATER) SO IT DOES NOT AFFECT PH AND HELPS PROTECT THIS NATURAL BALANCE.



PROBIOTICS ARE ESSENTIAL TO THE LADYBIOME

PROBIOTICS ARE “GOOD BACTERIA” THAT CONFER A HEALTH BENEFIT TO HUMAN SKIN. WHEN USED TOPICALLY, THEY HELP SUPPORT SKIN IMMUNITY, INCREASE BARRIER SUPPORT, BOOST OXYGEN, AND THE SKIN’S OWN PRODUCTION OF ANTIMICROBIAL PEPTIDES TO FEND OFF “BAD” BACTERIA THAT CAN CAUSE VAGINAL INFECTIONS.

LADY SUITE FORMULATES WITH NON-LIVING BIOACTIVES FROM LACTOBACILLUS BACTERIA. WE ISOLATE THE BENEFICIAL COMPONENTS OF THE LIVING BACTERIA SO THEY CAN BE STABLE IN A FORMULA AND DON’T HAVE TO BE REFRIGERATED.

SOME OF THESE BENEFICIAL COMPONENTS ARE:

HYALURONIC ACID – HOLDS 1000 TIMES ITS WEIGHT IN WATER IDEAL FOR SKIN HYDRATION AND BARRIER FUNCTION.

LACTIC ACID – ACTS AS A NATURAL MOISTURIZING FACTOR AND IS ALSO ANTIMICROBIAL AGAINST “BAD” BACTERIA AND HAS SKIN RENEWING BENEFITS.

LIPOTEICHOIC ACID – INCREASES THE SKIN’S OWN ANTIMICROBIAL PEPTIDES INCLUDING BETA DEFENSINS WHICH ALSO HELP PROTECT INTIMATE SKIN FROM “BAD” BACTERIA.

MULTIPLE SKIN BENEFITS

- SUPPORT IMMUNITY / STIMULATE THE PRODUCTION OF B-DEFENSES, THE SKIN’S OWN NATURAL ANTIMICROBIAL PEPTIDES
- MAINTAIN HEALTHY BARRIER FUNCTION
- HELP MINIMIZE HYPERSENSITIVE SKIN CONDITIONS
- INCREASE SKIN CIRCULATION

CLEANSING

SODIUM COCOYL GLUTAMATE

AN ECO-CERT INGREDIENT FROM COCONUT OIL AND FERMENTED SUGAR WITH GENTLE CLEANSING + FOAMING PROPERTIES

BOTANICAL EXTRACTS

A BENEFICIAL BLEND OF ORGANIC ALOE, EUCALYPTUS, GRAPEFRUIT, GINSENG, GREEN TEA, AND ROSE HIP EXTRACTS AND MORE PROVIDE A GENTLE PURIFYING EFFECT + NATURALLY REFRESHING AROMA

HYDRATING

SODIUM HYALURONATE

WATER-SOLUBLE; FROM THE SALT OF HYALURONIC ACID HELPS RETAIN MOISTURE AND AID IN WOUND-HEALING, INCLUDING DISCOLORATION FROM INGROWN HAIRS.

LACTIC ACID

SKIN CONDITIONING, SOFTENING AND REJUVENATING, AND HELPS MAINTAIN A HEALTHY VULVOVAGINAL pH LEVEL.

BALANCING

PROBIOTIC BIOACTIVES

SUPPORTS SKIN IMMUNITY AND BOOSTS THE BODY'S OWN ANTIMICROBIAL PEPTIDES TO FEND OFF UNWANTED BACTERIA. IDEAL FOR DRY, SENSITIVE SKIN + INGROWN HAIR PRONE SKIN.

ROSE QUARTZ

KNOWN TO IMPART SOOTHING BENEFITS, INCREASE CIRCULATION, AND ASSOCIATED WITH SELF-LOVE.



RECOMMENDED USE IS 1 TO 2 X'S DAILY! JUST LIKE NORMAL SKINCARE

AM/PM OR AS NEEDED

IN OR OUT OF THE SHOWER, APPLY TO ENTIRE LADY GARDEN (BUTT IS OK TOO) – EXTERNAL SKIN OUTSIDE OF THE VAGINA. AVOID APPLYING INSIDE THE VAGINA. BE GENTLE WHEN APPLYING AND RINSE AFTER USE.

MEANT FOR USE AS VULVAR CARE (SKIN SURROUNDING THE VAGINA).
EXTERNAL USE ONLY.

SAFE FOR USE DURING PREGNANCY.

cleanser faqs

WHAT IS THE PRESERVATIVE IN THE PROBIOTIC REFRESHING CLEANSER?

GLYCERYL CAPRYLATE, A VEGETABLE BASED WETTING AGENT WITH STRONG ACTIVITY AGAINST BACTERIA AND YEAST. IT'S AN EXCELLENT BOOSTER FOR ORGANIC ACIDS AND DIFFERENT LISTED PRESERVATIVES. DUE TO ITS AMPHIPHILIC STRUCTURE, IT LOWERS THE SURFACE TENSION. THIS CAN LEAD TO SMALLER DROPLETS AND MORE STABLE EMULSIONS.

IS IT GLYCERIN-FREE?

YES, TECHNICALLY OUR CLEANSER IS FREE OF GLYCERIN – WHICH IS A WATER LOVING MOLECULE DUE TO ITS STRUCTURE. WHILE USED A LOT IN SKIN CARE, IT'S NOT ALWAYS IDEAL FOR THE VULVOVAGINAL AREA AS IT CAN PULL MOISTURE FROM THE SKIN IN CERTAIN ENVIRONMENTS OR IS SAID TO INCREASE VAGINAL INFECTIONS WHEN IT'S PRESENT IN VAGINAL LUBRICANTS.

WE USE PLANT-BASED POLYGLYCERYL ESTERS, WHICH OCCUR WHEN THE GLYCERIN MOLECULE IS MODIFIED WITH AN OIL-LOVING FATTY ACID, CREATING AN EMULSIFIER THAT IS VERY MOISTURIZING AND MILD TO THE SKIN.

OVERALL, THEY ARE HIGHLY REGARDED DUE TO THEIR MILDNESS, FLEXIBILITY, MOISTURE HOLDING CAPACITY AND BIODEGRADABILITY. THEY'RE ALSO PRODUCED SUSTAINABLY FROM RENEWABLE RESOURCES.

IS IT FRAGRANCE-FREE?

YES, OUR CLEANSER IS SYNTHETIC FRAGRANCE-FREE. WE USE A BLEND OF SKIN BENEFICIAL FRUIT AND BOTANICAL EXTRACTS, INCLUDING GRAPEFRUIT, GREEN TEA AND CUCUMBER THAT ALSO CREATE A REFRESHING SCENT.

IS THIS GLUTEN-FREE?

YES, HOWEVER WE ARE NOT SEEKING A FORMAL CERTIFICATION FOR GLUTEN-FREE.

IS THIS VEGAN?

YES, THIS CLEANSER DOES NOT INCLUDE ANIMAL BYPRODUCTS.

DO I NEED TO USE PROBIOTIC REFRESHING CLEANSER EVERY DAY?

WE LIKE TO USE IT IN THE SHOWER, LIKE YOU WOULD NORMALLY CLEANSE YOUR BODY, ESPECIALLY POST- WORKOUT OR SEXUAL ACTIVITIES. HOWEVER, THERE IS NO NEED TO OVER-CLEANSE ANY BODY PART! ONCE OR TWICE A DAY IS IDEAL.

HAS THIS BEEN DERMATOLOGICALLY TESTED?

YES, OUR PRODUCTS ARE DERMATOLOGICALLY TESTED.

IS THIS CLEANSER ANIMAL TESTED?

NEVER. WE ONLY TEST ON LADIES, NOT ANIMALS.

IS IT TRAVEL / TSA FRIENDLY?

YES, IT IS 3.4 OZ

rejuvenating
botanical oil

REJUVENATING BOTANICAL OIL

for THE GLOW BELOW™

1 OZ / \$46

- PREVENTS DRYNESS, RAZOR BURN, BUMPS + INGROWNS
- HELPS REVERSE SKIN THINNING
- ALL NATURAL + ORGANIC WITH HIGH CONTENT OF ESSENTIAL FATTY ACIDS REQUIRED FOR SKIN RESILIENCE
- MINIMAL USE OF ESSENTIAL OILS – CEDARWOOD, ORANGE AND CARROTSEED OILS
- DERMATOLOGIST-TESTED + APPROVED
- MEANT FOR DAILY USE





INTIMATE GROOMING

ACCORDING TO A JAMA DERMATOLOGY STUDY, "84% OF WOMEN ASSOCIATE INTIMATE GROOMING WITH CLEANLINESS." WITH LESS PUBIC HAIR COMES LESS PROTECTION AGAINST EXTERNAL FACTORS.

LADY SUITE BOTANICAL OIL HELPS SOOTHE COMMON INTIMATE SKIN SENSITIVITIES LIKE INGROWN HAIRS AND DRYNESS, AND FIGHTS UNDERLYING INFLAMMATION!



- ALL ABOUT ESSENTIAL FATTY ACIDS
- FORMULATED WITH THE HELP OF A RENOWNED BOTANICAL EXPERT, MEDICAL EXPERTS AND SCIENTISTS ATTUNED TO WOMEN'S HEALTH.
- PRODUCED IN THE USA USING NON-GMO INGREDIENTS AND IN A USDA/ECO CERT LAB WITH A FEMALE BIOCHEMIST.
- MADE WITH NATURALLY-DERIVED AND ORGANIC INGREDIENTS + FREE OF PARABENS, SYNTHETIC FRAGRANCE, DYES, AND KNOWN ENDOCRINE DISRUPTORS.
- CORAL COLOR COMES FROM AN AYURVEDA-INSPIRED BLEND OF ROOTS, GRASSES, HERBS AND PLANT EXTRACTS THAT ALSO HELP SOOTHE AND COMFORT.
- DERMATOLOGICALLY TESTED + WE TEST ON LADY PARTS AND NOT ANIMALS.

ESSENTIAL FATTY ACIDS ARE ESSENTIAL FOR VULVA SKIN RESILIENCE – HYDRATION + ELASTICITY

OMEGA FATTY ACIDS ARE VALUABLE FATS, FOR YOUR DIET + YOUR SKIN. OMEGA-3 AND OMEGA-6 ARE CONSIDERED ESSENTIAL FATTY ACIDS BECAUSE THE BODY CANNOT MAKE THEM ON ITS OWN.

AMONG THE OMEGAS, THE MOST VITAL FOR SKIN ARE:

OMEGA-3—FOUND IN FOODS SUCH AS FISH OIL, FLAX SEED (LINSEED) OIL, WALNUT OIL, CHIA OIL, AND CERTAIN SPECIES OF ALGAE.

OMEGA-6—ABUNDANT IN MANY PLANT OILS, LINOLEIC ACID, AND PASSION FRUIT OIL.

OMEGA-9—PLENTIFUL IN FLAX SEED (LINSEED) OIL AND SOYBEAN, CANOLA, PEANUT, AND SUNFLOWER OILS.

MULTIPLE SKIN BENEFITS

- HELP NOURISH + DETOXIFY SKIN CELLS
- REINFORCE AND SMOOTH SKIN'S SURFACE.
- HELP KEEP SKIN HYDRATED
- CALM SIGNS OF EXTERNAL STRESSORS, INCLUDING REDNESS AND SENSITIVITY.
- VISIBLY STRENGTHEN SKIN
- DELIVER ANTIOXIDANTS

CALMING

TAMANU OIL

HELPS MOISTURIZE, SOOTHE AND SOFTEN THE EPIDERMIS, DECREASE FEELINGS OF DISCOMFORT, AND SUPPORTS HEALTHY SKIN REGENERATION

ECLIPTA PROSTRATA EXTRACT

EFFECTIVELY COMBATS MINOR SKIN DISCOMFORTS INCLUDING RAZOR BURN IRRITATION FROM INGROWN HAIRS

REVITALIZING

MEADOWFOAM +CARROT SEED OILS

IMPARTS NATURAL FIRMLING AND TONING PROPERTIES ALONG WITH HIGH ANTIOXIDANT CONTENT AND VITAMINS C + E

EVENING PRIMROSE OIL

CONTAINS HIGH LEVEL OF GAMMA LINOLENIC ACID WHICH CONTRIBUTES TO OPTIMAL CELLULAR HEALTH

HYDRATING

ORGANIC JOJOBA SEED OIL

ACTS AS A MOISTURIZER AND EMOLLIENT AGENT TO IMPROVE SKIN ELASTICITY AND SUPPLENESS, CONTAINS NATURAL TOCOPHEROLS TO MINIMIZE OXIDATION

SESAME OIL

NOURISHING OIL WITH STRONG ANTIOXIDANT PROPERTIES. IT HELPS RESTORE MOISTURE AND SKIN ELASTICITY.



FULL [INCI](#) INGREDIENT LIST

HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL*, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL*, LIMNANTHES ALBA (MEADOWFOAM) SEED OIL, SESAMUM INDICUM (SESAME) SEED OIL*, OENOTHERA BIENNIS (EVENING PRIMROSE) OIL*, CITRUS SINENSIS (ORANGE) OIL, ECLIPTA PROSTRATA EXTRACT, MELIA AZADIRACHTA LEAF EXTRACT, MORINGA PTERYGOSPERMA SEED OIL, TOCOPHEROL, CEDRUS ATLANTICA (CEDARWOOD) OIL*, CALOPHYLLUM, INOPHYLLUM (TAMANU) OIL* DAUCUS CAROTA SATIVA (CARROT) SEED OIL. *CERTIFIED ORGANIC



RECOMMENDED USE IS 1 TO 2 X'S DAILY! JUST LIKE NORMAL SKINCARE

AM/PM. STANDING OR LAYING DOWN, APPLY AS NEEDED TO CLEAN FINGERTIPS AND THEN GENTLY ONTO INTIMATE SKIN, INCLUDING LABIA AND ANY AREAS YOU NATURALLY GROW HAIR.

WAIT 5-10 MINUTES TO APPLY POST SHAVING, WAXING OR LASER. ALSO A BEAUTIFUL SKIN REVITALIZING OIL FOR OTHER AREAS OF BODY, INCLUDING HANDS, NECK + DÉCOLLETAGE.

MEANT FOR USE AS VULVAR CARE (SKIN SURROUNDING THE VAGINA). EXTERNAL USE ONLY.

SAFE FOR USE DURING PREGNANCY, HOWEVER, AVOID USE ON NIPPLES PRE AND POST BREASTFEEDING.



thank you.

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